

BaxterStorey appoints UK-wide head of food

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Hospitality business [BaxterStorey](#) has promoted Dan Wilson to head of food UK to support the group's strategic growth and drive its sustainable nutrition food movement and culture.

Wilson previously oversaw BaxterStorey's London region as head of food, where he supported the growth and mobilisation of new business as well as menu development and due diligence for three years. In this role, he supported day to day operations across 300 kitchens in the capital.

This new role will support a key period for the business as it launches its sustainable nutrition movement across client operations UK-wide over the next three years. The strategy will deploy a science-backed approach to food and beverage that prioritises health and the planet.

As part of this mission, BaxterStorey is also strengthening its collaboration with partners including Food for Life and the British Nutrition Foundation, while continuing to champion the Chef Manifesto programme with Paul Newnham. Together, these initiatives provide a platform to share knowledge, embed best practice and reinforce the company's ambition to enhance its food culture

Wilson has been tasked with driving operational excellence across the UK, working with regional heads of food and their teams to ensure craft and creativity is at the forefront of relationships with clients and suppliers.

Dan Wilson, head of food UK at BaxterStorey, said: "For me this role is personal, BaxterStorey has trusted me to represent our teams, to help them grow and develop, to work with absolute freedom in their kitchens and ultimately to help them delight their customers.

“Taking professional pride in the chef jacket is a non-negotiable for our chefs, starting with our growers and producers, through to the education, skills and development that we have at our disposal. This new role is an exciting opportunity to be part of something really special.

“We are always looking for the consistent 1% improvement opportunity in everything we do, and the next 12 months will be no different.

“With our 2026 sustainable nutrition strategy firmly underway, this will be a huge year for our teams. We are working with the chefs from our Level 5 Chef Academy on an exciting project that will have a huge impact on our industry, bringing seasonality, science and tech to every BaxterStorey kitchen.”