

BM launches Atelier Wellness: a new programme inspired by WELL to deliver health-driven experiences to workplaces

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BM Caterers has launched Atelier Wellness – the industry’s first dedicated programme inspired by the WELL standards – designed to bring health-driven foodservice to workplaces across the UK – including those without on-site kitchens.

Building on the principles of the WELL Building Standard™, which recognises how environment, operations and food contribute to human health and performance, the new initiative focuses on how catering can directly enhance workplace wellbeing.

Developed in collaboration with clients pursuing or holding WELL certification, Atelier Wellness extends BM’s off-site production capability and Atelier network model to create menus that champion organic ingredients, balanced nutrition and responsibly sourced food in line with the caterer’s Second Nature strategy.

The programme supports businesses of any scale to access food that enhances physical health, cognitive performance and employee engagement.

This is achieved through a tailored project plan, developed by BM’s specialist team.

The launch was celebrated at an exclusive industry event at Lazards UK, hosted by Hannah Horley Young of the Crazy Sexy Food podcast. The event brought together clients and wellbeing experts to explore the

intersection of foodservice and the WELL Building Standard.

BM chef director Pete Redman and his culinary team showcased a series of dishes designed to demonstrate how food can be mindful, have a low environmental impact and inclusive without compromising on flavour – including a baba ghanoush dish serviced with roasted chickpeas and Japanese smoked vinegar.

Each dish served as a live case study in how WELL principles translate into menu design, from ingredient sourcing and portion balance to presentation and nutritional transparency.

A panel discussion followed, featuring Akos Brandecker, WELL assessor at Living Building Consultancy; Tom Howes, head of corporate services and sustainability at Lazard UK; and Pete Redman, BM chef director. The session explored how catering teams can practically implement WELL criteria through food.

Brandecker outlined the WELL Nourishment concept, covering both mandatory and optional elements – such as providing fruit and vegetables, clear nutritional labelling, mindful eating practices, and responsible sourcing. He explained how achieving gold or platinum certification requires both compliance and creativity, with foodservice playing a vital role.

Redman discussed the chef's perspective on designing menus that meet WELL objectives while maintaining culinary appeal. "WELL standards encourage us to be more thoughtful and inventive," he said. "It's about designing food that truly energises people while respecting the environment and inclusivity."

Howes added: "Our new workplace wasn't just about great design, it was about creating an environment where people want to be. Food is central to that, and this programme has helped us fine-tune every detail as we move closer to platinum WELL accreditation."

BM Caterers managing director Angus Brydon said: "Atelier Wellness represents a new step in workplace foodservice. It's a complete programme that allows us to deliver WELL-aligned menus to clients with or without on-site facilities. Every menu is benchmarked against WELL standards, helping organisations deliver healthier, more engaging workplaces."