

Vacherin Confirms Leadership Evolution

2 months ago



Vacherin has announced a leadership evolution that prepares the specialist London caterer for the next era of growth and celebrates its commitment to talent development.

Tom Rule has been promoted to Managing Director Designate, with Phil Roker, Vacherin's incumbent Managing Director preparing to move into the role of Chairman later in 2026.

The move is good news for the business, its clients and people, who benefit from Tom's fresh ideas and perspectives whilst continuing to be supported by Phil's extensive knowledge and experience. It's also testament to Vacherin's commitment to nurturing its people, providing strong, tangible career pathways that ensures talent grows with the business.

Tom originally joined Vacherin in 2012 as operations manager, successfully progressing to operations director. His invaluable contribution includes creating growth opportunities for Vacherin and its clients, such as overseeing the development of its successful Central Production Kitchen 'delivered-in' business and driving forward its exciting coffee culture. Tom is also instrumental in a variety of Vacherin's social, wellbeing and community initiatives, including last year's successful Three Peaks Challenge for Luminary Charity.

Tom Rule says: "Vacherin is an incredible business with fantastic clients and people, and I'm thrilled and honoured to lead it into its exciting future. I've had a brilliant career journey with Vacherin so far, with great support and development opportunities that have brought me to this position. I look forward to working closely with Phil and the rest of the team as I settle into the role and we identify new opportunities for innovation and growth."

Established in 2002, Vacherin became part of the CH&CO family in 2020, and more recently Compass Group UK & Ireland following its acquisition of CH&CO in 2024. Since 2020, the focus of the Vacherin

leadership has been on establishing its place within the larger organisations, whilst remaining true to the culture and principles that attracted clients and team members to the business in the first place.

Phil Roker said: “After 20 amazing years with the business, the past 10 as Managing Director, I feel Vacherin is in a very strong position and the time is now right for me to empower someone else to take the business forward with new energy and focus. Tom is the right person for me to hand the reins to. He is an exceptional talent who will retain the core values and spirit that make Vacherin truly special, while embracing new ideas, technology and challenges. He has his finger on the pulse of our business, market, clients and teams and I look forward to seeing him continue to flourish as he takes on this exciting new challenge.

“I’m not ready to hang up my Vacherin hat just yet though! Maintaining continuity for our clients and team members is a priority and Tom and I will work closely together throughout the coming months as he settles into the role. Later this year, I will move into the new role of Chairman where I will continue to support Tom, ensuring that the culture and ethos of Vacherin is retained whilst enjoying being part of our fantastic, talented and supportive team. I’m biased, but there really is no place like Vacherin.”

Over the past six years, led by Phil, the Vacherin team has cemented its position as a specialist London provider, dedicated to delivering the highest levels of service to its clients. Its scale as part of a larger organisation has enabled Vacherin to build the most formidable operations and culinary teams and develop its successful Central Production Kitchen ‘delivered-in’ business, as well as specialist resource in areas such as coffee, marketing, sustainability, learning and development. It also boasts the industry’s only Sparkle team dedicated to innovation. On top of this, the team and its clients benefit from strengthened central support and resources in areas such as finance, procurement, systems and technology.