

Case Study

MEAL TRAYS USED TO SERVE 110,000 MEALS

Catering Giant Compass Group successfully commissioned tailor-made lunch trays for a flawless large-scale catering event



Situation: To provide lunch meals for 110,000 people over four days

Challenge: Meals delivery with tight space and time constraints

Requirement: Tailor-made lunch trays for complex catering requirements

Solution: Design and practical delivery of lunch trays

Benefits: Long term partnership with client

Compass Group is a market leader in providing high quality catering services at exhibition sites, sporting venues and in the workplace including schools colleges and hospitals. They work in partnership with their clients, to provide food service solutions that meet the specific needs of their environment and the end consumer.

Leith's at ExCel London, a division of Compass Group, in response to a mass community event involving a four-day function serving 110,000 meals with a peak of up to 37,000 lunches on the main day within a two hour slot. Kavis Ltd, a long standing client of Evolution Design & Communications, was invited by Leith's to work on the project. Kavis Ltd. recommended Evolution Design & Communications to Leith's to design and produce the Lunch Tray solution.

Serving such a large number of people in a short timeframe was a challenge Leith's relished. They needed a company on board that would develop a one-off solution to meet these demanding requirements. Evolution Design & Communications was appointed to draw up the designs and subsequently delivered the final product.

Challenge: meals delivery with tight space and time constraints

Leith's first looked at the space constraints and items needed to be incorporated, i.e. food tray, cutlery, sweet, water, etc to consider the options. Airline trays were too costly while other options were not practical. The main challenges lay in the type of tray to use, the way to make them up, stack and handle to deliver the meals within the time frame in a cost effective way. Disposal and budgetary considerations had also to be taken into consideration.

Evolution Design & Communications: Meal tray solutions for caterers

Evolution Design & Communications is a company specialising in offering innovative but practical solutions that are cost effective and efficient solutions for clients.

Case Study

Requirement: tailor-made lunch trays for complex catering requirements

Leith's required a lunch tray which would enable them to deliver meals quickly and efficiently.

The lunch trays were expected to be rigid enough to hold the food containers. The containers had to be loaded at the last moment and be able to keep the food warm. Slots were needed to store food, drinks and cutlery. Lastly, the trays were expected to be easy-to-serve, stored and disposed of in an environmentally friendly manner. Space was a major consideration. The trays were also required to fit the service area and work flow of the catering function. Leith's needed to get samples of all items and get confirmed by clients who had a 100 strong approval committee looking at every aspect of the event.

Leith's : *"The task of co-ordination for not only delivery on the event days but also the liaising and planning both internally and externally was going to be critical to the success of this event."*

Solution: design and practical delivery of lunch trays

Kavis and Evolution Design were invited to design a tray with all these key elements. Evolution Design & Communications designed and customized lunch trays that would meet Leith's' requirements. Different prototypes were developed to test feasibility. Leith's' and its end user clients tried and tested a number of tray designs before finalising on one version. Hot meals were cooked at the last moment and the trays were loaded at the point of meal distribution for freshness.

To minimise the handling and storage space, trays were delivered as a flattened-pack and could be assembled quickly on site prior to serving.

A dry run was organized in May 2008, serving 100 meals, to ensure the catering process was flawless.

Evolution Design & Communications: *"A dry run was organised by Compass Group simply to make sure everything would run smoothly. A single unforeseen problem will have jeopardised everything. A dry run would sort it out any potential problems. The dry run with the Lunch Tray actually went very well"*

Outcome: the working tray for a successful event

The trays worked to expectations:

- > **All visitors were fed in record time**
- > **Service was seamless**
- > **Clients were collecting three to four trays at a time for family members and they stacked properly for handling.**
- > **Leith's was to date, rated as the best ever hospitality provider for this event by the Community Group.**

Benefits: long term partnership with clients

Feedback from the clients was - of all their International Annual events held each year for the last fifty Years – Leith's @ Excel was rated as the best for quality and service. Not only did Evolution Design & Communications commission a perfect catering function, it also brought about intangible and long term benefits for Leith's:

- > **Time savings with ease to handle in meal delivery**
- > **Exceeding customer expectations**
- > **Recognition in terms of quality and service**
- > **Generated long term and repeated business for Leith's**

Project Quotes: a cost effective and practical solution for caterer

Leith's: *"The design of the trays and the advice and assistance from both Kavis & Evolution Design ensured a very successful outcome to a very challenging service level focused event. It was an excellent partnership."*

Martin James - Deputy General Manager

Leith's: *"A practical, cost effective and serviceable solution is what we were looking for."*

Philippa Perkins - General Manager, Leith's

Evolution Design & Communications:

"The meal trays met all Compass Group's criteria– design, delivery, catering service & budget. Our package was perfect!"

Mukesh Naker - Evolution Design & Communications.

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