

## **TWO LEGACY HOTELS WIN FOUR AA STARS AND ROSETTE AWARDS FOR FOOD WHILST WORKING WITH PSL**

### **Background**

Legacy Hotels is a hotel management company with twelve management contracts and eight associate hotels across England, Wales, Scotland, The Channel Islands and Southern Spain holding either 3\* or 4\*. It is this wide geographic spread of hotels that led the Group to look to external assistance for the purchase of food and the setting of common operational standards.

Finance Director, Jim Gordon, commented, "I had worked with PSL previously when I was Purchasing Director of another major Hotel Group and so was aware of the advantages they bring when working with management and teams of staff.

"Legacy Hotels was using alternative external support when we started up the business but after some time I could see the service we were receiving was falling short compared with what I was used to from PSL. The other company also could not provide the operational assistance which PSL's experience and knowledge enables them to provide. Having both purchasing and operational support is crucial to gaining maximum benefits.

"I knew PSL could deliver the price savings we were looking for whilst at the same time introducing quality suppliers across all the hotels. They don't just come in and pick fault with how hotels operate, they make recommendations of how we can improve and then help us to implement any changes. It was in October 2005 that we brought PSL in to work with all Legacy's UK hotels and we've not looked back since."



*Legacy Falcon Hotel, Stratford-upon-Avon*

prices, has meant a reduction of three percentage points in food costs and we achieved savings of 15% in the first year alone."

### **Food costs reduced**

Through PSL's introduction of their suppliers to all the hotels, Legacy Hotels has been able to improve food standards whilst achieving savings across the Group.

Jim Gordon said, "PSL agree prices with suppliers that we could not attain and sustain on our own.

"We have also made great improvements in our working efficiency. This, combined with better

### **Award-winning status**

In 2008 Legacy Botleigh Grange in Southampton was awarded four AA stars. Superior class of food was also behind the decision to award 4\* status to 16<sup>th</sup> century Legacy Falcon Hotel in Stratford-upon-Avon in 2009. The official report detailing why they'd been upgraded to 4\* said that the standard of food served and attention to detail shown by the Restaurant Manager were among the highlights at the Hotel.

Both Botleigh and Falcon hotels were also granted an AA rosette for food at this time. Botleigh had previously held two rosettes when Legacy Hotels started working with them but they soon recognised that the offering was not compatible with the requirements of their customer base. After careful review it was decided to tailor the menu to comply with standards of a one-rosette establishment in order to both increase the number of dining guests and further improve profitability. This move has proved to be a great success.

### **Negating impact of food inflation**

Legacy Hotels are a dynamic group which has responded well to the recent economic crisis.

The food industry in particular has been hard hit with escalating food prices and a general downturn in public spending on dining out. With PSL's help, however, Legacy Hotels has been able to negate the impact of 2008-9's rapid food inflation and has been able to continue to provide guests with high quality, interesting menus and dishes without having to enforce price increases on them and therefore discouraging customers.

Jim Gordon added, "Having PSL working with the hotels has enabled us to concentrate on ensuring customer satisfaction is being met without the distraction of checking suppliers are meeting our price, quality and delivery targets.

"PSL has proved to be very responsive across all areas of the company. When either an individual hotel or the management company has asked for assistance, PSL has always come back promptly with good recommendations which they help to implement when needed."

### **It's June...and Christmas is coming!**

As we approach the summer, Legacy Hotels is already six months ahead having all but finalised its Christmas menus across the Group.

PSL has been working with Legacy Hotels on ways to improve on previous years by the introduction of even more inspiring and profitable menus.

Matt Tough, Sales & Marketing Director of PSL summarised, "Legacy Hotels is a group who recognises how embracing changes at the right time brings positive rewards. PSL is proud to be working and planning for the future with them as responding wisely in these challenging times provides good opportunity for growth."

For further information please contact Matt Tough, Sales & Marketing Director on: 07778 285321.