

## WHITTLEBURY HALL SURPASSES HIGH FOOD INFLATION

### Background

A major management training, conference and banqueting hotel, featuring a 500 seater auditorium, Whittlebury Hall has also won awards for Best Hotel Spa, Hotel of the Year and carries two AA rosettes for fine food.

Their 22 kitchen staff produce an average of 180 breakfasts, 200 lunches and 180 dinners daily, with a food revenue of £9,000 a day. They had contracted PSL's services in the past with great success, but at the beginning of 2004 they felt it was time for a change and chose to work with Aramark.

Within 12 months, however, Whittlebury had signed a new contract with PSL and during the first year of working with PSL again achieved savings of 15%!



Group General Manager, Mark Jones, commented, "When benchmarking our suppliers, PSL offer the quality, standards and pricing that give us a real advantage in the 4\* hotel marketplace."

"I have worked with PSL in my previous roles and know that they can almost always bring better buying prices to the table whilst still incorporating key local and specialist suppliers."

### Increased Revenue Despite High Inflation

During the 12 month period without PSL, Whittlebury Hall could see that despite its stringent systems in the kitchen, PSL are able to provide even greater controls within the kitchen administration environment, further enhancing working practices and profitability. Mark added, "Food cost is one of the key financial deliverables that are within your control – but it's very easy to become complacent. Having outside assistance opens your eyes to things that could otherwise go unnoticed and it's this meticulous attention to detail that sets you apart from other establishments. It really does make a difference."

Since working with PSL again in 2005, Whittlebury Hall has continually increased its revenue. 2008 saw the highest food inflation for many years - 12% - yet through PSL's assistance with shrewd purchasing and engineering of menu content, Whittlebury Hall's Food Cost of Sale figure rose by only 1%, therefore maintaining good profitability on a revenue of over £3.3m.

Most importantly, all this was achieved without detriment to food quality or client perception.

The reduction of breakfast and dinner allocations in January 2007 also presented no impact on the Hotel's gross margin. On the contrary, the introduction of subtle menu changes by PSL and Whittlebury Hall actually contributed a further £100k per annum to the Hotel's bottom line.

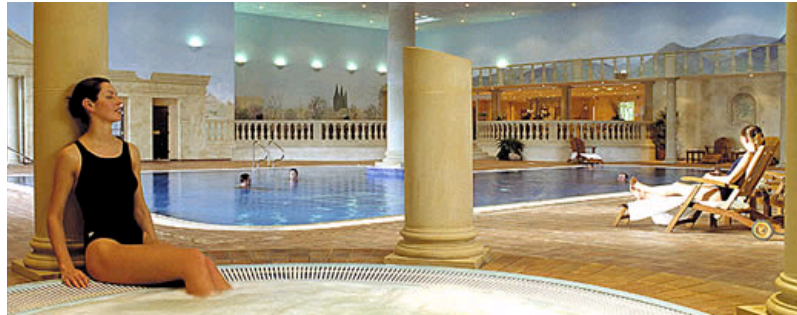
### **Good Communication**

PSL's constant drive to ensure that quality and standards are consistently met leaves the team at Whittlebury Hall free to concentrate on what they do best – the preparation and serving of first class food. Because PSL staff all have a background in the food industry they understand the issues that can arise. Mark clarified, "PSL staff are highly knowledgeable and helpful. They work with us to implement changes rather than just make suggestions and leave. They are good communicators and assist our staff to recognise and understand how making changes can benefit both the hotel and their individual responsibilities. They are a key asset in reaching our very stringent targets."

With the proven success of the working partnership between PSL and Whittlebury Hall, its sister hotel, Scalford Hall, also signed to work with PSL.

### **New Initiative Reaps Instant Benefits**

During 2008-9 PSL introduced a new initiative into Whittlebury Hall and Scalford Hall. Instead of purchasing from a sole supplier for their dry and frozen commodities – a common practice as it represents such a small element of food purchasing – PSL introduced dual supply, resulting in two suppliers having to compete to gain Whittlebury and Scalford Halls' business.



This alone has generated savings of around £18,000 per annum!

Mark concluded, "Through the initiation of improved working practices and by enhancing management control, PSL are ensuring our Hotels offer really good food that is constantly commented on by our guests, whilst maximising efficiency and therefore improving the quality of service we provide."

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