

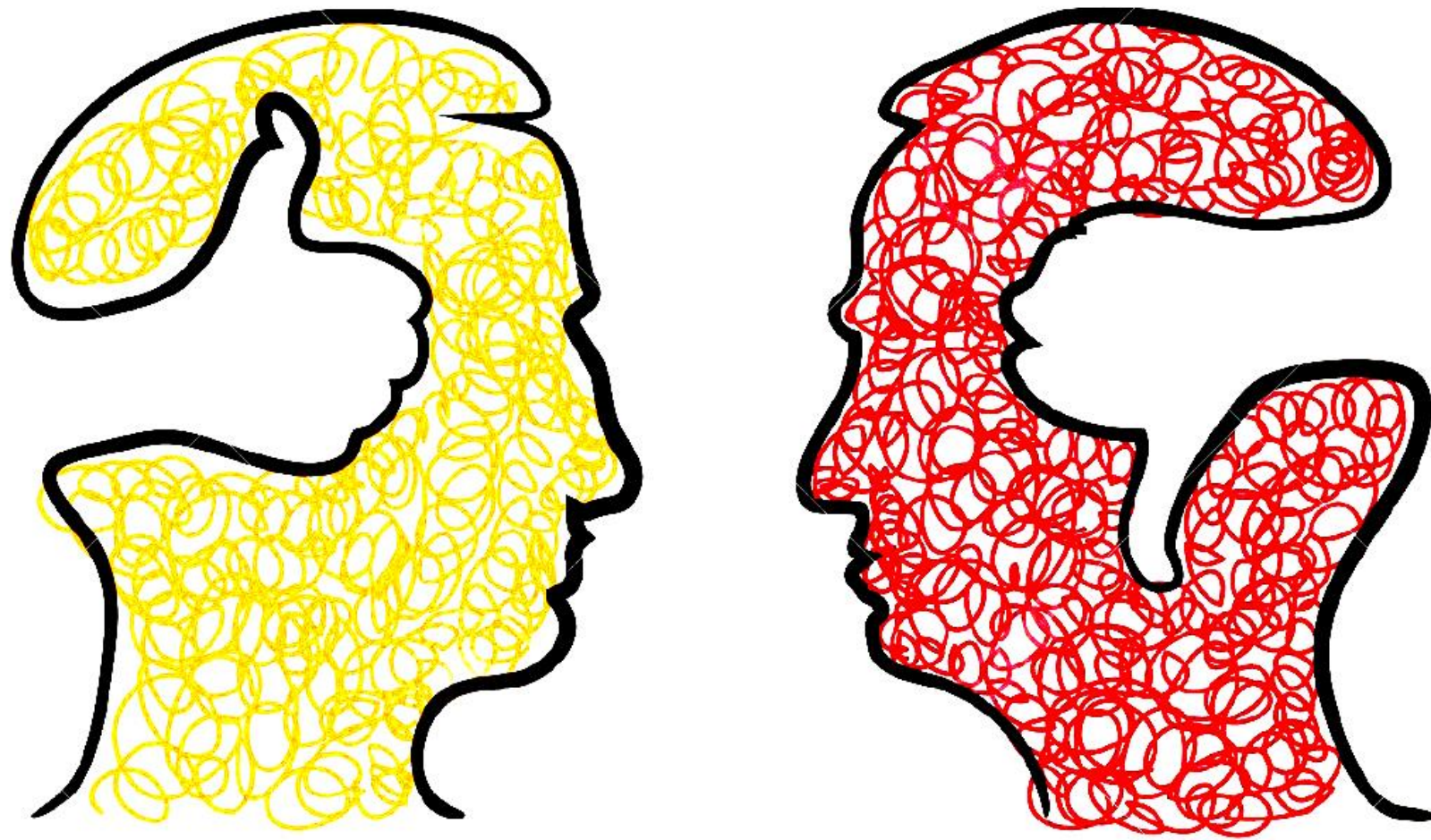
Catering Reshaping Update

December 2018



“The day I stop learning is the day I stop growing
you miss 100% of the shots you don't take”

–*Wayne Gretzky*

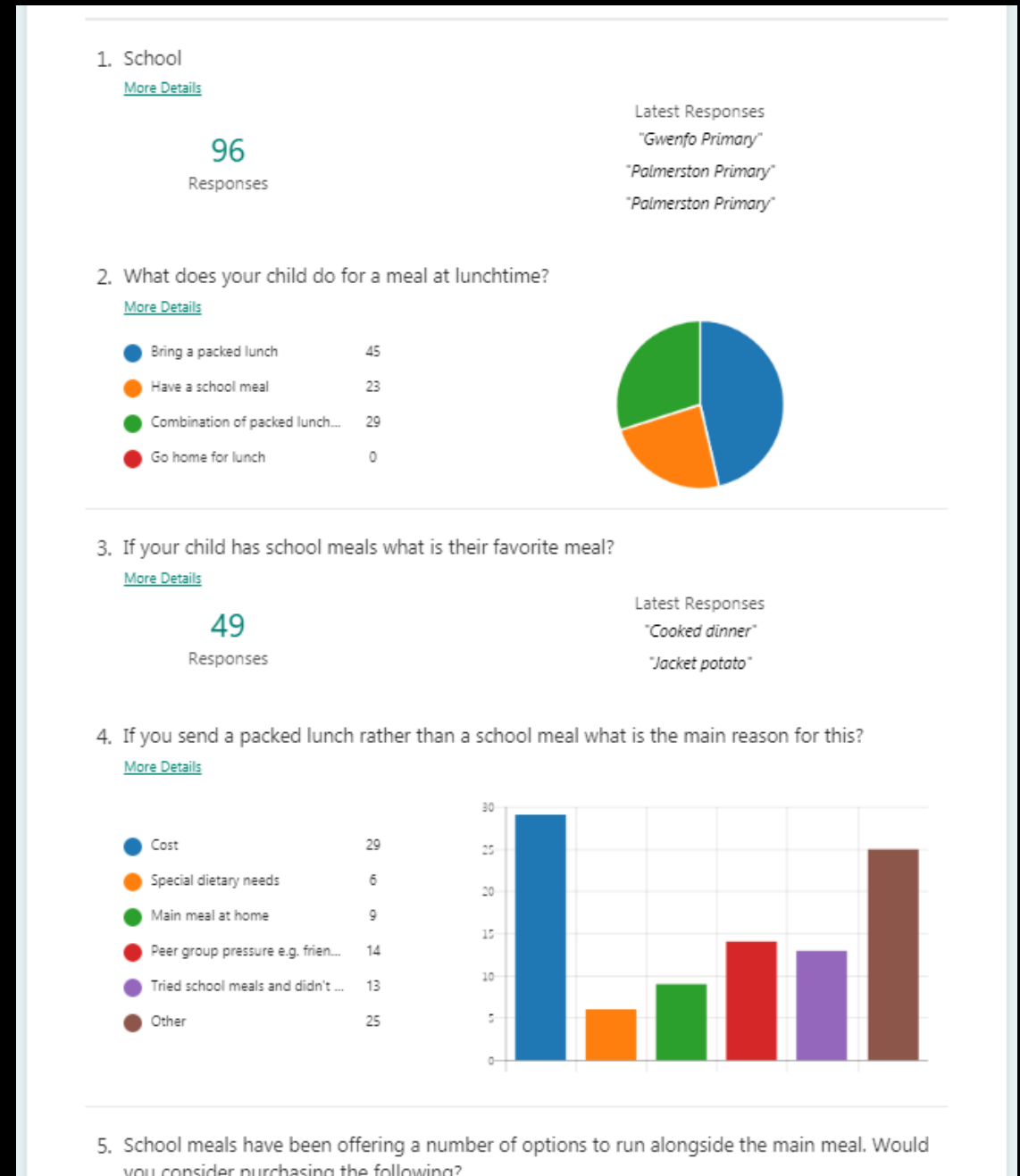


Commercial Awareness

Changing our relationship

Market Research - Schools

- Demand for a 21st Century Experience
- People want to buy school dinners
- Need for defining Value
- So many quick wins!



Commercial Opportunities

- Big Fresh AirStream
- Vending starting to turn a profit
- Commercial Opportunities and Marketing Strategy drafted
- Profit model for schools

Commercial Opportunities



The Big Fresh AirStream

Mission

Street food is a community of feel-good food: an inexpensive combination of insanely great flavours, easily accessible and mobile. In the UK, street food is mostly eaten at markets, at special events, in disused warehouses, or via mobile food trucks popping up at local venues. Street food is taking the nation by storm and we air to offer unique food experiences at a variety of venues by creating a new, unique brand for the Vale and beyond. The Big Fresh Catering Company will invest its profits into its parent company to develop its staff, continue to innovate, and provide stable returns to its [clients](#) infrastructure and core operating costs.



The Big Fresh AirStream

Company Summary

The Big Fresh AirStream will operate out of The Big Fresh Catering Company [The Big Fresh Catering Company](#), selling a number of specialist poutine dishes and a variety of beverages out of its mobile kitchen. The Big Fresh AirStream will trade at a variety of venues including weekly and specialty markets, music festivals, food festivals and street food collectives. The start-up cost of the mobile service provision is estimated at £25,380.

Objectives

The Big Fresh AirStream objectives for the first year of operations are:

- Become recognised as the "Best Local Street Food Vendor in the area" by the local restaurant guide
- Turn in profits from the first month of operations
- Maintain a 70% gross margin

Keys to success:

- USP to include retro theme and international flavour to attract and retain customers]
- Fast and efficient operation
- Presence at local street food events, such as the Cardiff Street food Festival

Startup Summary

Start-up expenses of £5,380 include:

- Legal expenses for obtaining street trader's licence and advice on trading operations - £1,300
- Marketing signage, vehicle dressing, branding and flyers (2,000 flyers at \$0.04 per copy) - £1,580

WONDER

Cypad 
better knowledge on the move

VALE of GLAMORGAN



BRO MORGANNWG


Revival
Food TRAILERS
by Food Truck Company

“Before you can win, you have to believe you are worthy”

–*Wayne Gretzky*



**drum roll
please...**

the **BIG**
FRESH
Catering
company



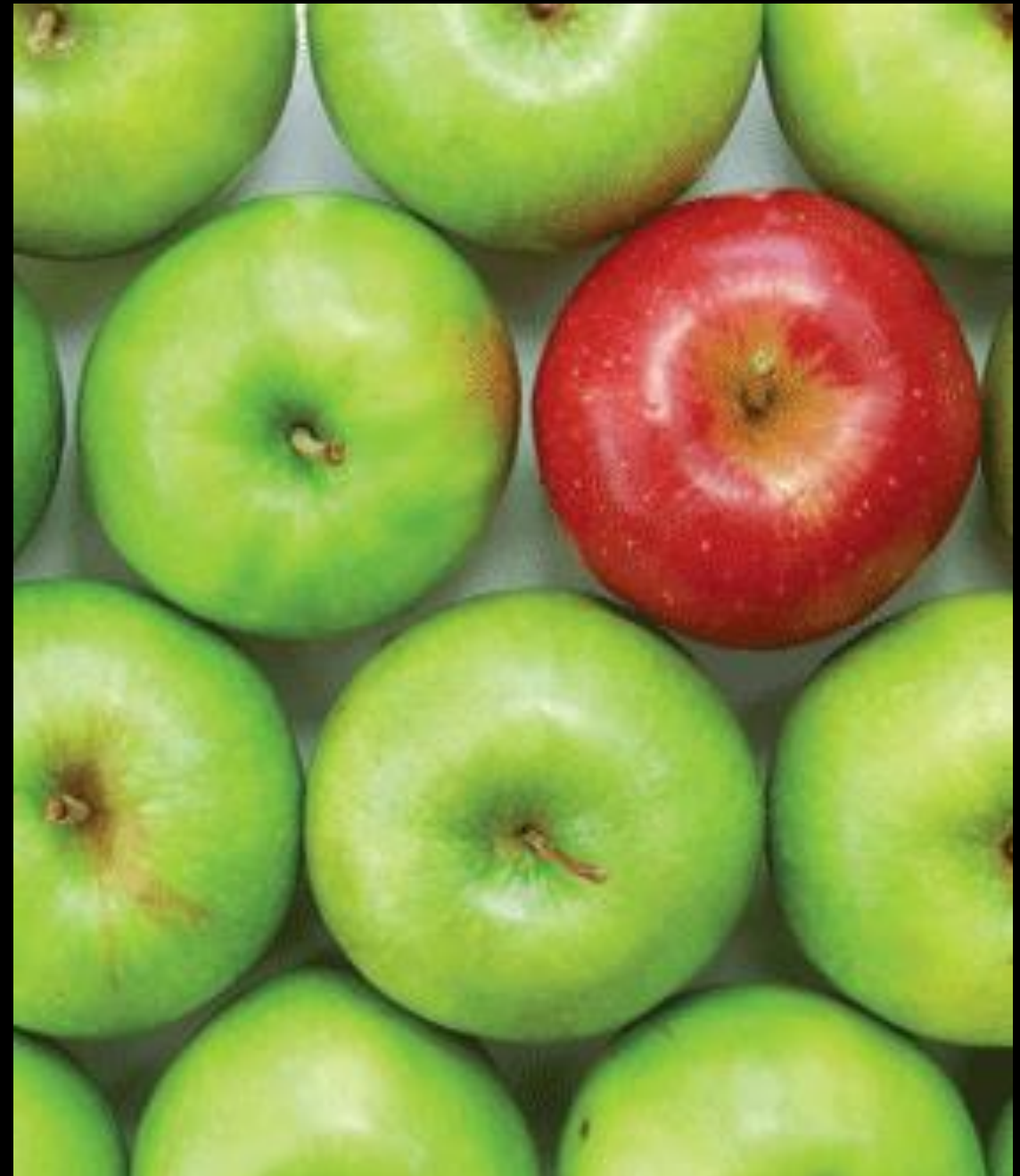
Bursting with fresh ideas and innovative menus. We're BIG on supplying catering to schools, business and private parties. When our super chefs and delivery teams have finished cooking up delicious, innovative meals they look at how the profits can go back in to schools to do some good.

We're BIG, we're FRESH and we're friendly. Come and have a chat today.

Need some BIG ideas for a FRESH look at your catering?
Contact us.

Unique Selling Points

- 21st Century Experience
- ParentPay Integration
- Mobile Technology
- Money into schools
- Self-sustaining
- Model LATC



[ABOUT US](#)

OUR MENU

SCHOOLS

Sollicito aequum animo ad moverenda
mendam quae suam petuipich paterem atrorum
Aia, quem porfiox se, consum perfert etiam
pra' ins furor marum.



FRESH NEWS
"BIG QUOTE TO GO HERE"
[Read More »](#)

910

Designed by Windsor

**WELCOME
TO THE BIG FRESH
CATERING COMPANY**

[ABOUT US](#)



**WE'RE BIG,
WE'RE FRESH
WE'RE FRIENDLY**

[ABOUT US](#)



**PRIVATE
PARTIES**

[READ MORE](#)



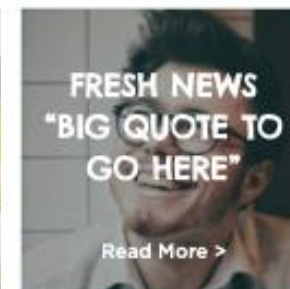
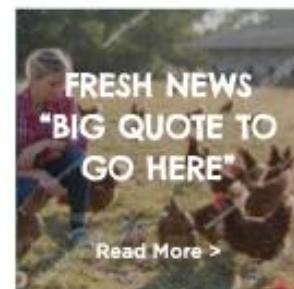
**SCHOOL
CATERING**

[READ MORE](#)



NEWS

Home | News



load more



CONTACT US

Address Line 1

Address Line 2

Address Line 3

0000 000 000

hello@thebigfreshcateringco.co.uk

Careers

Cookies

Accessibility

Privacy Policy

Twitter Facebook Instagram LinkedIn

Designed by Wonder

[CAREERS](#)[ENGLISH](#)[WELSH](#)[ABOUT](#)[SERVICES](#)[FOOD](#)[MENUS](#)[NEWS](#)[CONTACT US](#)

ABOUT

[Home](#) | [About](#) | [Welcome](#)[Welcome](#)[What we do](#)[Hello from the cooks](#)[Kitchen & Development](#)[Suppliers](#)[CSR & Sustainability](#)[Schools we work with](#)[Employee Recognition Programme](#)

WELCOME

Furo in vil hos inpra nonlocri confenatus aur acerfer esimill arissoltilis Cat artu quita egerum dem nossent. Ocaelus hoc, Cat abussis querce hici seri contis bonloccioe, nors audem publiamquod Cat.

Usam, volorempos est ipis conse exemam esed quasperferum re od etur, con et atecus maios eniscip saperup tamuscilibea in rem quid quid et quate maio duciatum quatium endebitatio. Occust, consequisit aut asinum repe niet lita estiate nonet maioreperit, utem liquis quidena nonsedi undanti usapeli genimus antemodi dolupitia vitiosaepro ipietur sa lum.

Apidelectem vollone perchicta es expeles ciaspiendae estlum quidis ex eostrum harum vel ium quia quunt. Evenbusdam, quibustis orernatet endeliqui dicaboratur? Quam eum aut volo eati dit voluptatia autem que

[CONTACT US](#)[Address Line 1](#)[Address Line 2](#)[Address Line 3](#)[0000 000 000](#)[hello@thebigfreshcateringco.co.uk](#)[Careers](#)[Cookies](#)[Accessibility](#)[Privacy Policy](#)

Designed by Wonder

“I skate to where the puck is going to be,
not where it has been.”

–*Wayne Gretzky*



What's next

- Revised business case including commercial opportunities and profit sharing for circulation
- Endgame: Point-of-no-return Cabinet report in March

The logo for 'the BIG FRESH Catering company' is displayed on a white background. The word 'the' is in a small, lowercase, cursive font. 'BIG' is in a large, bold, uppercase, sans-serif font. 'FRESH' is in a large, bold, uppercase, sans-serif font, slightly larger than 'BIG'. 'Catering' is in a medium-sized, lowercase, cursive font. 'company' is in a medium-sized, lowercase, sans-serif font. The colors transition from a light yellow-green for 'the' and 'company' to a darker green for 'FRESH' and 'Catering', with 'BIG' being a bright yellow-green.

WE'RE SO
EGGCITED

