

DIRECTORS SCOOP

●● Is hard work, focus, persistence or something else the key to achieving our goals & success? Research shows something far more powerful – our mindsets:

Fixed mindsets – where the brain becomes most active when receiving information on our performance e.g. a grade or score & a belief of being special, not needing to work hard.

Growth mindsets – where the brain becomes most active when learning what we could do better, recognising effort

makes us smarter, realising we can change our abilities to grow & fulfill our potential.

The key to success?

1. Recognising a growth mindset is beneficial & supported by science.
2. Learning & teaching others how to develop abilities.
3. Listening for that fixed mindset voice & talking back with a growth mindset voice.

So when you next hear 'I can't do it', add 'yet!' ●●

Alison Frith - Managing Director

FOODOLOGY®

Sourcing, cooking & serving the best fresh food for our customers that is nutritionally led & chef inspired!

Encouraging customers to make intelligent choices with regards to the food they eat is a challenge that Artizian relishes. Very often, people ask me to explain what "Foodology" actually means, & I normally respond with my explanation of the above.

Using nutritional science, culinary expertise, technology & a fantastic array of fresh ingredients, enables Artizian to provide a choice of the freshest, tastiest meals, not only designed to send the taste buds into a frenzy, but deliver nutrient dense meals to an ever-pressurised workforce.

Technology plays an ever-increasing role in this delivery - whether it's a till based loyalty scheme centred around encouraging customers to choose healthier options, to making it more convenient for them to pre order & pay for their options in advance. There is even technology available to locate the customer at their desk (hot desk or other) to enable desk delivery for those who are really pushed for time.

Artizian's passion to make a difference to the workforce through food is the driving force that allows Foodology to deliver these choices & options. The trick is not to stand still but continue to question the status quo & strive to make regular, incremental improvements within the facility that increase the ability & opportunity for our customers to eat better.

Rob Kurz - Foodologist®

Root vegetables

Nutritional reasons to buy:

- Rich source of vital vitamins & minerals for optimum health
- Excellent source of soluble & insoluble fibre
- Affordable and versatile

Nutrition Know How:

- STORE** in a cool, dark place in a paper bag
- NEVER** eat potatoes that have turned green or sprouted
- EAT** the skin, if possible, for maximum nutrient benefit



AUTUMN WARMERS



Signature

The Artizian 'Signature' range showcases the best possible ingredients that we can source with total emphasis on seasonality, flavour and quality

★ of the month...
a selection of Autumn warmers

taste
of Autumn
#Gathering
#Harvest

MOOD FOOD – HIGH 5 SALAD – BEETROOT, LENTIL & GOATS CHEESE (V)

Ingredients

For the Salad

- 300g puy lentils
- 120g edamame beans
- 1 butternut squash
- ¼ bunch parsley
- ¼ bunch mint
- ½ bunch dill
- 2 packets of cooked beetroot
- 1 packet of radishes
- 100g baby spinach
- 300g goats cheese
- 70ml olive oil
- 20ml balsamic reduction

Method

For the Salad

- Wash the lentils and add to a pan of boiling water. Turn the pan to a simmer and cook for 15 minutes or until the lentils are cooked but not mushy. Drain and set aside
- Wash the butternut squash and cut into large chunks, roast in a hot oven with a little olive oil and seasoning
- Thinly slice the radish and cut the beetroot in wedges, toss all of the ingredients together with coarsely chopped herbs
- Top the salad with crumbled goats cheese

Serves 10





BRAIN FOOD

We are 'what we eat' is an age-old adage. But while we often talk about diets affecting our fitness & physical performance, we don't often talk about how what we eat & drink affects the health of the hungriest organ in the body - our brain!

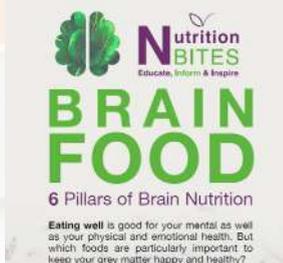
Around 60% of today's UK workforce are knowledge workers, using their brain to be productive, & they are the single fastest growing segment (Quora Consulting). Your brain consumes over 30% of the energy you input – solely through the food & drink you consume. If you were in the business of training Olympic athletes you'd be thinking much more about muscle development & how nutrition can help. Yet traditionally, the knowledge worker is left to sit in an office chair all day, looking at a screen & told lunchtime is at a certain time of day & served coffee & 'sweet treats' in meetings with stodgy sandwiches, crisps & coke for lunch. Henry Ford once said, 'If I had asked people what they wanted, they would have said faster horses'. So, whilst it is important to follow food trends, it's even more important, to Artizian, to be leaders. All

our body systems are inherently linked to our physiological & psychological health & good nutrition is an important intervention to support employee wellbeing. Mood Food® was created to specifically support positive mind health, energy & wellbeing. Adopting a more conscious way of eating, (rather than a mindless one) has to be the way forward, if we are to improve our nutrition to support probably the most important organ in the body. Food for thought.



So, with all this in mind, the majority of our new product development for Mood Food®

2019, whilst being 'on-trend', will also feature 'functional' ingredients & combinations to specifically support brain health (& gut health, because the two are intricately linked). We are also working on a new Brain Food hospitality offer that will be launched in the New Year.



LOOK OUT FOR: Olga Hamilton will be delivering Nutrition Bites Live this month. Theme: **Brain Food - How to Eat Smart to Sharpen Your Brain.** Plus our November Nutrition Bites Theme is **Improve Your Mood.**

Catherine Atfield
Head of Nutrition & Wellbeing

OUR PEOPLE ARE OUR BEST INGREDIENTS

Chef's Forum

On Wednesday 10th October we hosted our final chefs forum of the year at the cookery school in Little Portland Street, London. Artizian regularly host graduates from the cookery school for a weeks placement after they finish their chosen course & it was great to see & meet some of the lecturers.



This chefs forum focused on the next big marketing date in the calendar....**Christmas!** During the course, the chefs discussed the procurement of our Hertfordshire Turkey from Nigel Fredericks & learnt how to make some of the **NEW** recipes from our Mood Food® & Signature range which will be released throughout November & December. These recipes include the Signature Christmas Turkey, stuffed with pistachios & cranberries & our **NEW** mincemeat chocolate brownie.

We also invited some of our great suppliers along to the day to showcase any new innovations or products they are developing in order to keep Artizian ahead of the game & to continue building great relationships with the people who supply us.

Richard Skinner - Executive Head Chef



CSR

Back in the Spring I wrote an article on vegetables that you can grow indoors, it is only fair therefore, that I list what can be grown indoors during the colder Autumn & Winter months. **Happy Growing....Bell & Hot Peppers** - You'll need to make sure you have a rich soil with lots of nutrients & of course good drainage. Your peppers do need a temperature above 65 degrees fahrenheit to grow & the more sunlight the better! **Kale** - Love it or hate it, kale is a healthy green that will do well growing indoors. You'll need a large pot to let the leaves spread out. You can expect smaller leaves than what you'd expect in your outdoor garden; but still packed with nutrition. If you harvest the outside growth & leave the inner alone you can harvest multiple times from the same plants. **Mushrooms** - There are many types of mushrooms that do well when grown indoors. You'll find black & white oyster & even shiitake mushroom kits make growing mushrooms indoors very easy. **Radishes** - Like carrots, radishes can do very well in pots & containers indoors. You'll want to choose a radish that is rounder as opposed to the longer varieties. Check out the Champions & the Easter Egg variety – great flavour & colour. **Spinach** - Like other leafy greens, spinach will do well growing indoors with good soil & plenty of light. Spinach tends to be a slower growing vegetable so give it time to develop. Good Luck!

Grand Opening



October saw the grand official opening of one of our sites in London. The great & the good descended to the wonderful, newly built facilities & enjoyed canapes/champagne & the amazing cake displayed in the photograph. Alison Frith, Andrew Botting, Marina D'Ischia & Roy McGranaghan attended as representatives for Artizian and enjoyed a tour of the site & Alison commented "It was fascinating learning more about their bespoke & tailored products as well as such progressive technology & AI developments on site".

Roy McGranaghan
Manager - Operations & Business Support



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