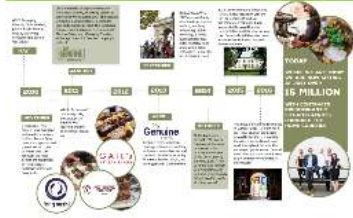


INTRODUCING

# The Genuine Dining Co.

## THE GENUINE STORY



## OUR CORE VALUES

- 1 To be commercial, fashionable & honest **foodservice** partners
- 2 To buy the best **British food**
- 3 To lead through **innovation** in technology and food trends
- 4 To have the **best people** in the industry
- 5 To only work with clients and suppliers that we can build a **true partnership**

## OUR CLIENTS



## MISSION STATEMENT



## LUKE JOHNSON



## GETTING THE OFFER RIGHT



Food Trends, Speed of Service, Retail Scoping & Design, New Products

## Farms & Family Life

- Wharfedale Activity Farm
- The Big Green
- Family Farm
- National Children's Farm
- Harrogate Park & Farm

## TODAY

- Turnover **£15m**
- **425** Foodies
- 28 venues
- Award winners
- Foodservice
- Hotels
- Events

## OUR FOOD

- Pop ups
- Food events
- Seasonal displays
- Farm House tables
- Theatre food
- Street Food
- Phat Bouy
- Grab & Go



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# Farm & Family Life

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- Willows Activity Farm
- The Big Sheep
- Finkley Down
- Belmont Childrens Farm
- Mudchute Park & Farm



## INTRODUCING

# The Genuine Dining Co.

## THE GENUINE STORY

GDC's Managing Director, Chris Mitchell, joined 'Bright Futures Group', a catering company who owned 'Yes Dining!'

MAY

Chris wanted to change the company from a low-budget, no-quality caterer to something worlds apart: what The Genuine Dining Co. now represents, a complete love and embrace of food. This involved a complete rebranding and a relaunch with Chris as Owner and Managing Director at the age of just 29. Cue the company's rebirth!

THE GENUINE DINING CO.

JANUARY



SEPTEMBER

Birth of Team Velo: GDC's annual charity bike ride from London to Paris, involving a daunting 280km of cycling, a comfy overnight stay on a juddering ferry floor, and a whole lot of getting lost (and a little bit of drinking too...)

2015 saw the creation of Genuine Hotels, a new expansion venture for The Genuine Dining Co. We completely rebranded and invigorated Penyard House in Herefordshire and it is now our very own Genuine hotel! Genuine Hotels also operates Oakwood House in Maidstone, Kent.



TODAY

WHERE WE ARE TODAY,  
WE ARE NOW SITTING

## OUR CORE VALUES

- 1 To be commercial, fashionable & honest **foodservice** partners
- 2 To buy the best **British food**





ice, **Retail**  
ducts

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# TODAY

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JANUARY

2010

NOVEMBER

6 months in, 'Yes Dining!' was struggling and needed a hero as badly as Bonnie Tyler does. Chris approached three investors, one of whom was Luke Johnson, the force behind the expansion of Pizza Express, Patisserie Valerie and Feng Sushi.

Within 24 hours of contacting Luke, the appropriate funding was received and the contract was drawn up.



GAIL'S  
ARTISAN BAKERY



PATISSERIE  
VALERIE  
Est. 1900



SEPTEMBER

Birth of Team Velo: GDC's annual charity bike ride from London to Paris, involving a daunting 280km of cycling, a comfy overnight stay on a juddering ferry floor, and a whole lot of getting lost (and a little bit of drinking too...)

APRIL



Genuine Events was born! Hosting conferences, weddings and events across London and the South for clients including Pinewood Studios, Virgin, and our biggest fan, Luke Johnson.

2014

OCTOBER

All the hard work pays off – We won a Foodservice Catey for Innovation – the industry's equivalent of the Oscars (pretty big time, guys) – saw us nominated for both Best Newcomer, and Best Use of Technology for our savviness with all things geeky!

2015 saw the creation of Genuine Hotels, a new expansion venture for The Genuine Dining Co. We completely rebranded and invigorated Penyard House in Herefordshire and it is now our very own Genuine hotel! Genuine Hotels also operates Oakwood House in Maidstone, Kent.



2016

The inaugural GenFest took place in Summer 2016. GenFest has a real focus on all of our people across the business, rewarding them for their continued hard work throughout the year. Our employees go above and beyond their roles and their commitment to the company contributes to our success!



TODAY

WHERE WE ARE TODAY,  
WE ARE NOW SITTING  
AT JUST OVER

15 MILLION

WITH CONTRACTS  
PREDOMINANTLY  
SITUATED ACROSS  
LONDON & THE  
HOME COUNTIES



# LUKE JOHNSON

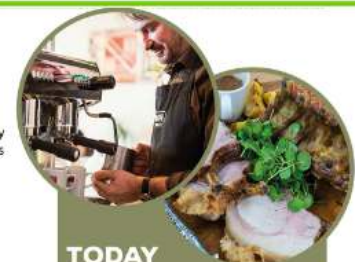


His experience has greatly helped us achieve our goals to adopt a **‘high street’** commercial practice in the majority of our venues throughout the UK.



# OUR CORE VALUES

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## TODAY

WHERE WE ARE TODAY,  
WE ARE NOW SITTING  
AT JUST OVER

**15 MILLION**

WITH CONTRACTS  
PREDOMINANTLY  
SITUATED ACROSS  
LONDON & THE  
HOME COUNTIES



## STATEMENT



# MISSION STATEMENT



The **best people**, serving the **best food**, having the **most fun!**

en  
hotels

D  
LESS

ono  
ming lives

apital



# OUR CLIENTS



L'ORÉAL



Simpson  
Thacher

OXFORD  
UNIVERSITY PRESS

TESCO

SPACES.

RAC

Merck Serono  
Living science, transforming lives

CASIO

 norwich  
research  
park

Ashby Capital

MIS



Th  
th

# OUR FOOD

- Pop ups
- Food events
- Seasonal displays
- Farm House tables
- Theatre food
- Street Food
- Phat Bouy
- Grab & Go





# GETTING THE **OFFER** RIGHT



Food Trends, Speed of Service, **Retail**  
Scoping & Design, New Products

Fan

• Will

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• Fink

• Beln

• Muc



INTRODUCING

# The Genuine Dining Co.

## THE GENUINE STORY



## OUR CLIENTS



## MISSION STATEMENT



The best ideas, serving the best food, having the best staff.

## OUR CORE VALUES

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## LUKE JOHNSON



His experience has greatly helped us achieve our goals to adopt a 'fresh approach' commercial practice in the majority of our venues throughout the UK.

## GETTING THE OFFER RIGHT



Food Trends, Speed of Service, Retail Scoping & Design, New Products

## Farm & Foodie Life

- Allwell Activity Farm
- Park Hill Farm
- Farningham Farm
- Newmarket Community Farm
- Huddersfield Park & Farm

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