

Wednesday 3rd July 2019
Horticulture House, Chilton
Oxfordshire, OX11 0RN
hta.org.uk/cateringconference
#htacatering



**CATERING
CONFERENCE**

A slice of the pie...

A day of inspiration, top tips
and practical advice



Supporting
Organisation



Over half of all garden centres have a café or restaurant, which in many cases account for in excess of 25% of sales.

With catering playing such a major role in the make-up of garden centres there are many aspects to consider. Join the HTA for our one-day conference held at Horticulture House in Oxfordshire. Aimed at businesses looking to develop their catering offer to the next stage or introducing catering into the business for the first time.

On the menu...



Neville Stein is principal and founder of Ovation Business Consultants and has been working in the horticulture industry since 1977 supporting business development and specialising in retail catering.



Caroline Benjamin MIH founded Food Allergy Aware Ltd to enable the food service business to understand and embrace the FreeFrom customer.

Paul Pleydell is a director of Pleydell Smithyman Limited. With some 30 years' experience in the garden centre sector, specialising in design and business consultancy.



James Debbage's career has taken him from Saturday boy, to apprentice, general manager and now to owner of an award-winning centre of his own, Green Pastures.



A taster to whet your appetite...

Featuring case study examples from across the industry, the programme will provide an overview of all the essentials you need to consider developing and to grow your catering offer.

- From layout, service options and cost controls...
- To customer needs, dietary requirements and menu development...

Strategy and Operations

Chaired by **Neville Stein**, who will ask Why Catering?

Paul Pleydell will explore the considerations you need to take when planning your space.

The following companies are taking part in the event exhibition:
Frobisher's, Rounton Coffee Ltd, Meiko UK, Illy Coffee & Organix.

Food and Inspiration

Caroline Benjamin will tackle Considering Customers Diet's.

James Debbage will inspire you with Menu Planning!

Don't miss your place at the table!
Book today at hta.org.uk/cateringconference