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*Passionate Creativity*



You'll notice  
the difference



Any talented artist knows that you must study your subject in depth before every detail, tone and texture combine to make up the finished picture.

You could say that the team at Halliday Catering Services work in an identical way with:-

*flair,*

*imagination,*

*understanding,*

*empathy*

*but above all...with passion*

We, at Halliday Catering, are passionate....

about food and service,

about planning and creating it,

about serving it

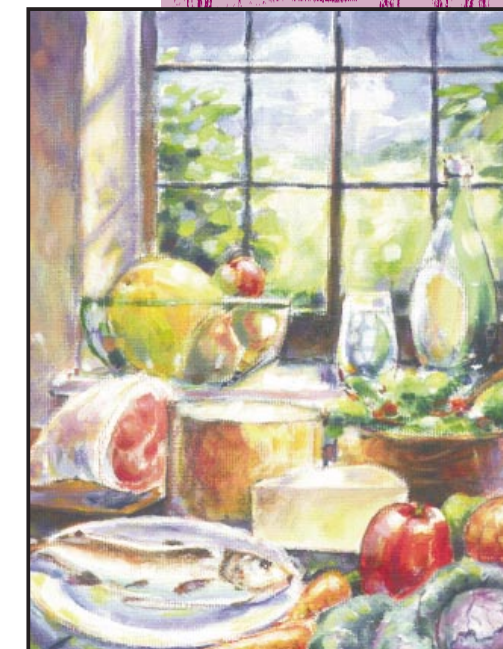
and about value for money.

but above all.... passionate about pleasing our customers and clients.

In two words - ***Passionate Creativity.***

Catering, in some ways, is something of an imprecise science.

However, truly creative catering remains very much an art.





## The wider picture

Some companies tend to boast about their size!

Others talk endlessly of service to the customer! Virtually everybody goes on and on about customer care.

So much so, that you almost begin to feel like a permanent patient in a recovery ward. We do not patronise clients with corporate cliches like these. For a start, we're a medium sized company with all the very best features of a small one.

This means you won't have to suffer 'front men' exuding goodwill at the initial meeting. People who then rapidly melt into a very distant background.

We don't pass you off with a regional manager, or a remote figurehead who has little understanding of how your specific needs can differ from day to day - or even hour to hour.

Instead, your Catering Manager has ownership, will report both directly to you and to us and be supported by decision makers who fully understand your specific needs.

Our people, our customers, food and value for money are the ingredients for a successful catering service.

Our recipe, of taking well trained and highly motivated people, maximises their potential to ensure a consistently professional service. One which continually exceeds the expectations of all our customers and clients.

To repeat an old but still relevant line:  
***"what you see is what you get".***



## Getting to know you

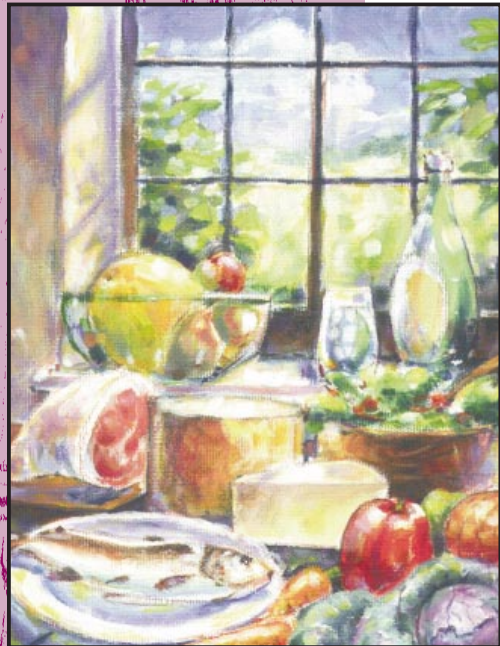
We are a privately owned company with no plans to be anything else.

Planned but gentle growth, ensuring meaningful time for all our clients, is essential.

Since no two clients are the same, we at H.C.S. go to great lengths to become part of your team by understanding exactly what it is you want.

We attach as much importance to listening to our customers as we do to catering for them.

If a catering company is going to develop a food and beverage service that is as individual as every single client, then listening attentively - dare we say passionately - must be a golden rule.



## Creating the right recipe for business and industry

There was a time when the company "canteen" was a place where nobody was encouraged to linger. You called in to refuel, hardly ever to relax or recharge your mental batteries.

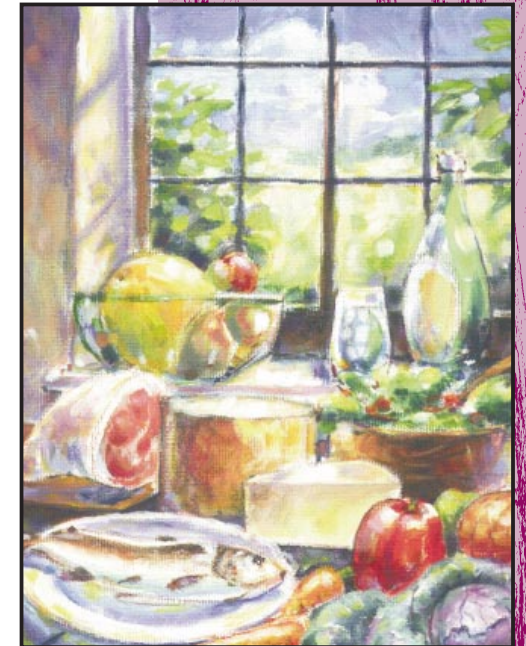
Fortunately, everyone has come to appreciate that a staff restaurant can play a key role by encouraging good working relationships between management and staff.

To ensure that we create the right recipe for success for all our customers, we actively encourage our teams to develop high standards of food and service.

From the creation of menu to the final dish, everyone takes pride in what they are selling. From the chef to the counter staff, everyone is expected to have tried and tasted the varied selections on offer, so that they can sell them with enthusiasm.

Marketing and merchandising also play an important part in selling and adding excitement to the overall ambience. From special themed catering events through to promoting 'the dish of the day' we have the imagination to create a recipe for success. Because, we not only try harder, we do more.

Finally, it hardly needs emphasising that our health, safety, and staff training standards are excellent - just as you would expect from a company with our reputation and record for success.







## *Creating the right catering for education.*

Inventiveness, flexibility and inter personal skills are three of the many ingredients we successfully mix to help us enhance and develop our education portfolio.

Schools appreciate the way we cater for every customer - not just pupils and students.

After all, a truly creative caterer should be able to produce meals which academic and administrative staff will also enjoy.

Why should they, or parents or governors at an Open Day, have to sit down to anything but the best.

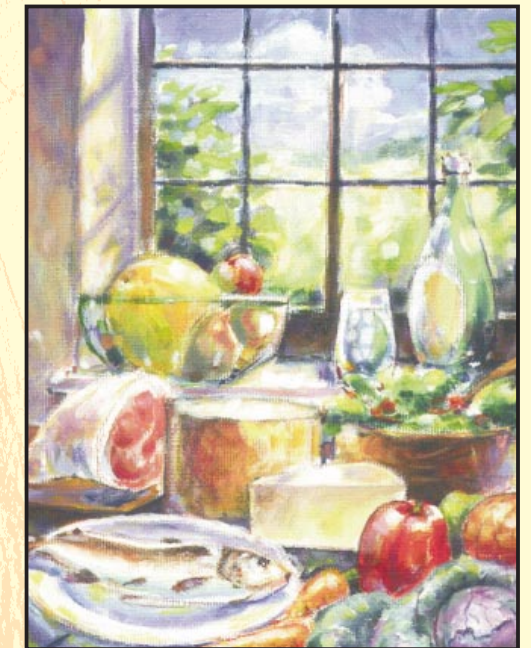
"Learning food" is another of our strengths. When part of your curriculum includes lessons about different countries, the catering manager can work with teachers and students to develop related and authentic menus for that extra special lunch or event. A novel way to make learning come alive. "Learning food" has true potential.

Naturally, supporting education through the food process is at the heart of healthy eating. We believe that educating our customers is an important part of our own timetable.



## *Now draw on our creative skills*

Rather like an artist each caterer starts off with a blank canvas, although each will finally create a different picture.



Throughout this brochure we have set out to express just some of the ways in which we can offer you a highly personal and professional catering service...a service that is different in approach and attitude.

### ***Cost effective ?***

### ***Yes indeed !***

But never cost driven to the extent that high quality, perceived value for money and individual attention are neglected.

If you like the picture we paint, please phone, or fax us on:-

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