

27 May 2008

Sodexo sandwiches are workplace winners

Sodexo, a leading food and facilities management services provider, has been crowned 'Workplace Sandwich Supplier of the Year' by the British Sandwich Industry, in recognition of the continued success of its Delifresh brand.

Sodexo fought off strong competition from two other short-listed companies to pick up the title at the recent British Sandwich Industry's annual awards ceremony at London's Royal Lancaster Hotel.

Seeking to identify excellence amongst those supplying sandwiches in a workplace environment, judges of the 'Workplace Sandwich Supplier of the Year' award acknowledged Sodexo's 'robust' approach to the branding and development of its Delifresh range, which has enjoyed 28% year on year growth since its launch in 2004

With over 100,000 sandwiches produced every week, Delifresh sandwiches are sold at staff restaurants for HSBC, Gatwick airport, BAE Systems, The Co-Operative Group and the Scottish Executive, as well as at a number of Sodexo sites in the education and healthcare sectors. Exclusive to Sodexo, the Delifresh brand has undergone continuous quality improvement to ensure it equals sandwiches available on the high street and meets the ever-changing tastes of consumers.

As the only foodservice provider to include Guideline Daily Amounts (GDA) on its sandwich packaging, Sodexo has actively reduced salt content across the entire Delifresh range and introduced 100% biodegradable packaging in the premier cardboard range; reflecting its commitment to promoting healthy eating and environmental awareness through the Delifresh brand.

Terry Caldicott, Sodexo's senior brand and category manager, said: "This award is the result of a great team effort and outstanding supplier negotiations. My colleagues and I are very happy to be recognised for our hard work and remain committed to developing and driving the Delifresh brand forward across Sodexo's business."

Ends

Press Contacts:

Piers Zangana / Kirsteen Rodger

Sodexo

Tel: 020 7535 7400

Email: press.office@sodexo.com



About Sodexo

In the UK and Ireland, Sodexo employs 43,000 employees, and provides food and facilities management services to clients at over 2,300 locations in the corporate, education, healthcare, leisure and defence sectors.

Many companies rely on Sodexo for cost-effective solutions to their employee or hospitality catering, or to deliver services such as cleaning, reception, switchboard and help desks, mailroom, reprographics and grounds maintenance.

Sodexo is part of the Sodexo group, the leading global provider of food and facilities management services, with more than 342,000 employees at 29,000 sites in 80 countries.

www.sodexo.co.uk