

# PRESS RELEASE

## Brand new healthy eating focused café launched at Birmingham Children's Hospital

26 July 2019

**Matt Dawson, former England rugby player and Sodexo Ambassador, was at Birmingham Children's Hospital for the opening of Crussh, a new fit food and juice bar.**

The new Crussh outlet, the first of the healthy eating chain's to open outside of London and within a hospital, has opened its doors as part of Birmingham Women's and Children's NHS Foundation Trust extending its 10-year partnership with Sodexo, a leading global services company.

A full range of freshly pressed fruit & vegetable juices, real fruit smoothies, breakfast bagels, hot lunch, sourdough toasties and salads will be prepared daily and served alongside organic & Fairtrade coffee.

The Crussh brand is well-known in London, having first opened its doors in 1998 and is focused on improving wellbeing through its healthy food and drink options.

Matt Dawson has been a Sodexo ambassador since 2010 to help raise awareness of health and wellbeing issues with Sodexo's employees and customers.

**Matt Dawson said:** *"A healthy diet is so important to all parts of life, but especially when recovering. Making sure you have the right nutrition when recuperating can make a major difference and I am so pleased that the children, young people and staff here at Birmingham Children's Hospital will be able to access the food they need to help recover."*

**Stuart Winters, CEO of Healthcare, Sodexo UK & Ireland, said:** *"Our ambition for the future with Birmingham Children's Hospital was to have a clear emphasis on healthy food, and we will be able to achieve this through the introduction of leading brand and innovator, Crussh. Their food and drink offer meets CQUIN guidelines and is a clear demonstration of our commitment to providing healthy, nutritious food."*

*"Food plays such a key part in the healing process so it is fantastic that we can bring the wealth of knowledge in healthy eating and nutrition through Crussh to the benefit of all the children, young people, their families and staff across Birmingham Children's Hospital and the Parkview Clinic."*

**Dr Chris Chiswell, Consultant in Public Health Medicine at Birmingham Children's Hospital, added:** *"We know that providing our staff, patients and visitors with nutritious and healthy food options is important. Eating well and maintaining good levels of hydration contributes hugely to overall well-being and the new catering offer being provided by Sodexo is hugely exciting."*

*“Work continues on improving not only the food and drink options on offer, but also the facilities our children, families and colleagues experience. Feedback so far has been very positive.*

*“Along with changes to our outlets across the hospital, in-patient catering has also been improved with 95 per cent of all food enjoyed by children and young people prepared freshly on-site.”*

**Shane Kavanagh, CEO of Crussh said,** *“We couldn’t be more excited about opening at Birmingham Children’s Hospital. Positively impacting people’s health and wellbeing is what drives everything we do, and being able to work with Sodexo on the operation at Birmingham children’s hospital has been very rewarding so far. We hope people enjoy our food and drink and we look forward to being part of the hospital’s community”*

## Ends

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### About Sodexo

#### UK and Ireland

Sodexo employs around 36,000 people, and delivers services that improve the quality of life to clients at over 2,100 locations in the corporate, energy & resources, healthcare, education, leisure, justice and defence sectors. Services range from catering, cleaning, reception to asset management, security, laboratory and grounds maintenance services, enabling clients to focus on their core business.

Sodexo Benefits and Rewards Services in the UK provides benefit and reward services such as SayShopping vouchers; public benefits; and employee benefits such as childcare vouchers and engagement surveys.

#### Sodexo Group

Founded in Marseille in 1966 by Pierre Bellon, Sodexo is the global leader in services that improve Quality of Life, an essential factor in individual and organisational performance. Operating in 72 countries, Sodexo serves 100 million consumers each day through its unique combination of On-site Services, Benefits and Rewards Services and Personal and Home Services.

Sodexo provides clients an integrated offering developed over more than 50 years of experience: from foodservices, reception, maintenance and cleaning, to facilities and equipment management; from services and programs fostering employees’ engagement to solutions that simplify and optimise their mobility and expenses management, to in-home assistance, childcare centres and concierge services. Sodexo’s success and performance are founded on its independence, its sustainable business model and its ability to continuously develop and engage its 460,000 employees throughout the world.

Sodexo is included in the CAC 40, FTSE 4 Good and DJSI indices.

**Key figures** (as of August 31, 2018)

**20.4 billion** euro in consolidated revenues

**460,000** employees

**19<sup>th</sup>** largest employer worldwide

**72** countries

**100 million** consumers served daily

**15.0 billion** euro in market capitalization (as of April 10, 2019)

### About Crussh Fit Food & Juice Bars:

Founded in 1998, Crussh Fit Food & Juice Bars is London's leading juice, smoothie & healthy fast food retailer.

Now with 35 stores across London & the South of England, Crussh continues to be a constant innovator and leader in healthy eating, on a mission to improve the wellbeing of teams and customers every day. With an extensive menu ranging from wheatgrass shots & turmeric lattes to egg protein pots & super salad boxes, Crussh is the destination for anyone with an interest in healthy living.

Winner: Cool Brands 2016, 17 & 18

Winner: Best New Sandwich, British Sandwich Awards 2019

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