

Event Caterer of the Year

Sponsored by Off to Work

SHORTLISTED

Amadeus

Delaware North

Tapenade, Eventist Group

PAST WINNERS

2016

ExCel London

2015

Global Infusion Group

2014

Kings Place Events

2013

Absolute Taste



2017 WINNER

Tapenade, Eventist Group

It has been a busy time for Eventist Group's Tapenade brand, which has been delivering upscale private and corporate entertaining for nearly 20 years at such stunning venues as Syon House, Northbrook House, Froyle Park and Blenheim Palace.

Tapenade has an enviable reputation as the caterer of choice for private events and weddings. In 2016 the business provided catering services at over 300 events (including 62 weddings) and an additional 237 Christmas parties under Eventist's Best Parties Ever brand.

In Tapenade's first full year as in-house caterer at London's Tobacco Dock venue, it served more than 90,000 covers across 150 events – nearly double the number originally anticipated. Operating as Tobacco Dock Food, it demonstrated its ability to respond to changing tastes and trends by catering for a two-day Lush Fresh Handmade Cosmetics summit in February 2017 with an ethically sourced menu that was 100% vegan and 80% gluten-free. The Tapenade team devised a creative and colourful array of dishes, such as wild mushroom macaroni with truffle oil garlic bread; a Lush dog with sautéed onions, Frenchie's mustard and harissa ketchup; and carrot, pecan and cranberry cake.

Such was the success of the innovative food offer that Lush ethics director Hilary Jones says: "Not only did Tobacco Dock Food pull out all the stops to be inventive, flavoursome and vegan with the food, it was also served by happy and friendly staff, which made the whole experience pleasant. The food seemed to go down really well and the choice offered was appreciated."

It's not just about an experienced team with culinary flair concocting innovative, bespoke offers, though. Tapenade also uses targeted promotional programmes and campaigns to

raise its profile alongside collaborative marketing with its venues.

The caterer's overall digital presence has seen traffic to its website increase by 86%, while social media has driven a 167% rise in page views, a 2,027% spike in engagement and a 964% leap in reach.

Repeat business represents more than 70% of Tapenade's operations, with many clients staying with the caterer for many years. They include a nine-year relationship to date with Farnborough and Paris Airshows, where corporate hospitality volume rose by 2,096 guests in the 2016/17 period.

WHAT THE JUDGES SAID

"Tim has grown this business through a network of regional sites and is now firmly in the London market – a great achievement that is not easy to deliver. The quality of the entry told this company's story and strategy well; it is poised for great things."

John Nugent, Green & Fortune

"Tapenade is a true event caterer that is growing in a very competitive and aggressive marketplace. It has a good balance of event activity, demonstrating strength in depth with long-lasting client relationships. Tobacco Dock has given Tapenade an ideal launchpad to drive future growth in the dynamic London market."

Robin Givens, Elixir

"This company has demonstrated commitment to bespoke delivery of event catering in a difficult market. The size of the business has not affected its aspirations, which have grown in line with the business itself. The unique and obviously excellent style has proven to be a great advantage."

Kate Evans, Derbyshire County Council

