

REINVENTING CORPORATE DINING

Bennett Hay is a prominent corporate caterer, known for providing bespoke hospitality and catering services tailored to the needs of corporate clients.



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Bennett Hay offers a wide range of services, from daily office catering to large-scale corporate events. Their offerings include breakfast meetings, working lunches, executive dining, and bespoke event catering. Each menu is tailored to the client's specific requirements, with an emphasis on innovation and presentation. The company's culinary team is known for its creativity, often incorporating global flavours and contemporary culinary trends into their dishes.

In addition to food, Bennett Hay provides comprehensive hospitality management services. This includes the provision of front-of-house staff, baristas, and concierge services, ensuring that every aspect of the corporate hospitality experience is seamlessly managed. The company's staff is highly trained, professional, and dedicated to delivering exceptional service, which contributes to the high levels of client satisfaction they enjoy.

With a client portfolio that includes prestigious city bankers and international

law firms, Bennett Hay and its employees must always perform to the top of their game. These corporate entities are not only the work address of their employees, but also the place peer professionals and clients are invited to for business or entertaining. The quality and output of its catering reflects the high standards with which they, themselves, work to. This is why the corporate hospitality world has been attracting some key talent over recent years and why some corporate hospitality output can, today, rival that of top restaurants in the city.

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Invited to visit one of Bennett Hay's clients – an international law firm based in London – to experience this top end of the world of corporate hospitality, I was joined by Paula Sherlock from Signature FSE and Ian Toogood, Guest Services and Catering General Manager for Bennett Hay. With a background in Michelin starred restaurants, both in New York and London, Ian oversees the installation and continuation of Bennett Hay's services at this Liverpool Street address.

"Bennett Hay attracted me away from the world of Michelin stars primarily with their ethos," Ian says. "After meeting with their operation director and the owners, it became clear that excellence in hospitality was as important to them as it is to me. We were singing from the same song sheet. With an eye to the higher end, Bennett Hay have a breadth of accounts around the city. Our goal is to be innovators, which is why I was brought in. A different view, a different eye, not just a continuation on what has already been done before in contract catering. Where we are today is one of Bennett Hay's flagship accounts, and my role here was to come in and elevate the offering. We offer a fine dining in-room service, as well as elevating the cafe and hospitality services for employees of the company."



"My brief was basically this. The floor of the building that is home to our client is the most beautiful office environment, with outside terraces, private rooms for client meetings and a hospitality area for colleagues. The offices are brand new; they were built just post COVID. Though a very demanding client they are also lovely and recognise excellence in our profession – hospitality. These are professionals who work extremely hard to exemplary standards. But they want the best. And I said, I can do that.

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"What brings us all here today is not only to show how we bring in the very best teams to cater for our client's needs but also to show that by bringing in new elements, we can introduce things that our client wasn't even expecting when they brought Bennett Hay in to run the contract. This is where the Venta equipment that Signature FSE has supplied us with has revolutionised our output."

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Büchin Design is a Berlin-based company, and the creator of Venta, a modular buffet system, but not like any system you may have seen before. Alongside the more familiar buffet components sits Venta Elements – a selection of high-quality live cooking equipment perfect for spaces which value flexibility, versatility and exceptional performance. There are induction and plancha plates, mobile extraction, frying,

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pasta and dim sum cooking sets, meaning food can and is cooked in front of the diner – whether that is for the teams in the offices, or guests of the law firm. The portability of the units means the Venta Elements system can be used in any of the individual break-out rooms or even outside on the terrace. All the Venta tables have a very pure and minimalist design, a seamless blend of form and function. Aesthetic appeal and practical utility. Each piece is meticulously crafted to serve a purpose while also acting as a statement of style.

"I was looking for some new buffet display equipment and came across the Venta induction table and then the entire Venta Elements live cooking portfolio. My colleague put together a big PowerPoint of all the products and said, what do you think you would like? What can you use? And I quite shortly said, 'all of it'.

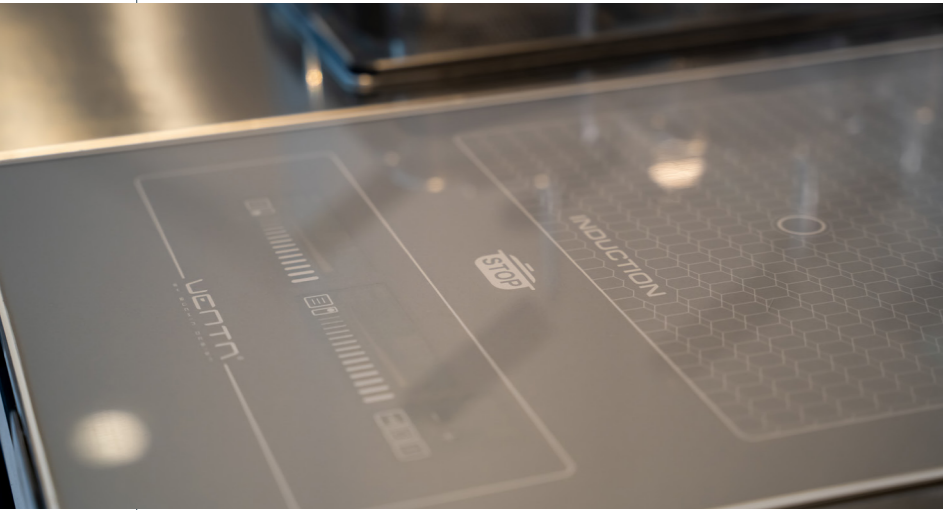
"I was interested in the buffet equipment, but the cooking equipment really got me excited for the flexibility that it would give us and the additional offering we could do some theatre cooking"

Walking around the large, modern, shiny offices and into the hospitality areas of this law firm, with huge pieces of modern art and contemporary furniture, it is difficult to pinpoint where exactly the Venta modular equipment is stored. Until you realise, that is, that the contemporary furniture is actually the system. When not in use, it blends perfectly within its surroundings. At no point in time do you question why there is a piece of catering equipment against a wall – because it looks like a custom-made piece of furniture.

The installation of the Venta modular system was greeted with enthusiasm from the culinary team.

"So, chef writes the menus and then together we will review them. We go over any tweaks, changes, allergens, and then chef will tell me how he requires the Venta to be set up. One day he could need the plancha and induction rather than the pasta cooking set and induction. And it's a very easy swap out, that functionality is key for us. Everything is super light and easy to move around. The chefs are very happy.

"Interestingly enough, our chef comes from a restaurant background and has a lot of experience in contract catering. He has normally been underwhelmed when a manager



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has said, 'I'm going to get some live cooking equipment'. He found it'd generally been very clunky, not very functional at best, so the Venta Elements has now completely changed his perception of this type of system. I can honestly say the chef was pleasantly surprised very quickly with the plancha, the thickness and quality of it. You can actually sear meat properly, we cook Philly Cheese Steaks on ours (which are always super popular) and you get proper caramelisation and consistent cooking on the plancha. Chef simply tells the manager how he needs the configuration of the system on any day, and we make it happen. Cleaning it down is super easy too because the design is so sleek and minimalist. The whole system can be cleaned, broken down and put away in a few minutes."

"The extraction doesn't just look professional – it actually extracts and is very quiet. This means that we can cook things that do smoke or have an odour, and it does what it is supposed to do. No fire alarms are set off and no cooking smells seep into the offices. Also, when we are doing fine dining in one of the boardrooms, we can still use the Venta system confidently knowing there will be no distraction"

The essence of Venta lies in its clean lines, thoughtful details, and a restrained colour palette, which collectively create a sense of



harmony and balance. This collection stands out due to its focus on simplicity. Each item in the whole Venta line is designed to be both timeless and versatile. Venta draws from a variety of influences, including Scandinavian design principles, which prioritise functionality and simplicity, and Japanese aesthetics, known for their emphasis on tranquillity and elegance. This combination results in a collection that is not only visually pleasing but also deeply functional.

One of the hallmarks of the Venta collection is its use of high-quality materials. Büchin Design is known for its commitment to sustainability and ethical production practices, and this is evident in the materials chosen for Venta.

Whether it's the use of sustainably sourced wood, eco-friendly fabrics, or durable metals, each component is selected not only for its aesthetic appeal but also for its longevity and minimal environmental impact.

The functional aspect of Venta cannot be overstated. Büchin Design has ensured that each piece serves a dual purpose - enhancing the visual appeal of a space while providing practical benefits. The storage solutions in the Venta collection are designed to be discreet yet highly effective, blending seamlessly into the overall design while maximising space efficiency.

VENTA EQUIPMENT USED AT THIS INSTALLATION:

- Cooking:**
- Stage_80_S_Elements_4 table frame
- Induction_Cook_Elements
- Plancha_Grill_Elements
- Dim Sum set
- Pasta set
- Soup set
- Frying set
- AirMobile_80 extraction
- Magnetic front & side blinds in Bamboo design
- Storage and transport trolley

- Buffet:**
- Stage_80_M_Induction_Vario_4 induction buffet table
- Plate shelf
- Magnetic front & side blinds in Bamboo design
- Stage_50_L buffet table
- Stage_80 set of 4 buffet tables (height adjustable for nesting together)
- Stage_80_XS_45_RO corner table with shelves
- Stage_Etegere_Cool set of 3 risers with cooling packs

- Events:**
- Cocktail tables with storage/transport trolley

Bennett Hay is more than just a caterer; it is partner in creating positive and impactful corporate experiences. Their holistic approach to catering and hospitality ensures that every event they handle leaves a lasting impression on attendees, enhancing the brand reputation of their clients. Working closely with Signature FSE to equip the culinary team at one of the most prominent law firms in the capital with this modular system, it has created inhouse catering for their teams which have seen employees opting to dine in, rather than head out for lunch, which has shown an increase in productivity and employee satisfaction. The functionality and design of the modular system is so stylish, Ian and his team have utilised it for their fine dining events which are often for VIP clients of the law firm and see a boardroom turned into a dining room fit for a Michelin star. Client summer barbeque events have also seen the Venta system wheeled out on the balcony.

"The staff here couldn't be happier. We're bringing variety and freshness to them for a completely nominal price compared to what they could go outside of the offices and pay. They've got options galore in Liverpool Street. But we're keeping them here. And they're coming back and saying, 'thank you, that was great'. I don't know how common that is in an office - for employees to go out of their way to go thank the chef and the team. But they do. They send emails and say, 'lunch was fantastic, we really loved that' and that is great for us. It is amazing to be able to create memorable events for the VIPs with the Venta, but day to day, we cater for the employees of this firm. They are our customers, if you like. The fact that the feedback has been so overwhelmingly positive is a real testament to our teams, to Bennett Hay, to all our suppliers and to the installations like the Venta System that make our output so much 'extra' for our clients"

Signature FSE are the UK agent for Venta equipment. The showroom situated near Rochester, showcases the Venta equipment for project planning. The Signature team advises on product selection and provide support with design, delivery & installation and training. ■

To book your showroom appointment or for more information, please contact
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