



Quality

**A PLACE TO
NOURISH THE
HEART, MIND,
BODY AND SOUL**

“Our aim is to create an attractive focal point that celebrates London’s ambition and leadership in green technologies and sustainability. Siemens is at the heart of providing sustainable solutions, from renewable energy generation to low-carbon transport and urban infrastructure. I hope the Siemens Centre will act as a catalyst for wider community involvement in the debate about how we best address the challenge of climate change in our cities.”

Andreas J Goss, Chief Executive, Siemens plc & Cluster North West Europe



Brand language, values and tone of voice

The brand language and tone of voice needs to reflect the values and vision of the Siemens Centre for Sustainability. It should at all times be honest, informative, educational, engaging, but most importantly it has to be memorable and fun - for all visitors whatever their age!

The language and tone of voice should reflect the seriousness of the sustainability proposition yet it needs to be accessible so people feel inspired to engage with it and embrace it as part of their day to day lifestyle.

Ultimately this unique centre provides an extraordinary opportunity to educate and inform people of their world around them and for them to share their experiences and journey through life. Their experience at the centre should become part of this language and voice of the future and for all who visit.



00.00

EXPLORING NAMES

Name options explored around gem stone
and crystal formation names, light effect,
life cycle, origin of source and experiential
spaces.

SOURCE

IMAGINE

GAIA

CHRONOS

ROOT

ZEST

EQUINOX

TRANQUILITY

CAPTURE

GUSTO

HEMISPHERE

AMBER

CHOW

360

ESPERE

QUARTZ

EQUILIBRIUM

LUMINUS

RENAISSANCE

TOPAZ

SERENITY

REFLECT

EDEN

JADE

THE SOURCE

PRISM

VENTURA

SAPPHIRE

@SOURCE

INFINITY

PANGEA

BOJI

Taking the architectural shape of the building as inspiration, this initial exploration looked at shape colour and form and how the dynamics of matter interact to create something truly unique.

00.00
**MOOD
BOARD
ROUTE 1\2**



renourish



00.00 MOOD BOARD ROUTE 3

Simple, organic, friendly communication devices were explored to help determine the tone of voice that needs to be honest, open and engaging through all elements of the brand language and communication.



GREAT FOOD



Exploring existing recycled packaging concepts and the application of brand identity through simple cost effective print solutions.

00.00
**RECYCLED
PACKAGING**



00.00

ROUTE 1 COLOUR / LOGO



A combination of blended warm and cool colours with overlapping transparency reflect rare gem stone qualities whilst creating a dynamic modern look



PMS VIOLET C
PMS PROCESS C
80% OPACITY



PMS 137 C
PMS 137 C 0%
80% OPACITY



PMS 187 C
PMS PROCESS MAGENTA C
80% OPACITY

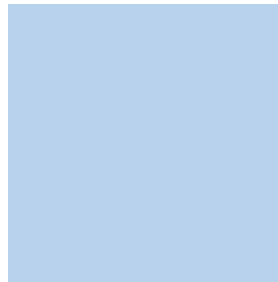
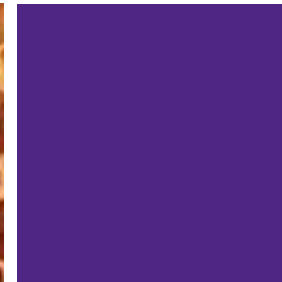


Taking the architectural form and design of the building, the logo design echoes the shape and form of the 'crystal' proposition. The transparent layers highlight the complexity of compound that form the basis of the crystal in much the same way as the life cycle of any object goes through the various stages of transformation.

In contrast to the angular hard edged facets of the logo form, the name Serenity suggests a space that is warm, calm and inviting. The logo style is sophisticated and modern looking and has been adapted for the three tier offers through colour variants - Restaurant, Cafe and the Pod concept.

00.00

ROUTE 2 COLOUR / LOGO



Using a similar combination of colours to Route 1 this dynamic combination of blended warm and cool colours nod to the original rare gems found below the earths surface. The transparent layers overlap to create a unique modern look.



PMS 187 C
PMS PROCESS MAGENTA C



PMS 109 C
PMS 268 C



PMS 2708 C
PMS 268 C

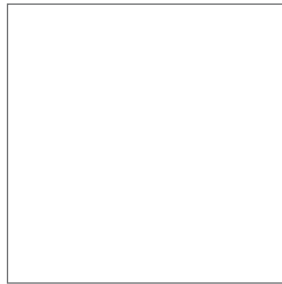
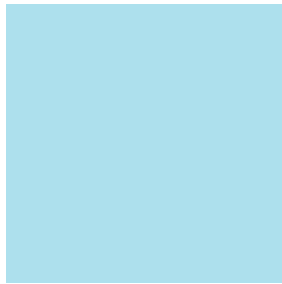


Exploring further the nature of crystals and the natural formation of the 'octagon', this brand mark highlights the importance of single cell dependency on multiple cells to form the basis of shape, form and a single entity. As communities are created by like minded individuals, this logo not only relates to the earthly beginnings of crystal formations it also reflects the communities of our modern day world, their symmetry and how they interact with each other and their world around them.

The name Serenity in this case is the end result of a group of objects or like minded people coming together into one harmonious unison.

00.00

ROUTE 3 COLOUR / LOGO



Earthy tones and textures are used to reflect a more earthy, organic human approach to the brand mark.



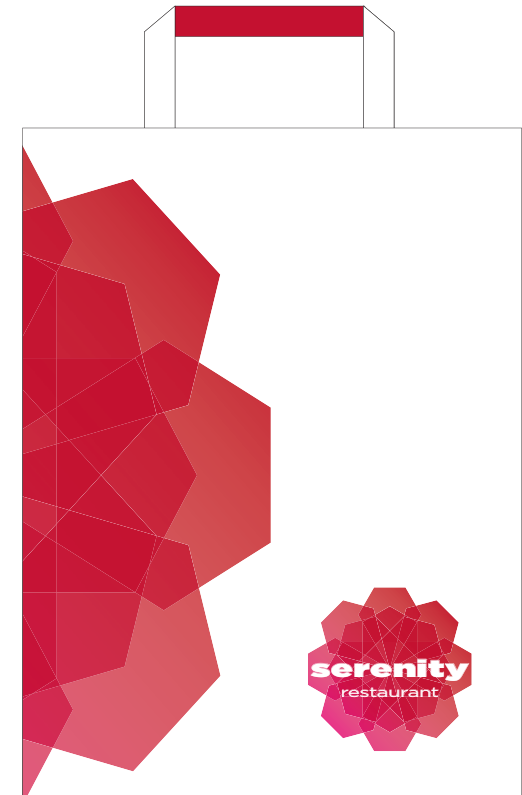
Taking cues from the softer forms in nature, this logo identity reflects the nebulous forms of raindrops and sunlight both of which are essential to life and our planet. The name Luminus suggests light -reflecting a positive uplifting experience.

The earthy tones have been applied across the 3 tiers to indicate how this mark could be applied consistently across the Restaurant, Cafe and Pod whilst maintaining a unique look and feel for each.



APPLICATION

00.00
**BRANDED
PACKAGING**



Various application examples of Route 2 brand mark to packaging, bags for take away etc. Bags would be made from recycled materials and some could be transparent (see red bag) to reflect transparent nature of brand mark.



Consistent application of brand mark to all elements for individual tiers



A cost effective way to apply brand identity to additional packaged items by using stickers.



Examples of branding applied to simple organic aprons. Other uniform items could be colour matched to brand colours -shirts etc.

00.00

FLEXIBLE PRINT MENU

A4 Printed menu

Printed re-usable menu covers made from recycled materials with the option to print daily specials on A4 inserts using templated word document. This solution provides individual tiers with complete control of daily menu updates.



Menu

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Starters

Secretts Farm Crown Prince Squash Veloute with Sage, Wild Mushroom Croquettes

London Cured Smoked Salmon, Avocado and Lime, Citrus Dressing, Olive Toasts

Billingsgate Market Fishcake, Poached free Range Hens Eggs. Hollandaise Sauce

Cornish Coppacolo, Shaved Fennel, Caper - Raisin Dressing

Terrine of Wicks Manor Pork, Picallilli, English Garden Salad

Heritage Beetroot Salad, Ragstone Goats Cheese, Cobnuts, Regents Park Honey

Mains

Pan Fried Plaice, Nut Brown Butter, Shrimps, Lemon and Capers, Crushed New Season Potatoes, Sea Vegetables

Galloway Beef 'Bavette' Steak from Cumbria, Roasted Vine Tomatoes, Real Chips, Bearnaise Sauce

Organic Beef Burger with Smoked Ford Farm Cheese, English Garden Salad, Real Chips, Tiptree Ketchup

Classic Caesar Salad with Roast Devon Rose Free Range Chicken

Gloucester Old Spot Pork Belly, Caramelised Cox's Apple, Smoked Potato Puree, Aspoll's Cider Jus

Caramelised Onion Tart, Laverstoke Park Mozzarella, Glazed Figs and Rocket

Puddings

Pear and Blackberry Crumble, Proper Custard

Lemon Tart, Crème Fraiche and Autumn Berries

Selection of Ice Creams from Beechdean Dairy

Chocolate Brownie, Vanilla Ice Cream, Chocolate Sauce

Burnt Cream, Homemade Shortbreads

Toffee Apple Sundae

Selection of British Cheeses from Neal's Yard Dairy



00.00

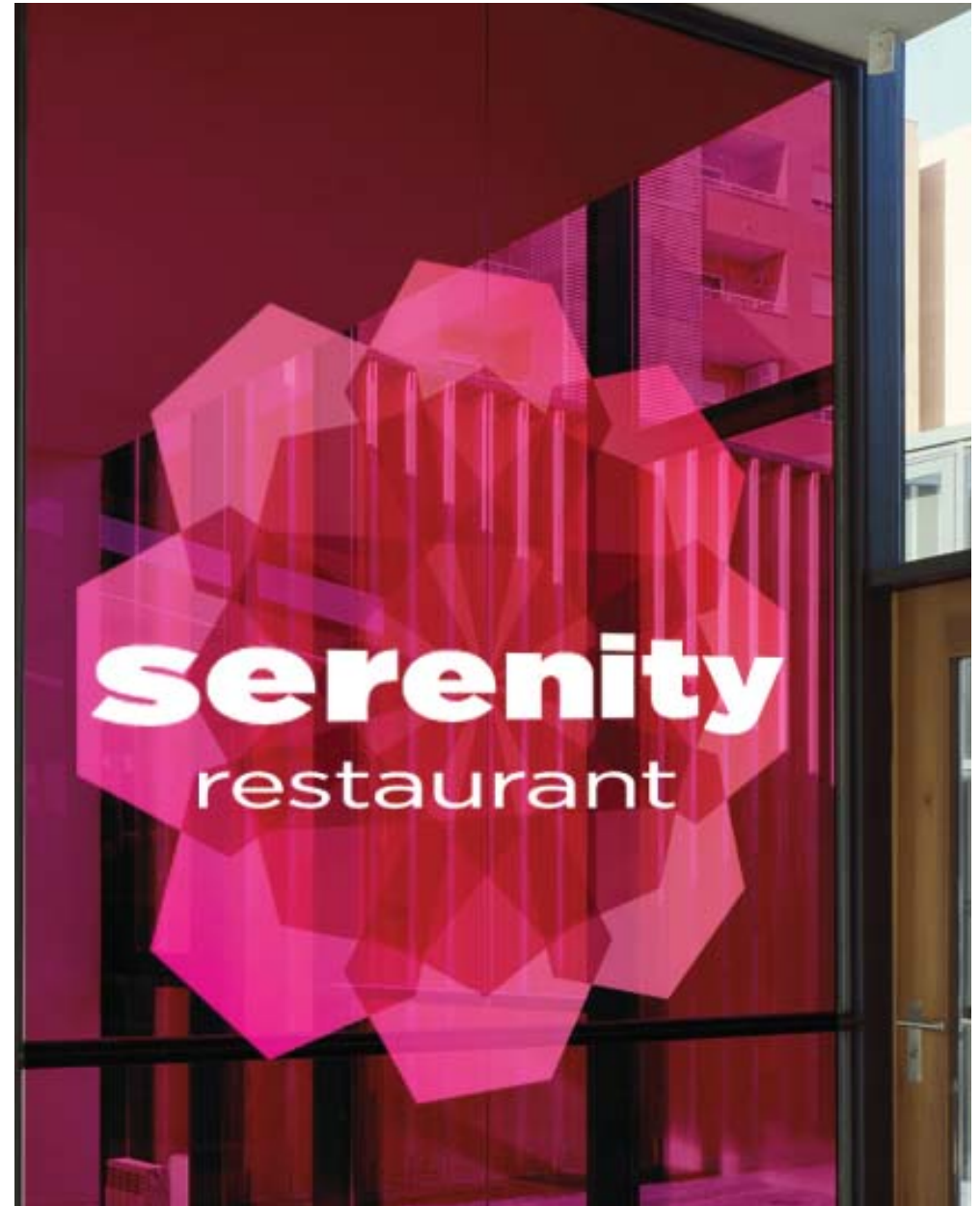
LARGE FORMAT GRAPHICS

Wall & Glass Graphics

Large format graphics can be applied to key feature walls by using projection or vinyl application. Projection facilitates an environmentally friendly solution to regular graphic updates that can feature branding, messaging, news, events and special features.

The projection format also allows us to create dynamic kaleidoscope style moving imagery that showcases the ever changing forces of nature and the environment.







APPLICATION

00.00

BRANDED PACKAGING



Packaging integrates beautiful shots derived from nature serving as a constant reminder of the fragility of nature and the environment and importance of sustainability.

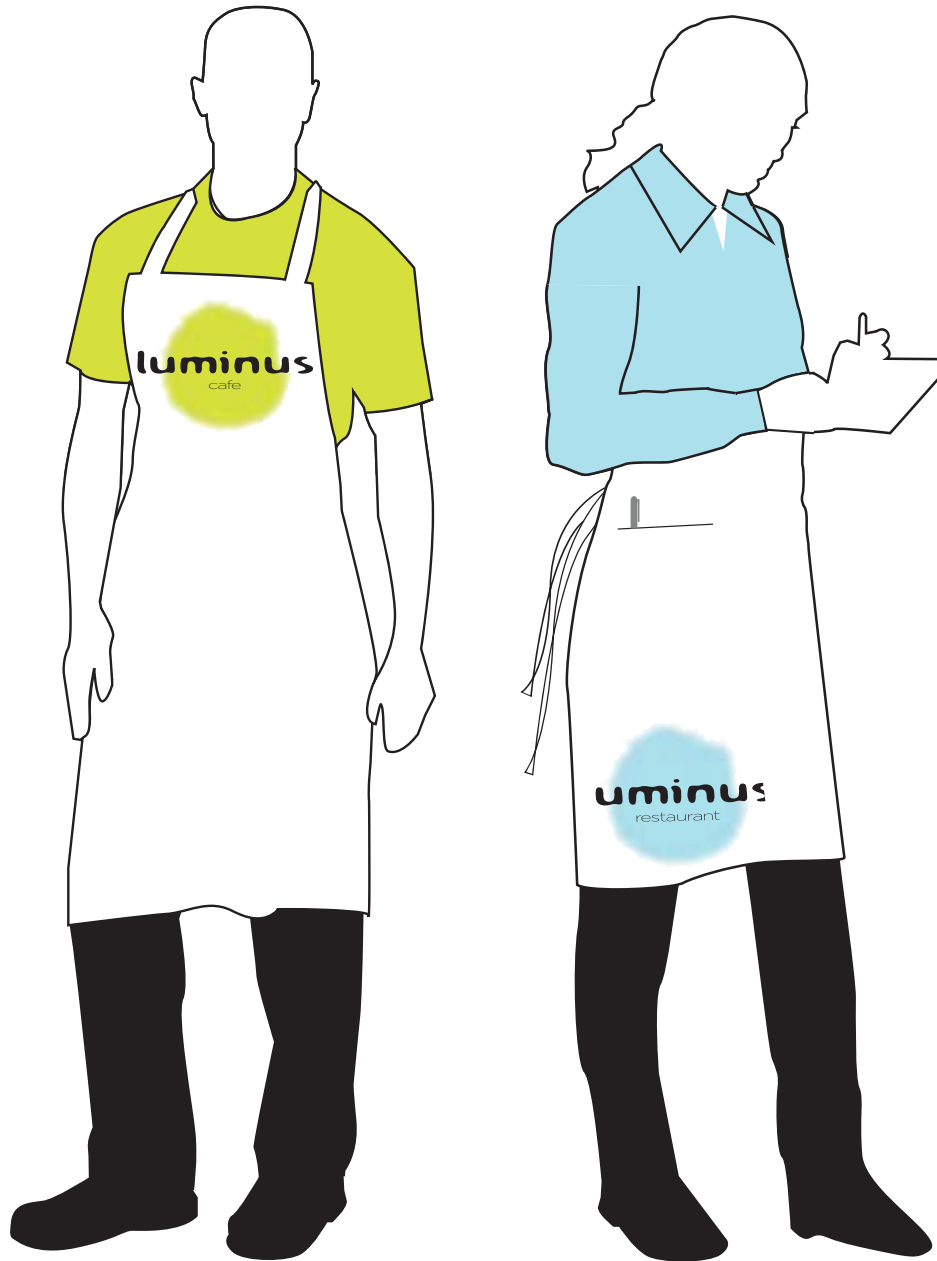


A cost effective way to apply brand identity to additional packaged items by using stickers.



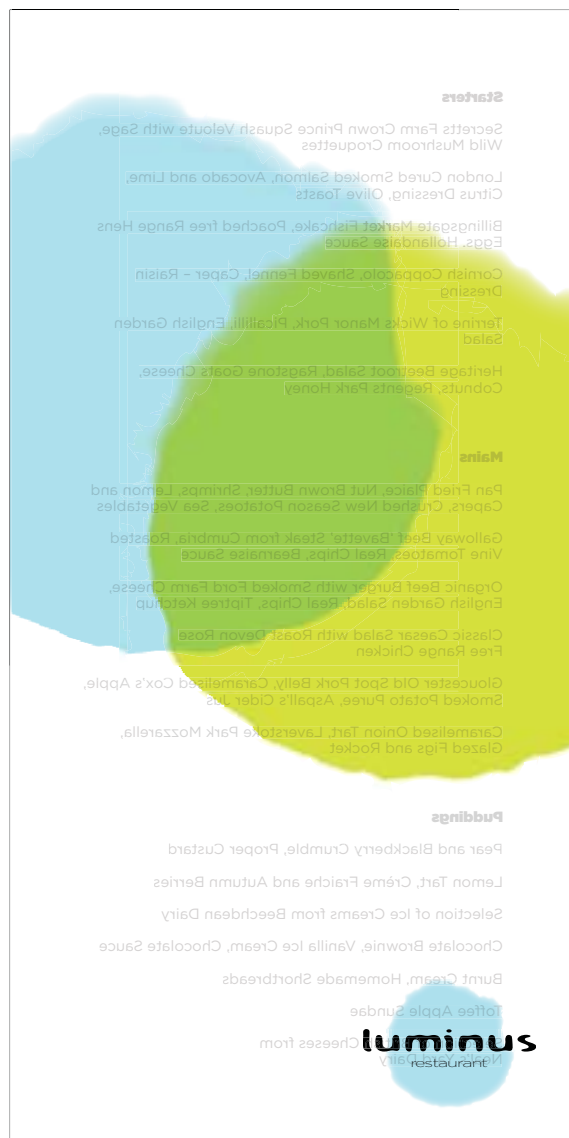
Consistent application of brand mark to all elements for individual tiers

00.00
UNIFORM



Examples of branding applied to simple organic aprons. Other uniform items could be colour matched to brand colours -shirts etc.

00.00
**FLEXIBLE
MENUS**

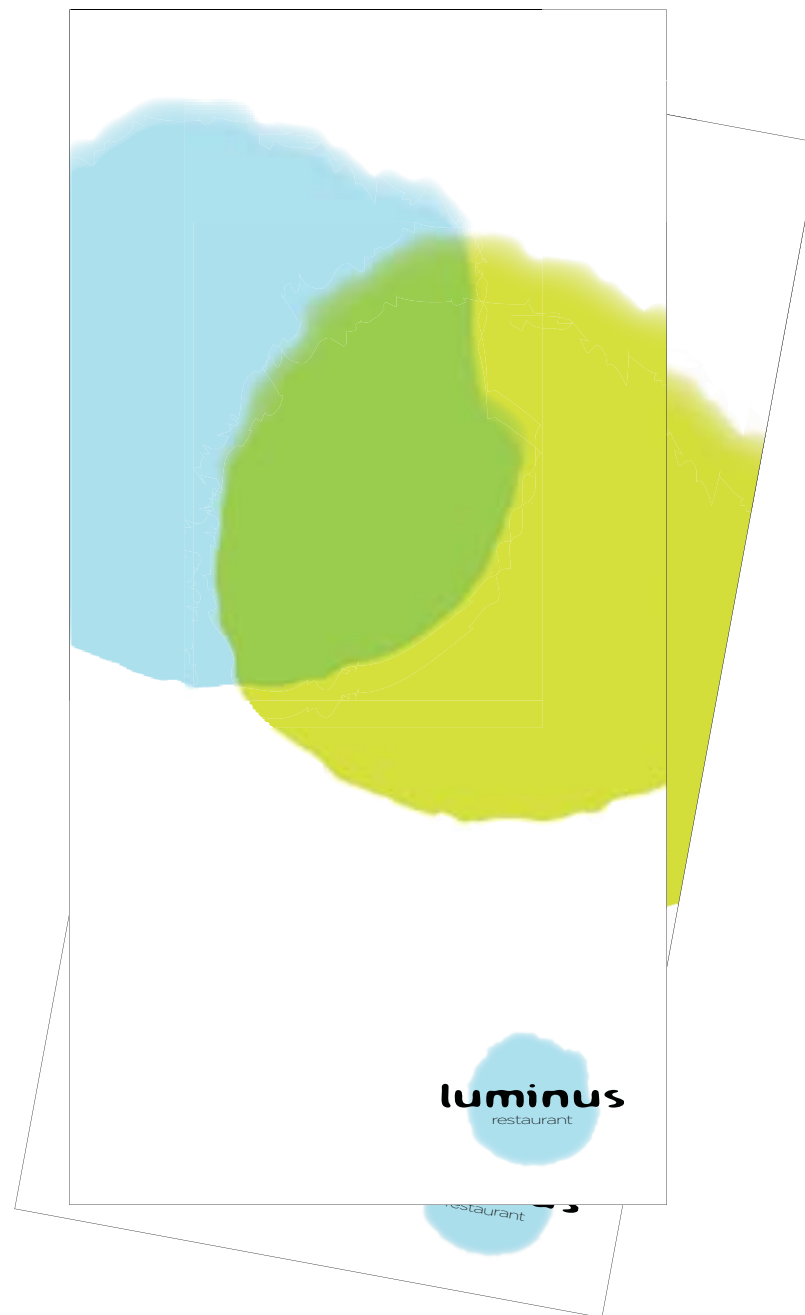


DL transparent menu
printed on clear acetate

Application of brand identity to printed
menus.

DL folded menu with printed insert

Re-usable menu covers printed from recycled materials with daily/weekly/monthly menu updates and specials being printed from word doc templates in-house provide cost saving solutions.



*Welcome! odiciunt lam quam veliqui
discit et qui occusci tiorro quiam est,
nullorae mosapit quiandi te nobistis
assunt rem uta ex essincius et abo-
rumque volorem.*

Starters

Secretts Farm Crown Prince Squash Veloute with Sage,
Wild Mushroom Croquettes

London Cured Smoked Salmon, Avocado and Lime,
Citrus Dressing, Olive Toasts

Billingsgate Market Fishcake, Poached free Range Hens
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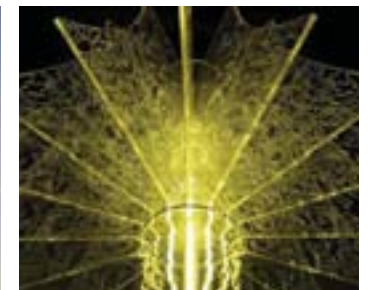
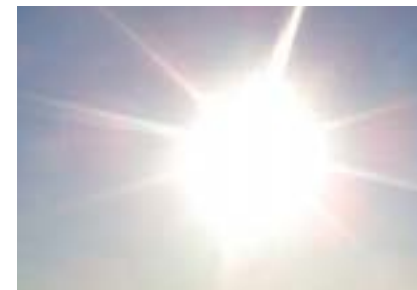
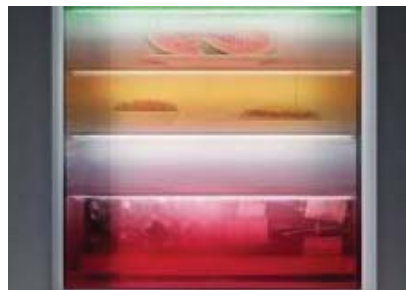
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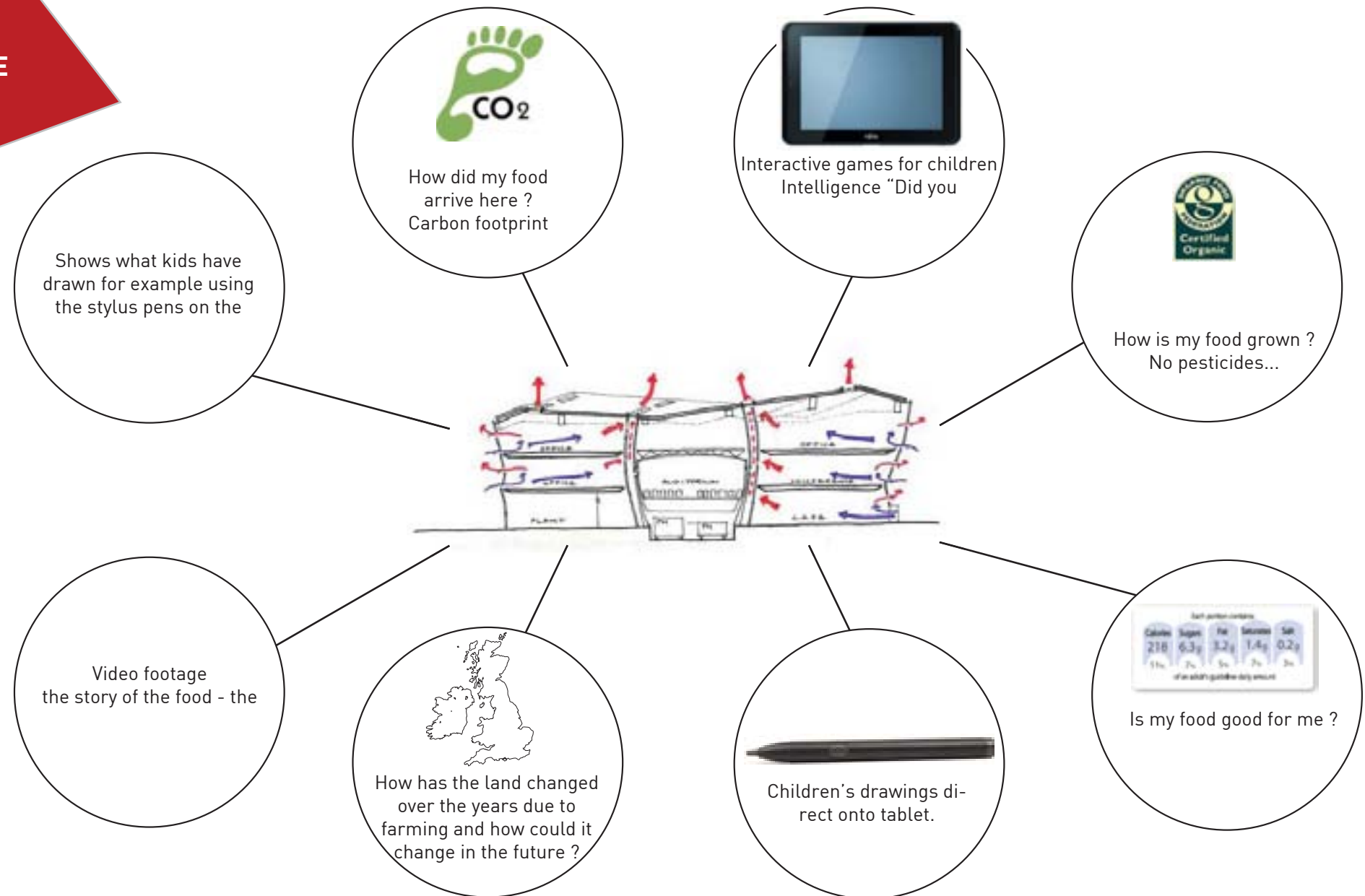
Use of warm natural textures along side hand drawn or illustrative graphics, creating a personal, relaxed human approach.



TECHNOLOGY



00.00
**THE
CENTRE**



It is possible for the general public to join the loyalty scheme and to be sent updates from the centre as whole.

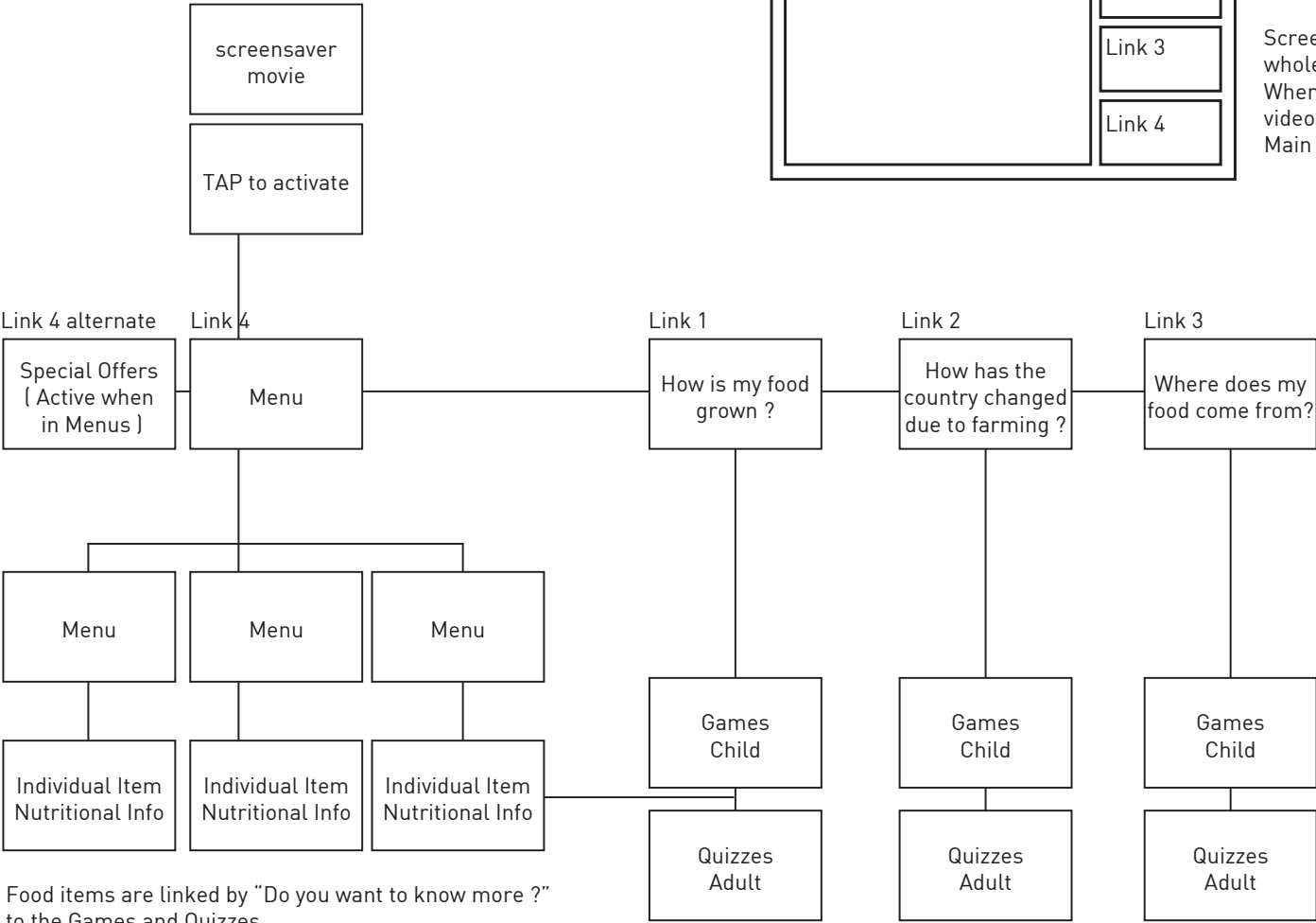
00.00
**INTERACTIVE
CHILDREN'S
GAMES**



M&S Sustainability Game –
to increase awareness of fish. Alternative
games could be created re farm eggs,



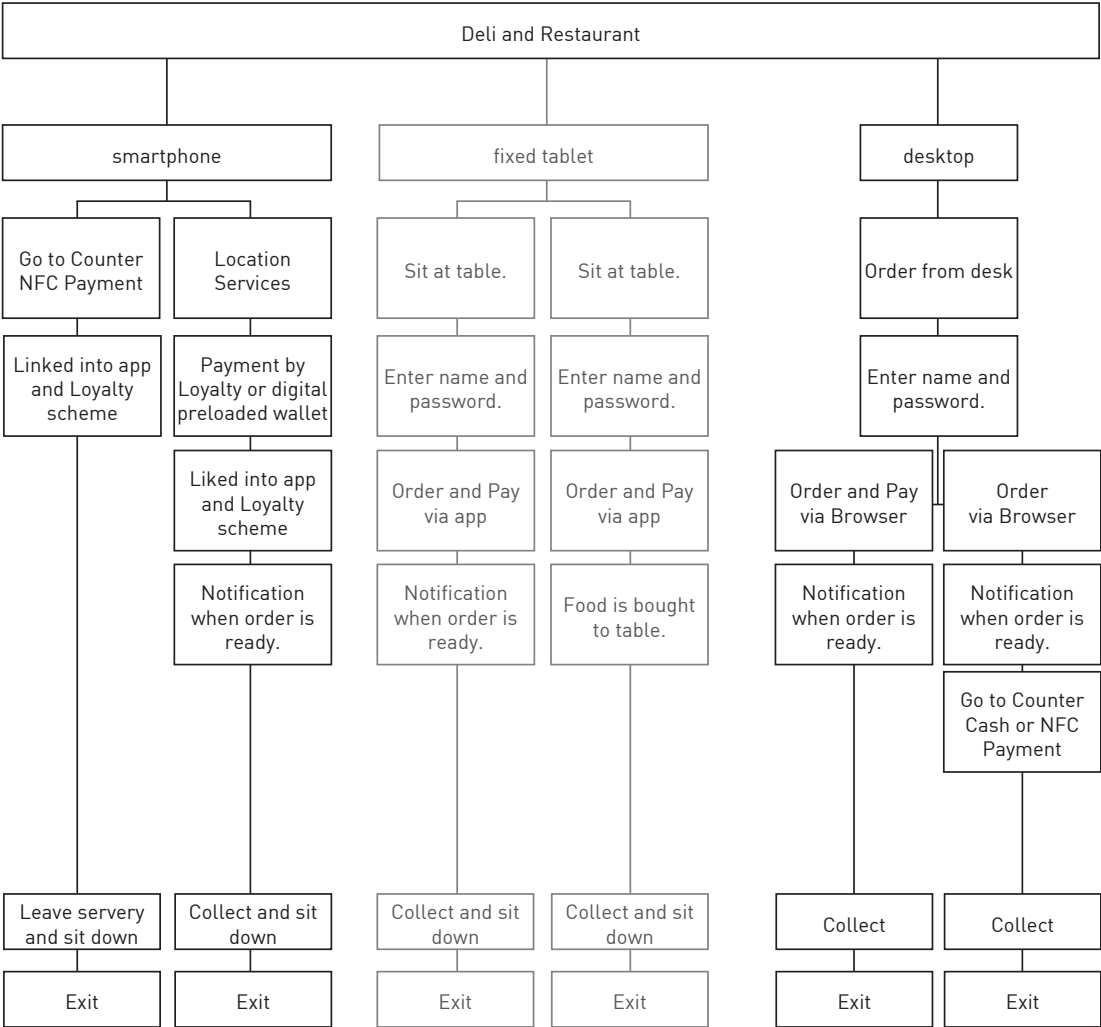
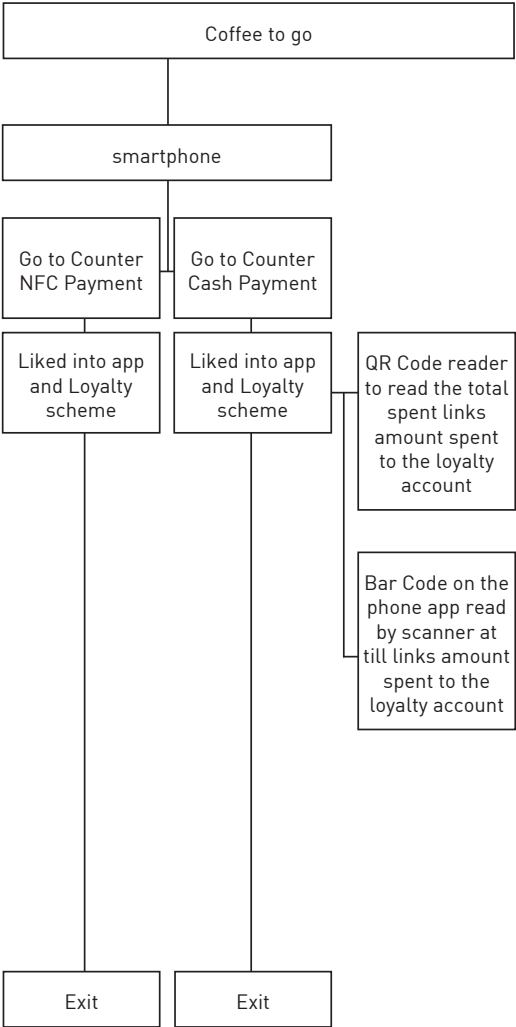
Siemens | Menu Systems
tablet



Screen saver will cover the whole screen.
When tapped to be active then video will continue playing in Main Area to show Navigation

The following matrix indicates the process by which food can be pre-ordered, pre-paid and build database of customer type and loyalty schemes.

Siemens Staff smartphone / tablet / desktop



Staff would have to enter User ID

Staff only

00.00 THE APPLICATION INTERFACE

Interactive menu screens are in-set on all table tops in cafe area. Screens allow customers to order directly from tables and pick up from counter whilst providing information about food items on menu, where it's come from and how it's delivered from its original source to you. The bespoke website whilst engaging and educating the customers about food and environment through interactive games and quizzes for kids and adults, it could also offer loyalty rewards, inform about upcoming feature events, provide opportunity for customer feedback etc.





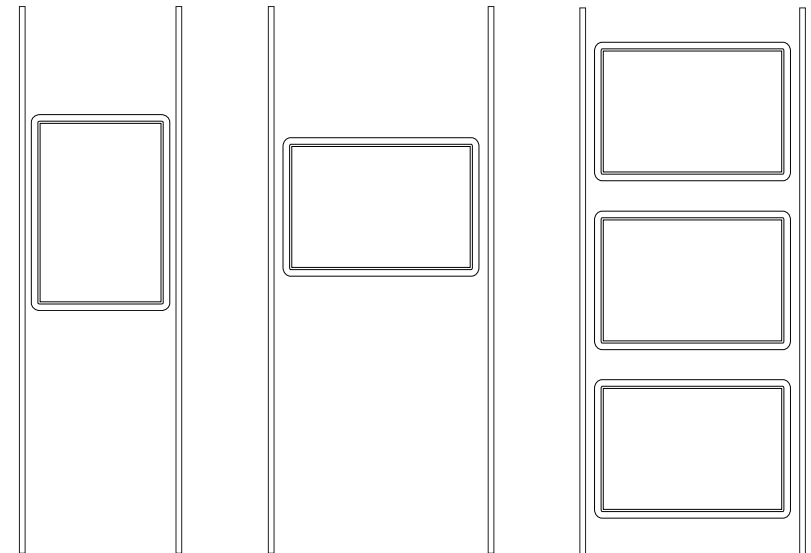
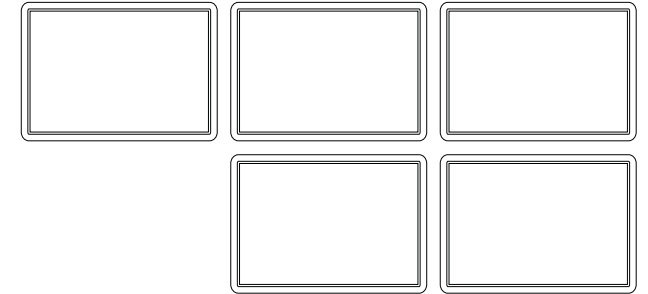
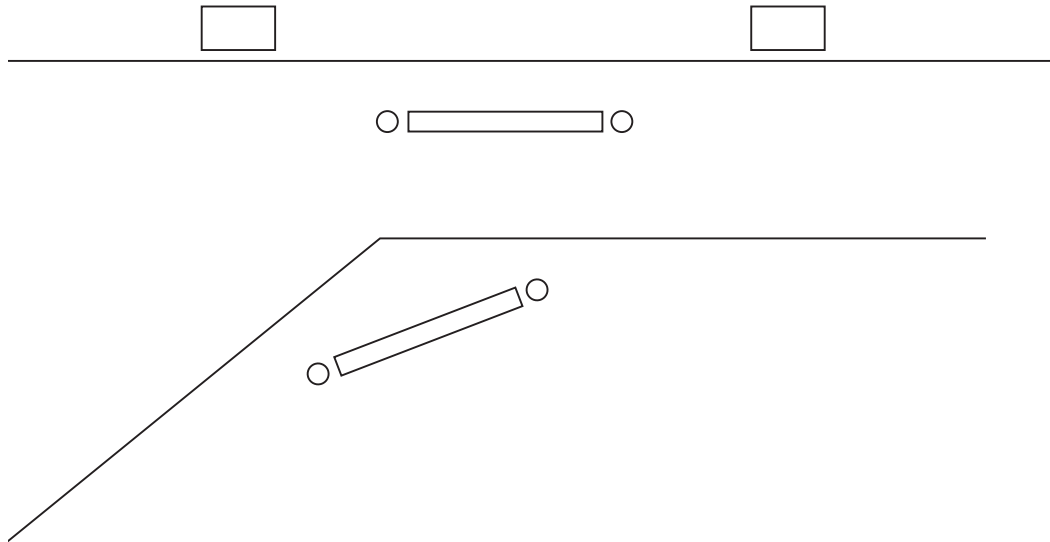
Visual reflects how inset interactive screens can educate, inform and engage customers on different levels.



00.00
**DIGITAL
MENUS /
SIGNAGE**

Mounted between floor to ceiling pole system or custom made as illustrated in the visuals.

Multiple screens combined to create greater graphics area. This can be flexible in small or large open environments





Information plasma screens with menu options and promotions avoid using the printed alternative thereby supporting the sustainable proposition and offering long term savings on print solutions.

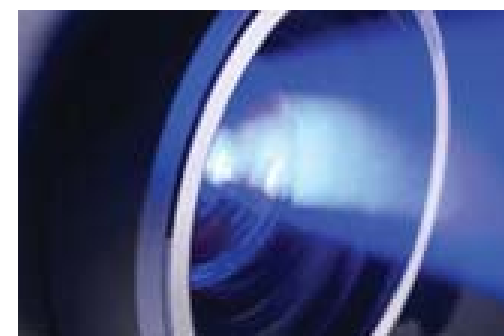


00.00
**SIGNAGE
PROJECTION**



Showcase feature events, key messaging and way finding through projection and laser light technology -provides complete flexibility with sustainable modern approach to communication solutions.





00.00
**TOUCH
POINTS**



Interactive touch points

Fully integrated touch screen technology facilitates immediate updates on what new at the centre whilst engaging customers in an exciting fun way. Touch sensitive floor tiles light the way to new exhibits or restaurant/cafe area whilst highlighting the effect of carbon footprint.





Information wall graphics

Interactive touch screen information about possible events, sustainable subjects, food and any other key related topics. An effective way to promote events around the centre without printing.





PROPOSAL FOR PROVISION OF SERVICES TO
SIEMENS

© COMPASS GROUP PLC

R*estaurant*
A*ssociates*

INTERIOR FURNISHING

SUSTAINABLE FURNITURE



Workshop on-site
Unto This Last furniture makers are interested in the wide definition of "The Environment" which includes the city in which we live. Their intent is to display an attractive production process in the centre of town, offering interesting manufacturing and retail jobs, in direct contact with the client.

As such they have created the on-site 'workshop' solution that contributes positively to the life of the city by creating a micro-manufacturing model. What this means is that they would come directly to your site and set up a workshop where the furniture showcased in your restaurant and cafe can be manufactured directly

on site. This on-site experience would be a wonderful example of Siemens supporting local craftsmen and their commitment to sustaining one of the ancient arts of furniture making in the environment and could possibly create new opportunities to engage customers in a new medium and experience sustainability at source.



SUSTAINABLE FURNITURE

Beautiful hand crafted furniture constructed from birch plywood from Latvia.

The Latvian birch forest is a man-planted forest, mostly government-owned. It is the main natural resource of Latvia, and new plantation makes it grow by 10 % per year. Plywood is the most efficient use of timber, the entire

trunk is peeled into the thin layers building up the board.

The Riga plywood factory is off-grid, its energy is produced on site, by the recycling of the bark and off cuts.

The sheets come to the UK by boat, directly from Riga to Tilbury on the Thames in Essex to their supplier FSC and PEFC certified.

Until this last create truly elegant sustainable products that can be built entirely on-site to minimize carbon footprint whilst creating an unusual showcase for sustainability in action.



SUSTAINABLE FURNITURE & LIGHTING



Vibrant coloured trims and edging can be added to surfaces and legs to create a bespoke look and finish.

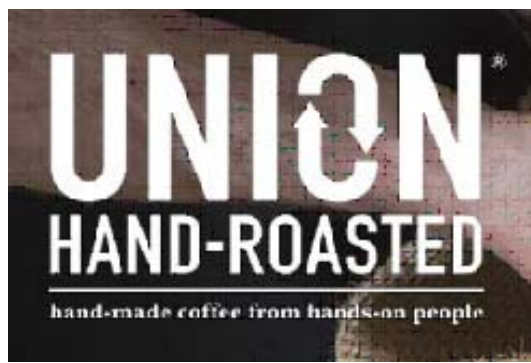




PROPOSAL FOR PROVISION OF SERVICES TO
SIEMENS

© COMPASS GROUP PLC

Restaurant
Associates



Friendly and knowledgeable and a place where one can take a break with a delicious cup of coffee, hold an informal meeting or simply bring the family.

All internal customers will enjoy a 20% discount off the marked price and will be entitled to all loyalty promotions and marketing initiatives.

The service will be counter style whereby the customer comes up and orders, pays and takes, not a number, but an object, back to the table. We don't want it to be a number like any London attraction cafe, but rather something that reflects the building; an object that represents Royal Victoria Dock. We could run a competition with local schools; or even change the object with the seasons (depending on costs). This is a simple way that we can interact with target markets.

The café will quickly become the central community space for employees and visitors – the quality of the coffee we serve, the skill of our baristas and quality of our food will ensure that we create a space that people can relax, socialise and come together. Our inspiration will come from a number of sources including Monmouth, Flat White,

Taylor Street Baristas and Dose Espresso.

At the heart of our success will be fantastic coffee and we will be working directly with Union Hand Roasted to supply us and train our baristas to make consistently outstanding coffee. As the supplier to Taylor Street Baristas we are confident that Union Hand Roasted are the right supplier to work with us in delivering the artisan coffee experience that we know is important to you. Essentially though, we will be able to deliver this in a way that is completely unique and bespoke to you.

Established in 2001, Union Hand-Roasted was created by Jeremy Torz and Steven Macatonia who entered into the world of coffee from inspiration by the micro-roastery cafes of San Francisco, California. They are a small, privately-owned company dedicated to the joy of high quality Arabica coffee, toasting their coffee every day in small batches to display the coffee's fullest expression of flavour and aroma.

The Union sourcing philosophy is clear; they only source the highest quality beans whilst ensuring the highest possible relationships with the hardworking families around the world who grow it. They build direct

relationships and invest in sustainable livelihoods and farming practices, engaging directly with coffee farmers and pair their best work with the art and craft of the Union Roastmaster.

At the East London Roastery (just a couple of mile from the Siemens), each roast is individually tailored by adjustments to the flame to bring out the exemplary qualities of that coffee, yet all are characterised by the unmistakable Union house style; bold intensity, infused with a deep natural sweetness.

It's all about the coffee

By working with Union we will ensure that we are bringing the very best quality coffee to your employees and visitors to the Siemens Centre. Featuring guest coffees and different blends will be important and below we have highlighted just some of those that will be present from day one.

Breakfast

- | | |
|--|-------|
| → Scotch Oats Porridge | £2.75 |
| → Dorset Cereal Selection | £2.00 |
| → Wicks Manor Bacon and Egg Muffin | £3.00 |
| → Free-range egg on
farmhouse bloomer | £2.50 |
| → Speldhurst Cumberland
Sausage Bap | £3.00 |
| → Keens Cheddar and Wiltshire
Ham Croissant | £3.50 |
| → London Smoked Salmon Bagel | £3.75 |
| → Freshly Baked Almond Croissants,
Pain au Chocolate and Danish | £1.40 |
| → Yoghurt Parfait Pots | £1.80 |
| → Seasonal Fruit Pots | £2.00 |
| → Kents Hill Farm juices £ | 2.00 |
| → Seasonal Smoothie of the day | £2.50 |
| → Locally Baked Sweet and
Savoury Muffins | £1.75 |
| → Freshly baked Croissants
and Danish | £1.20 |
| → London Scones, Cupcakes,
Flower Power Brownies,
Flapjacks and Bakewell | £1.20 |



For lunch there will be two soups, a selection of seasonal premade Deli sandwiches and a good range of hot breads which will include paninis, mezzalunas, piadinas and wraps. The menu will change with the seasons and always provide balance for dietary specifications and healthy options. Wherever possible we will source fish that is MSC certified and produce that is Truly Local (within 50 miles of Royal Victoria Dock).

The trademark dish that will always be on the menu are the pies as we believe this pays homage to this part of London and can also be sold at an excellent value price point. We have extended the offer slightly to incorporate quiche and fritata (this adds diversity and range to the menu)

These items will be rotated throughout the weeks, months and seasons. They can be served with salad, mash or simply eating as is. We will also change the pies seasonally, including tasty variations with international recipes in line with our popular Taste Adventure concept.

Alongside the pie menu will be a 'Big Salad' menu. This will provide a healthy alternative for those wanting a lighter lunch. We propose to feature three 'Big Salads' that can be eaten as they are, with a soup, with a pie or boxed up and taken away. They will be seasonal, fresh and provide excellent colour to the cafe counter.

Lite and Seasonal Soups

£3.90 with roll

- Classic Pumpkin
- London particular
- English butternut squash and beetroot
- Pearl barley and autumn vegetable broth
- Jerusalem Artichoke
- Cauliflower and Stilton
- Roast Sweet Corn Chowder

Delicatessen

£3.50 (average)

- Wiltshire Ham Ploughman's Baguette
- Free Range Egg, Tomato, Mayo and Cress Bloomer
- Thinly slice open British beef sourdough sandwich with horseradish sauce
- Scottish Langoustine and watercress wrap with mile sweet chilli dressing
- Sussex Blue, Celery and Walnut Baguette
- Montgomery Cheddar Salad Doppio
- Galloway Beef and rocket Bloomer

LUNCH

Hot breads and Roast Market Sandwiches

£4.25 (average)

- Smoked British Bacon, Brie and Spiced English Pear Chutney panini
- British Beef Fajita with refried Beans and Jalapeños on tortilla
- Fresh Secretts Farm Field Mushroom and Taleggio Panini
- Classic fish finger wrap
- Spiced Old Gloucester Spot Pork Belly Wrap with Cox Apple Sauce
- Chorizo, Manchego and Smashed Apple Chutney Panini
- Free-range Chicken tandoori pitta with local yoghurt dressing
- Classic Cheddar, Plum Tomato and Pesto Panini
- Welsh Lamb Shawarma (spiced lamb, houmas and salad) in Flatbread

Big Salads

Sm £5 M £7 Lg £8.50

- Roasted Scottish salmon, cucumber, radish, heritage tomato and basil
- Grilled Squid and chorizo with orzo pasta, smoked paprika, wild oregano
- Smoked Free-range chicken, avocado, vine tomato and basil
- Peppered Mackerel, watercress, lemon, dill and Romaine lettuce
- Classic free-range chicken Caesar salad
- Grilled Artichoke, Tagiasca olive and buffalo mozzarella with tarragon
- Vine tomato, Mozzarella, Artichokes, kalamata olives, Pesto vinaigrette
- Lebanese 'Fattoush' salad, sumac dressing
- Grilled courgette, spiced lamb and citrus Israeli cous cous



Pie and Mash is without question one of the most traditional and authentic foods that London has to offer and we want this to be a key feature at the Siemens Café. Pie and Mash Houses have been around since the early 1800's - the first ones opening in pre-Dickensian and Victorian London.

Today we are seeing a steady revival in the popularity of traditional British fare and an emphasis on British sourced ingredients and recipes. This is something that we want to bring to the café at the Urban Sustainability Centre; giving our customers visiting the historic docklands a modern-day version of an old Eastend classic will provide real personality to the menu and food service.

The pies will be baked fresh each day. The pastry will be hand made and filled with fresh British meat or fish; only ever using prime cuts. The mash will also be made fresh every day. All potatoes will be British, cooked on site and mashed when needed.

Pie & Mash

from £6.50

Served with mash or a side of salad

- Billingsgate Fish Pie
- Herdwick Lamb and rosemary pie
- Norfolk Turkey and cranberry pie
- Cumbrian Galloway beef and ale pie
- Truly Local Chicken and tarragon pie
- Classic British mince beef pie
- English Broccoli and stilton pie



Additional hot items

- British bacon and cheddar quiche
- Baked buttersquash, beetroot and onion fritata
- Scottish salmon, spinach and pinenut quiche

Periodically we will promote a pie, quiche or fritata in line with our popular Taste Adventure campaign. Some example include:

- Thai Market - Thai chicken pie
- Japanese - Salmon quiche served with a teriyaki dressing
- Green Massala - Lamb tandoori calzone
- Best of British - Gloucester Spot Pork Pie



ALL DAY MENU

The all day menu will be made up of a range of convenience products. The majority of products will be made on-site and there will always be the safe and simple options. Other more gourmet style of sandwiches and salads will change seasonally.

Boxed Sandwiches

from £2.75

- Classic Cheddar and pickle
- Free-range egg and cress
- Brixham Crab, Sweet Chilli, Coriander and Mixed Leaves
- Smoked Salmon, Crème Fraiche, Cucumber and Radicchio
- Galloway Beef and horseradish sauce
- Laverstoke park mozzarella, Vine tomatoes, Toasted Pine Nuts and Rocket
- Gammon Ham, Smoked Oakwood Cheddar, Pear Chutney and Mixed Leaves
- Sustainable Salmon, Watercress and Dijonnaise
- Emmental Cheese, Beetroot, Carrot and Spring Onion,
- Pastrami, Dill Pickle, Tomato Wholegrain Mustard Mayo and Mixed Leaves

Boxed Salads

from £3.50

- Griddled Chicken Caesar
- Greek Salad
- Crispy British Bacon, Sweet Potato and Sage
- Wiltshire Ham and Montgomery Cheddar Ploughman's
- Pole and Line Tuna with Cannellini Beans and Anchovies
- Peppered Mackerel, Tomato and Watercress
- Wild Rice, Feta and Artichoke
- Prosciutto, Bocconcini and Tomato
- Sustainable salmon, Cucumber and Red Onion
- Rice Noodle, Teriyaki Mushrooms, Shredded Oriental Vegetables
- Griddled Aubergine, Courgette and Apple Slaw

Homemade Dessert pots

from £1.75

- Tiramisu
- Eton Mess
- Lemon Meringue
- Dark Chocolate Mousse
- Breakfast Yoghurt Pots
- Banoffi pot
- Fruit Jelly
- Pannacotta
- Trifle
- Chocolate-Orange Mousse
- Blackcurrant Jelly, Chantilly





PROPOSAL FOR PROVISION OF SERVICES TO
SIEMENS

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Restaurant
Associates

The inspiration behind the food and table service style of the restaurant is based on Roganic in Marylebone. The menu is modern, innovative; the service is attentive yet friendly; and the food is always delivered with great use of natural ingredient colour; and best of all, the produce used throughout the menu is local and seasonal. The service is a greet and seat style of service based on a brasserie style of interaction.

Below we have detailed some tableware concepts that we found fitting for Siemens USC restaurant.

- Recycled wine bottle water glasses
- Butter served on foraged stone
- Place mat made from recycled material
- Wooden bread bowls made from reclaimed wood
- Cheese boards from reclaimed wood

The innovation behind the menu in the restaurant will be ongoing and mostly generated by our 'Pop-up' restaurant concept. The typical menu outside of these 'Pop-up' restaurant features will be a three course a la carte menu based on a variety of seasonal dishes, changed either side of the 'Pop-up' period. This will ensure seasonality, drive menu variety and result in a service of great quality.

The pricing of the menu will be set at:

- 1 Course (starter size) £7.50
- 2 Course (starter and main) £16.50
- 3 Course (starter, main & dessert) £19.50



The best way to spark excitement, generate great PR and ensure that seasonality is delivered is to create a 'Pop-up' restaurant concept. Jeremy Ford, Culinary Director of Restaurant Associates has developed this concept that involves engaging a different consultant celebrity chef each quarter to create a seasonal menu, specifically for the Siemens USC restaurant.

How this would work is that, for example, Jason Atherton would come on-site for two to three days to develop and launch the feature a 'pop up' offer in the restaurant. This menu would then run for two weeks after which the menu would revert back to the main seasonal restaurant menu.

This concept does many things;

- provides ongoing interest and great PR opportunities
- delivers on seasonal and sustainable menu concepts as this will be the brief given to the celebrity chef
- enables the on-site team to work with great chefs on a seasonal basis and for this reason will enable us to attract great talent when recruiting
- indirectly profile the building as an East London hub for culinary innovation; as well as Siemens technological innovation
- Provides an element of flexibility so that the restaurant can be used for other events during non-pop-up periods

It wouldn't be limited to celebrity chefs. We could profile local restaurants in East London and the City of Newham to engage in the 'Pop-up' restaurant concept. This would enable us, and the local restaurant, to improve profile in and around East London.

Example 'Pop-up' Restaurant Chefs would include:

Local Produce Traditions with Greg Wallace and Co

Greg Wallace of Masterchef fame opened his first café this year in Putney to much acclaim. We have been working with Gregg and his fruit and veg company Secretts Direct for a number of years. We would theme the restaurant as Greg Wallace Café for the lunch service and offer dishes from his Putney restaurant which are based on the great seasonal produce from Secretts Farm and classic British dishes and puddings. Greg Wallace would be happy to make an appearance himself to talk to guests



Classic British with Gary Rhodes

We have a unique partnership with Celebrity Chef Gary Rhodes that allows the opportunity of creating a unique pop up using his style of British Classic Cuisine. We work with Gary at Rhodes 24 and W1 Brasserie. We have worked in similar capacities elsewhere with Gary and with his focus great British cuisine, this would be a match made in heaven. Gary gets very involved with these initiatives, especially when they can benefit the education side of food and cooking. With Gary we can incorporate a little more and can possibly work on something more than the 'pop up' should there be an opportunity.

Caribbean vs. European Cuisine with Chef Collin Brown

Collin Brown was born in Jamaica in 1972. He started cooking at the age of eight and became a professional seafood chef by the age of sixteen. He then moved to the Cayman Island where he studied the art of fine dining, but as creative and eager to learn more and forever passionate about food he decided to move to London to study European cuisine. Collin is an Award Winning Master Chef and has won Caribbean Chef of the Year two consecutive years in the years of 2005-2006 and 2006-2007. Using imagination and continually developing and experimenting, Collin has recognised how foods complement each other, developing ideas and paying great attention to detail in composition of his dishes, he creates a fusion between the Caribbean and European cuisine. Chef Collin Brown has launched his new restaurant in Docklands at 2 Yabsley Street, London E14 9RG and would be extremely keen to build more PR in the area for his restaurant.



British Tapas with Jason Atherton

Jason Atherton describes his cooking as having “one foot in the 21st century and the other firmly planted in tradition.” This intriguing philosophy stems from his strong English roots and his worldly experiences. Having trained in some of the most respected kitchens around the globe, Jason’s menus showcase various cultural influences, and his modern interpretations of classic cuisine have won him international acclaim. Having worked along side a number of high profile chefs in London including Pierre Koffman, Nico Ladenis, Stephen Terry, and Marco Pierre White and Gordon Ramsey, Jason yearned to expand his repertoire and become one of the hottest chefs in London and indeed the UK.



French Cuisine - British Produce with Michel Roux Junior

Michel Roux Junior is part of the world famous Roux dynasty. His Father, Albert, and his uncle, Michel Senior started and ran the 2 Michelin Star restaurant, Le Gavroche, in 1967 and Michel followed in their footsteps and took over in 1991. Since then his individual style has helped to take the restaurant into a new era. In 2010, Michel worked with Restaurant Associates to open Roux at Parliament Square in the Grade II listed building of the Royal Institute of Chartered Surveyors which continues to provide our organisation with a breeding ground for amazing young chefs. Michel is a bestselling author of over 8 books, and a presenter and judge of the BBC's MasterChef. As a professional, Michel is hugely respected within the culinary world and has been a consultant chef to Restaurant Associates since 2006.

A Taste of Italy with Machiavelli

As a change of scene we could invite Machiavelli, the premier supplier of great Italian ingredients. Machiavelli are proud to distribute Italian food, produce and ingredients to the top restaurants, delis, stores and hotels in London. Specialist artisan foods include fresh handmade pastas from Tuscany, cheeses produced with traditional family recipes from Piedmont, alongside first-pressed olive oils by one of the most prestigious producers in Sicily. Many of their products are sourced from the Slow Food Movement and are D.O.P. / I.G.P. (Protected Denomination of Origin / Protected Geographical Origin). D.O.P. ensures that the raw ingredients are sourced locally as well as indicating place of origin, whereas I.G.P. ensures that all production processes conform to specific local traditions.



Our additional outlet proposal carries the theme of seasonal innovation based on quality, sustainability, relevance and flexibility. As part of our CAPEX we have budgeted for a bespoke dispense unit that can be transformed into one of many relevant things; the first being a Brew Station.



Siemens Coffee Brew Bar

Instead of a coffee POD in the Internal Street we propose a Brew Bar; similar to that seen at Monmouth Coffee in Borough Market and growingly popular on the London coffee scene. It also will stop the dilution of menu offer as doubling up on what the cafe will be renowned for (amazing espresso coffee) is not a commercially intelligent proposal.

It would serve 3 different Direct Trade or Fair Trade coffee blends brewed in the growingly popular 'pour-over method'. We can promote different countries, varying degrees of roasting and most of all provide some theatre with a well trained and knowledgeable Barista.

How does it compare to other styles of coffees?

1. Pour over brew provides a cleaner cup of coffee - the pour over coffee method is arguably the 'cleanest' and 'purest' way to make and drink coffee. There is no residue left in the cup, because the water is not dripped and is not fully immersed. Near to boiling water is poured into the cone, stirred briefly, and moments later the finished product has entirely drained into the mug. The coffee is bold yet without even a hint of residue.
2. More efficient for small volumes - single cups of coffee don't waste grind like espresso coffee does and can brew a single cup unlike traditional drip filters.
3. Better extraction than drip, without the mess of French press - pour over coffee allows for a very robust extraction because the water is preheated and because the 'slurry' is stirred before all the water soaks through - this creates a very bold, well extracted coffee, without the long, tedious cleanup required with a press pot.
4. Ease of set up - the setup costs are significantly less than espresso machines and can be used in various locations without plumbing and without cumbersome equipment.

**ADDITIONAL
USES FOR
THE UNIT**

English Apple and Pear Fresh Juice Bar
(seasonal)

When everyone wants to be outside or an event is taking place, we can take advantage of the great Apple season and promote a amazing range of freshly prepared apple and pear juices - great for the kids and families ...and its local, sustainable and healthy! The unit can be dressed with apple crates, provenance information and most of all provide a variety of amazing English Apple varieties to drink or mix.

Cocktail Bar

For evening VIP events this mobile unit can be dressed to become the centre piece of a striking cocktail bar with an ice carving of the building alongside an award winning English Sparkling wine.

Kent Strawberry Smoothie (seasonal)

Like the Apple and Pear Bar we would create a striking display that will promote delicious blends of strawberries with local ice-creams and yoghurts. Freshly grown mint will grace the bar with the backdrop of powerfully red strawberries and of course a delicious tub of English cream!



Beechdean Dairy Farm ice-cream

We have a strong partnership with Beechdean Dairy in Berkshire and would promote their amazing dairy products throughout the service. The unit can be used as an ice-cream stall or even a milkshake stand. 100% Truly Local tasty drinks!

The list could go on. Our aim is to intelligently maximise sales by delivering add-on services relevant to building activity. This improves the visitor experience, enables us to reflect the seasons in a more innovative way and maximises the commercial return to Siemens.

We haven't included these sales on the P&L as it is much more speculative than the other areas. It will however improve the bottom line to Siemens as we will pay the same concession on this as we do in the cafe and restaurant.



Earlier this year, Bibendum, one of our wine suppliers, launched its new wine service concept for outside events, and the idea has proven to be a simple but extremely popular one. It includes a range of restored cars that can be stylishly set up to serve wine.

As part of the arsenal of additional outlets, we could feature this as a way of extending the service outdoors during the summer months. We understand that planning permission will need to be sought after however it is certainly worth exploring further.

The vehicles used for the service are made up of restored cars and the environmental credentials on all the packaging and wines used can be tailored to deliver on our sustainability objectives.



As part of our CAPEX we propose to install Systopia which will work directly with the existing access control cards. This will enable simplicity of use across the Siemens estate.

What the proposal includes is:

- Server Software and Enterprise Licence for 500 users
- IPOS Software
- Good2Go Chip and Pin Software
- Back Office equipment and Set up
- 3 x IPOS Touch Screen Terminal Suite
- IPOS Card Reader - Siemens Version
- IPOS Mobile Terminal
- IPOS Mobile Till Reader - Siemens Version
- 3 x Receipt Printer
(1 x Restaurant / 2 x Cafe)
- 3 x Cash Drawer
(1 x Restaurant / 2 x Cafe)
- 3 x Chip and Pin Card Reader
(1 x Restaurant / 2 x Cafe)
- 3 x Wave and Pay Card Reader
(1 x Restaurant / 2 x Cafe)
- Customised Software Development
- Project Management
- Training and Go Live
- Installation

At this stage we propose to operate additional outlet services with a cash till. During mobilisation we would want to explore the possibilities of a wireless system and the possibilities of integrating this into the Systopia.



Our hospitality and events proposal is based on enhancing the building experience through a 'best in class' food service; whether it be a simple internal tea and coffee service; a Siemens corporate 8 course celebrity chef tasting menu experience or external conference buffet service.

Hospitality and Events is the 'bread and butter' of the operation, and forms the most important revenue stream for Siemens and Restaurant Associates. All bookings considered 'Internal' will enjoy a 20% discount off the main menu and be reconciled as a non-commissionable sale. All bookings whether internal or external will be treated with the same level of importance and service standards; including the ability to bespoke the menu to the event requirement.

The opportunity to market the venue to internal staff and external event guests alike is important as each user becomes an indirect ambassador for the building and its services. Further bookings is heavily reliant upon the customer experience in terms of food, service and quality and for this reason

we concentrate purely on the fundamentals 'best in class' food and beverage service.

Our Conference and Events Menu is an excellent tool which is presented to customers and clients to demonstrate menus, pricing structure and expectancy. We work flexibly by allowing clients the opportunity to tailor their menus, and provide valuable expertise to assist them in reaching their desired service requirement. This is especially important for clients who return on a regular basis and want something different for each event.

We provide a variety of food styles, ranging from the classic and traditional, such as luxury homemade cookies made on site to the more innovative, cutting edge, for example a fantastic glass of award winning English wine. This balance is also evident throughout the tariff structure and enables us to tailor the service to appeal to a wider audience.

The produce used to create our menus will be of high quality, reflecting the seasons and local suppliers and great ingredients.

We work with numerous suppliers so that our chefs aren't limited to a fixed range of ingredients. The size of our organisation enables us to maintain great purchasing power to offset this unrestricted approach to supplier listing.

In summary our focus is firmly on meeting the individual needs of guests, rather than on set 'package-deals', so that each event is perfectly suited to the occasion. This applies to a sandwich lunch, simple tea and coffee break service, or a large seated VIP event.

We can draw on the support of our neighbours at the O2, Excel and Canary Wharf for various operational resources; this includes contingency support for delivery issues, staffing and or management support.

Flexibility is key, consistency is a must and creativity will make it exciting! We proactively encourage creativity by exposing our chefs to the UK's best kitchens, nurturing new ideas through competitive spirit and giving them the creative autonomy to use their natural talent.

Different ways of serving canapés can inject flair and originality into the simplest of dishes; varying service technique can turn a simple soup course into a culinary theatre; and simply dressing buffets with seasonal produce can provide an amazing juxtaposition for a rustic food service set against London's newest and most unique building.





PROPOSAL FOR PROVISION OF SERVICES TO
SIEMENS

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Restaurant
Associates

We currently operate in a range of sites throughout the Docklands and Canary Wharf. The way we have approached this reference section is to provide a concise overview of the services on-site and more importantly how these services will be used to deliver clear benefits at Siemens. Therefore these neighbouring sites don't only support our ability in delivering but actually play a fundamental role in our proposal.

The reference sites are broken into two areas;

- where we're proposing to drive our quality from. This is where we train staff in order to develop exacting standards and focus on quality ingredients and customer service excellence.
- where we aim to get our support from in terms of staff sharing and contingency operations. These sites provide us with risk limiting qualities so that we can be flexible in meeting the peaks and troughs of the business

Roux at Parliament Square

As part of the Royal Institute of Chartered Surveyors (RICS) building, Roux at Parliament Square is an excellent 'breeding ground' for food service excellence enthusiasts. We were awarded the contract in 2009 and have been working in close collaboration with Michel Roux Jnr and Albert Roux to create this special restaurant that comfortably challenges any fine dining restaurant in London.

The restaurant is open to the public for lunch and dinner bookings and also has a small intimate private dining room that can seat up to 12 guests. As part of RICS there are other meeting rooms, including the Presidents Suite that has an adjoining terrace overlooking Westminster Abbey and the House of Parliament.

Roux at Parliament Square provides great gravitas when recruiting quality kitchen staff as there is always an opportunity to train there and rub shoulders with the industries best up and coming chefs. The Pembury Bar, above the restaurant, can be used to train front of house staff in drinks service.



Rhodes 24 at Tower 42

As part of the Tower 42, Rhodes 24 is not only an excellent place for foodies but equally for wine enthusiasts. The restaurant shares a Sommelier who is a Master of Wine and can provide the 60+ covers that it can hold in any one sitting.

Gary plays a pivotal role in menu development and like Michel Roux Jnr ensures that the team get their fair share of opportunity to develop and impart their creativity on a food service that is well known for excellent British cooking.

Vertigo 42 is the bar, another 18 floors above the restaurant. With amazing views over London this well decorate bar provides an excellent drinks list. It is often booked out for private parties and works well in cross referrals with the restaurant and The Pembury at Parliament Square.

As well as the gravitas that this service provides when recruiting, it is only a 20 minute DLR journey from Royal Victoria Dock. And where Roux will provide excellent culinary training, Rhodes 24 will provide excellent customer service training. There is a greater emphasis on private dining rooms here that lends itself to cross training and the focus on the customer journey.



Morgan Stanley

Located in Canary Wharf, Morgan Stanley provides a great opportunity for cross training Siemens catering staff, looking at high end VIP hospitality, developing a stronger understanding of the client / customer dynamic and learning about how to merchandise the cafe and build attractive food buffets. There are many skills, ideas and concepts that can be learned in this flagship Restaurant Associates site.

The scope of services at Morgan Stanley include a similar range to those offered at Siemens, albeit in a different style of environment;

- Restaurants (it is a staff restaurant however operates commercially and looks more like a upmarket food court)
- Coffee Bar (Starbucks)
- Retail Deli Bar
- Fine dining hospitality (including Managing directors dining)
- Standard hospitality (teas, coffees etc)
- Conference and Banqueting

Some environmentally sustainable features at Morgan Stanley that we can engage at Siemens is the complete waste segregation, with all waste oil sent for use as bio-fuel and all food waste sent off-site to be broken down and returned into energy.

At Morgan Stanley there is also an excellent structure in place that demonstrates best practice in menu development. There are always little tasters for the customers to sample, always themed promotions which are menu specific and relevant to the season; and the service is benchmarked against local competitors on a regular basis.



REFERENCE SITES

Both the O² and Excel will play a major role in the mobilisation at Royal Victoria Dock. They hold the key to a thorough understanding successful recruitment in the area and also the impact of the Olympics. Both are viewed as significantly larger conferencing venues and therefore not a significant threat in terms of business opportunity diversion; we in fact see them as established hubs of activity that when tapped into, can support us in this exciting new venture.



O²

Provision of a comprehensive catering solution to the world's most popular entertainment venue, including:

- 96 hospitality boxes catering for 2000
- 400 seater back stage restaurant
- VIP lounge capacity 1200, with a membership of 12,000
- Chairman's lounge with a capacity of 70 people

28 retail locations offer six bespoke brands, including:

- Salt'n'Vinegar- Fish and Chips
- Sound Bites – Burgers and Fries
- Chop Chop - Authentic Stir Fry
- Pizzeria
- Carve Up – hot roast joints and accompaniments.
- Alcohol bars promoting sponsor's products

Event catering, press releases, product launches and international conferences.

Within the O² village, catering is provided at The Indigo Lounge, a 2000 seater music venue and the O² Bubble exhibition space.

We also have exclusive rights for the mobile catering within the complex.

The O² Arena will play host to a number of Olympic sports at the London 2012 Games.

Our project team worked from the design stage to opening and provided the lead for the food and beverage offers, with a key element of the brief being to elevate catering of this nature to a higher level. This is accepted by visitors, promoters and clients alike.

Success came from our flexible outlook, our innovative approach and our ability to choose the right team to match both the client and contractors to achieve the everyone's aspirations.



Excel

We provide catering for conferences, exhibitions and events utilising a bespoke conference suite catering for up to 1000 clients and some 80 meeting and event rooms. In addition we provide extensive hospitality at exhibition stands and have catered at iconic world class events such as the G20 Summit, birthday of the AGA Khan for 80,000, and new car launches such as the new MINI and Toyota models.



We are currently working with the client's team on plans to extend the facilities, designing catering provisions to support conference facilities that could cater for up to 5000 delegates at any one time.

Our experience at ExCel London has given us a depth of understanding in the exhibition market. The changing demographics, client criteria, the detail planning and the very 'rhythm' that may see a major product launch one day followed by a four day exhibition and an international conference running at the same time. Our operation is constantly challenged on many levels. Once again this is a true partnership between the service provider and the client teams.

The ExCel London venue is also an Olympic host location and is the largest venue outside the Olympic Village.

**HOT BEVERAGE
AND SNACK
MENUS**

Tea and coffee

Freshly brewed fair trade filter coffee,
hot chocolate and speciality teas

£2.75 per person

With a selection of biscuits

£3.20 per person

With a selection of hand baked cookies

£3.50 per person



Cake and pastry selection

All selections include filter coffee, hot chocolate, speciality teas and fruit juice

Miniature danish pastry selection

£7.00 per person

Our freshly baked selection consists of pain aux raisin, pain au chocolate, pecan plait and Croissant

Miniature fruit danish selection

£8.00 per person

Our freshly baked selection consists of plum, apple and lavender, raspberry and custard Danishes

Assorted cup cakes

£6.50 per person

Our freshly baked selection consists of vanilla, chocolate and strawberry cup cakes served with vanilla buttercream

Assorted muffin selection

£7.00 per person

Our freshly baked selection consists of double chocolate, lemon and poppy seed, bran Muffins plus our savoury muffin of the week

Afternoon tea selection

£8.50 per person

- Mini chocolate brownie with macadamia nuts
- Carrot cake with mascarpone cream and orange
- Lemon madeleines
- Mini victoria sponge

Biscuits and shortbread selection

£6.50 per person

- Millionaires shortbread
- Vanilla shortbread
- Mini chocolate chip cookies
- Hazelnut, honey and nutmeg cookies with lavender

Macaroon selection

£6.50 per person

Selection of chocolate, pistachio and raspberry macaroons with buttercream filling Individual cake options

Drinks

- Bottled water (75cl)
£2.70 per bottle
- Fruit juice (orange, apple, red berry, pineapple, grapefruit)
£4.50 per litre
- Fizzy drinks per 33cl bottle (coke, diet coke, sprite, fanta)
£2.00 per bottle
- Elderflower fruit cooler
£4.50 per litre
- Homemade lemonade
£6.50 per litre
- Freshly squeezed juice (orange, apple and blood orange)
£11.50 per litre



Individual Breakfast items

- Mini Croissants and Danish pastries
£2.00
- Fruit and chocolate flower pot muffin
£2.50
- Sausage, bacon or free range egg
breakfast muffin
£4.50
- Fresh seasonal Fruit Brochettes
£1.00

Healthy Breakfast Buffet

£10.00 per person

- Vanilla Yogurt with Granola
- Mixed Seasonal Berries
- Citrus Fruit Salad
- Miniature Croissants and Danish Pastries
- Selection of Freshly Squeezed Juices
and Smoothie
- Suffolk Sweet cure Bacon and Free Range
Egg Muffins
- Mini Eggs Benedict
- Scotch Pancakes with Blueberry Compote

Big Breakfast Buffet

£12.50 per person

- Selection of Dorset Cereals
- Miniature Croissants and Danish Pastries
- Sliced Seasonal Fruit
- Selection of Freshly Squeezed Juices
and Smoothie
- Cumberland Sausages
- Grilled Suffolk Sweet Cure Bacon
- Clonakilty Black Pudding
- Sautéed Field Mushrooms
- Baked Vine Tomatoes
- Scrambled Free Range Eggs



Standard

£9.00 per person

All the below sandwiches are made on a selection of sliced brown, granary and white bread

Based on 1 ½ rounds per person, Crisps, 1 cake and Fruit

Fillings could include and combination of the following:

- Brie de Meaux, red onion and Basil baguette
- Prawn and spicy leaf wrap, lemon mayonnaise
- Goat's cheese, piquillo pepper and pesto wrap
- Ricotta, chorizo and plum tomato wrap
- Ham, Pommery mustard mayonnaise and baby spinach bagel
- Lincolnshire Poacher cheddar and York ham wrap
- Tuna and sweet corn, romaine lettuce on campigrain loaf
- Avocado, mozzarella and tomato, spinach wrap
- Kettle Crisps
- Chocolate Brownie
- Flapjack
- Almond and Pear Slice
- Selection of Seasonal Fruit

Premium

£14.50 per person

All the below sandwiches are made on a selection of artisan breads and wraps

Based on 1 ½ rounds per person, Crisps, 1 cake and Fruit

Fillings could include and combination of the following:

- Brixham Crab mayonnaise with mango salsa
- Roast Millers beef, horseradish, rocket and Parmesan on white bloomer
- Forman's Smoked trout, fennel and pickled cucumber bagel
- Crayfish, cocktail sauce, cucumber on rye
- London Smoked Salmon, Lemon cream cheese and chive on caramelised onion bread
- Smoked chicken, avocado and rocket on malted bloomer
- Pastrami on rye with sweet pickled mushroom
- Kettle Crisps
- Chocolate Brownie
- Flapjack
- Almond and Pear Slice
- Selection of Seasonal Fruit

Borough Market Working Lunch

£17.50 per person

Served from a market table, includes the very finest seasonal produced all sourced from our suppliers at Borough Market

- Selection of Cheeses from Neals Yard Dairy
- Montgomery Cheddar, Wigmore, Doorstone Goats Cheese, Stichelton
- Selection of Spanish Charcuterie from Brindisa with pickles and olives from The Fresh Olive Company
- Seasonal Salads from Secrets Farm produce
- Roast butternut squash with parmesan, toasted pine nuts and basil
- Heritage beetroot, spring onion and cracked wheat salad
- Secretts farm baby leaf mix with micro herbs
- Artisan Breads from Paul Rhodes London
- Selection of sweet bakery items from Flower Power bakery
- Chocolate Brownie
- Bakewell tart
- Meringues

Ploughman's Lunch

£14.50 per person

Sliced Charcoal Ham, Foie Gras Parfait, Free Range Scotch Egg, Montgomery Cheddar, Balsamic Pickled Onions, Black Mission Fig Chutney and Sliced Sour Dough

Hot Sandwich Working Lunch

£13.50 per person

Pain de Campagne with Aged Galloway Sirloin Steak, Wild Rocket and Red Onion Marmalade

or

Ciabatta with Chargrilled Corn Fed Chicken, Baby Gem, Shaved Reggiano Parmesan and Caesar Dressing. Served with Chunky Chips

Tapas Working Lunch

£12.50 per person

Spanish Charcuterie including Terruel Serrano Ham, salchichonne and organic chorizo picante, Red Mullet and Mackerel Escabeche, White Bean, Violet Artichoke and Kalamta Olive Salad, pickled mushrooms, mature manchego with membrillo



Cold Buffet menu

£22.00 per person

- Seared Herb Crusted Yellow Fin Tuna, Niçoise salad, soft poached quail eggs
- Italian charcuterie including San Danielle ham, wild boar salami, copacolo with fennel
- Marinated Gordal Olives with oregano and orange
- Baby Red Piquillo Peppers filled with Caponata Salad
- Grilled Aubergine, Red Onion Marmalade and Herb Brioche Crumb
- Pickled woodland mushrooms
- Roasted Butternut Squash Torte with Sage, Parmesan Shavings
- Caramelised Fig, Goats Cheese and White Onion Tart
- Salad of heritage tomato, spring onion, basil, aged balsamic
- Mixed Baby Leaves from secretts farm
- Orzo pasta with Baby Mozzarella, Oven Dried Cherry Tomatoes, fresh Pesto and Toasted Pine nuts
- Sliced Seasonal Fruit Platter
- Selection of finest British Cheeses from Neal's Yard Dairy
- Selection of Artisan breads from our local Greenwich baker



Hot Buffet menu

£25.00 per person

- Seared Gilt Head Bream with Lime and Lemongrass Sauce
- Poached Fennel and sautéed pack choy, ginger
- Roast Heritage Potatoes with Shallots and Herb
- Home made potato Gnocchi with Roasted Artichokes and Wild Mushrooms
- Pear and Almond Tart, vanilla crème Anglaise
- Selection of finest British Cheeses from Neal's Yard Dairy
- Selection of artisan breads from our local Greenwich baker

Hot and Cold Fork Menus

£28.00 per person

- Thyme Roasted Free Range Chicken
- Sautéed Red and Green Swiss Chard
- Caramelised Celeriac and Swede
- Truffle Potato Gnocchi
- Spinach and Ricotta Tortellini with Roasted Squash and Sage
- Sliced Artisan Cured Meats with Condiments
- Forman's Smoked Salmon with Lemon Crème Fraiche and Caviar
- Roast Carrot Torte with Parmesan Crisps
- Sweet Red Pepper, Niçoise Olive, Rocket and Parmesan
- Classic baby gem Caesar Salad
- Chickpea, Carrot, Orange and Coriander Salad
- Vine tomato and Buffalo Mozzarella with basil and extra virgin olive oil, taggiasca olives
- Mixed Baby Leaves from Secretts farm
- Shallot and Thyme Dressing
- Lemon, Mustard and Dill Dressing
- Mango, Passion Fruit and Raspberry Delice
- Selection of British cheeses from Neal's Yard Dairy
- Selection of artisan breads from our Greenwich baker



Finger Food Menus

£21.50 per person

Please choose 6 from the following selections:

Cold

- Serrano Ham, Celeriac Remoulade
- Yellow fin Tuna Ceviche with endive
- Goats Cheese, Red Onion Marmalade and tortilla Wrap
- Miniature Bagel with Smoked Salmon and Lemon Cream Cheese
- Crispy Peking Duck Rolls with Cucumber, Spring Onion and Plum Sauce
- Baby Gem Leaves Filled with Thai Chicken Larb
- Brioche Soldiers with Goats Cheese and Basil Jelly
- Tomato, watermelon and basil brochette

Hot

- Entrecote Beef Satay with Peanut Sambal
- Brixham Crab Cakes with Coriander and Lime Tartare
- Mini Gourmet Cheese Burgers
- Moroccan Spiced Lamb Koftas with Mint Yogurt and babaganoush
- Butternut Squash Arancini with Truffle Crème Fraiche
- Mimollet and Char Coal Ham Croque Monsieur
- Teriyaki Salmon with young leeks and soy
- Warm tartlet of Montgomery cheddar, celery and walnut



Canapé Menus

Based on 5 canapés per person

£15.00 per person

Based on 10 canapés per person

£28.00 per person

Cold

- Salmon Rillettes with Caviar
- Curry Chicken Plantain Sandwich
- Parmesan Shortbread with Blue Cheese and Pear Jelly Pear Wafers
- Tuna and Glass Noodle Rice Paper Wrap with Mint and Purple Basil, with Sweet Lime Fish Sauce
- Ballantine of Cider Cured Foie Gras with Brogdale Apple Chutney and Crisp
- Hoi sin duck with spring onion, cucumber and chilli
- Watermelon cube, aged balsamic
- Ham hock terrine, quince and basil
- Peppered beef fillet, beetroot and horseradish

Hot

- Arancini of Butternut Squash
- Chilli Lime and Coriander Glazed Salmon
- Queen Scallops with Crisp Pork Belly and Cauliflower dip
- Seared Langoustine Served on a Spoon with Tartar Sauce and Brioche Wafer
- Moroccan Lamb with Baba Ganoush
- Yakitori Chicken with Japanese Peppers
- Chorizo picante in crisp potato, romanesco dipping sauce
- Crab croquettes, pea puree, thyme air

Dessert

- Raspberry Macaroons
- Chocolate Brownie with Orange Mascarpone
- Lemon Meringue Tarts
- Miniature Vanilla Ice Creams with a Chocolate Flake
- Cherry Doughnuts
- Mango Egg Yolk with Chocolate Popping Candy



Bowl Food Menus

Minimum 10 bowls at £6 per bowl

Cold

- Carpaccio of 28 day Aged Millers Beef with Baby Violet Artichokes, Wild Roquette, Reggiano Parmesan and Truffle Emulsion
- Seared Herb Crusted Yellow Fin Tuna with Split Fine Beans, Caper Berries, Oven Dried Vine Cherry Tomatoes, Grilled Heritage Potatoes and Kalamta Olives
- Cumin Roasted Herdwick Lamb with a Chilli Caponata and Salsa Verde Salad
- Williams Pear, Joselito Pata Negra, Cashel Blue, Watercress and Candied Walnut Salad with a Cider Dressing

Hot

- "Bangers n Mash"
- Cocktail Cumberland Sausages with Creamed Potato and Caramelised Shallot Jus
- Duck Massisman Curry with Fragrant Jasmine Rice
- Classic French Bouillabaisse with Red Mullet, Loch Duart Salmon and Wild Seabass and Aioli Croute
- Seared Hand Caught Diver Scallop with Crispy Tamworth Pork Belly and Cauliflower Puree

Dessert

- Hot Chocolate Cappuccino Served with Mini Doughnuts
- Classic Floating Island with Madagascan Vanilla and Caramel
- Aklam Russet Crumble, with Clotted Cream Ice Cream
- Layers of Lemon Panna Cotta, Berry Jelly, and Amoretti Biscuits in a Small Kilner Jar



For special events where an element of theatre is required, the offers below are all served from 'stations' in the same room as the guests and be developed bespoke to client requirements. They can be priced on application.

Sushi Station

Selection of freshly prepared Maki, Nigiri, California Roll and Sashimi

Served with wasabi, pickled ginger, soy and edamame beans

Dim Sum Steamer Station

A selection of dim sum including won ton, pot stick dumplings and seafood dim sum

Served with dan dan broth and miso

Middle Eastern Wrap bar

Shawarma spiced lamb and chicken wrapped to order in khobez bread,

Served with traditional Lebanese pickles, Fattoush Salad, Tabouleh and baba ganouj

Tapas Station

A Ham carver will carve Serrano and Iberico Hams to order, accompanied by a selection of cold Tapas items – Stuffed Gordal Olives, Pan Con Tomate, Rolled Spanish Montenebro goats cheese and traditional 'Pinchos'

Indian Street Food

Inspired by Mumbai street food, a selection of tradition Indian finger foods:

Behl Puri, Murgh Tikka, Prawn Pakora's, Aloo Tikki, Gohl Bahji and samosas

Served with homemade Tamarind, Tomato and mint chutneys and Raita

Desert station

Selection of Mini Deserts:

Eton Mess, Toffee Apple Trifle, Panna Cotta with raspberries, Tiramisu and Zabaglioni with Ameretti

Indulgent Bakery Station

Great for afternoon treats:

Whoopie Pies, Macaroons, Chocolate Eclairs, Bakewell Tart, Lemon Tart and Meringues

On the following pages we have detailed some example seasonal plated meals for banqueting and VIP guests. The menus are priced at £26 for two courses and £36 for three courses. We can include a fourth or fifth course if needed and tailor it to the specific event.

First courses

- Yellow Thin Tuna Tataki with Mooli and Carrot Salad, Marinated Shimeji and Enoki, Chili and Ginger
- Game Terrine with Sauternes Sultana Puree, Pickled Girolles and Ceps
- Black Treacle Cured Salmon, Cucumber and Dill Terrine with Honey and Mustard
- Salad of Root Vegetables with Shaved Chestnuts and Walnuts
- Hot Jellied Duck and Beetroot Consommé with Horseradish Carpaccio and Duck Pasties**
- Venison Carpaccio with Cranberry Vinaigrette and Toasted Cob Nuts **



Main courses

- Half a Baby Chicken with Coco Beans, Parsnip Foam and Lemon Honey Essence
- Pan Roasted Pheasant with Vanilla and Pears (only available in October and November)
- Monk Fish Bourguignon with Wild Mushrooms Risotto and Samphire
- Cod Veronique with Jerusalem Artichokes, Almonds, Pomegranate and Crispy Grapes
- Grilled Rack of Lamb with Autumn Squash, Celeriac, Parsnip and Sage Pesto***
- Aged Fillet of Beef with Warm Cauliflower, Parmesan and Truffle Veloute ***



Desserts

- Cheesecake with Raspberries, Wet Walnuts and Honeycomb
- Muscat Crème Brulee with Poached Plums and Plum Sorbet
- Warm Chocolate Cake and Chocolate Ice- Cream
- with Milk Chocolate and Pumpkin Soup
- Apple and Blackberry Trifle with Apple Sorbet and Almond Financier
- Deconstructed Rhubarb Crumble
- Quince Tart with Vanilla Ice-Cream



First courses

- Salad of Root Vegetables with Shaved Chestnuts and Pickled Mushrooms
- Cream of Celeriac Soup with Spherical Apple Ravioli
- Poached Monkfish Terrine with Vegetables à la Grecque
- Duck and Chicken Liver Parfait with Golden Plums and Crisp Brioche
- Dorset Crab with Marinated Beetroot, Apple Jelly and Celery Sorbet**
- Beef Carpaccio with Cucumber Terrine Mooli and Wasabi Peas**



Main courses

- Confit Black Legged Chicken with White Beans and New Season Garlic
- Sea Bream Fillet with Parsnip Puree, Cucumber and Sultanas, Vear Jus
- Braised Shoulder of Lamb with Monks Beard, Caper Vinaigrette and Mint Jelly
- Norfolk Pork "Belly and Cheek" with Pumpkin Jam and Red Cabbage
- Monk Fish Bourguignon with Smoked Bacon Risotto and Samphire***
- Aged Fillet of Beef with Chicory Tart Tatin, Wild Mushrooms and Foie Grass Jus***



Desserts

- Pineapple Cheesecake with Toasted Coconut and Thai Mango
- Ruby Plum Bakewell Tart with Plum Sorbet and Plum Compote
- Frozen Banana Terrine with Banana Fritters
- Warm Chocolate Cake with Chocolate Ice-Cream
- and Milk Chocolate and Pumpkin Soup
- Crème Caramel with Chestnut Financier and Florentines
- Scandinavian Berry Crumble with White Chocolate Sauce



First courses

- YEnglish Asparagus with Almond Vinaigrette and Black Sesame Ice-Cream
- Baby Vegetable Salad with Ricotta Mousse and Light Lemon Vinaigrette
- Spiced Duck Rillettes with Duck Carpaccio, Cucumber, Spring Onion, Mango and Yoghurt
- Smoked Salmon with Beetroot four ways, Goats Cheese and Celery Cress
- Ham Hock and Foie Gras Terrine with English Mustard and Sweet Pickled Vegetables **
- Dressed Dorset Crab with Avocado Sorbet, Brown Crab Mayonnaise foam and thin Melba toast**



Main courses

- Grilled Rack of Norfolk Pork with Pea Shoots and Crispy Bacon
- Grilled Chicken with Provencal Vegetables and Tomato Jam
- Roast Goosnargh Duck with Mixed Beets, Cep Tart Fine and Maderia Jus
- Pan Roast Cod with Sea Asparagus and Monks Bread
- Steamed Wild Halibut with Hollandaise and Green Beans ***
- Slow Cooked Breast and Grilled Rack of Welsh Lamb with Spring Vegetable Hash and Wild Garlic***



Desserts

- Pineapple Cheesecake with Coconut Sauce and Toasted Coconut
- Muscat Jelly with Poached Rhubarb and Rhubarb Mousse
- Trio of Alfonso Mango "Mousse, Tart and Sorbet"
- Mascarpone Cassata with Gariguettes strawberries
- Raspberry Mousse with Marbled Chocolate
- Saffron Custard Tart with Garibaldi Biscuits



First courses

- Seared Tuna Nicoise with Borlotti Beans, Globe Artichokes and Olive Oil Powder
- BLT Sandwich in a glass with Truffled Croque Monsieur
- English Heritage Tomato and Basil Salad with Mozzarella Cheese
- Terrine of Summer Leeks, Breakfast Radish and Quail Eggs
- Pressed Ham Hock and Foie Gras Terrine with Pea and Broad Bean Salad**
- Chilled Melon and Cucumber Consommé with Dorset Crab, Watermelon and Cucumber Caviar **



Main courses

- Warm Salad of Hot Peat Smoked Salmon, Charlotte Potato, Shaved Fennel and Watercress
- Chicken à la Milanese with Gremolata and Pommes Allumettes
- Bloody Mary Pork Fillet with Tomato Tartare and Saffron Potatoes
- Roast Rump of Lamb with Borlotti Beans, Spinach and Saffron Potatoes
- Grilled Hake Fillet with Samphire and Cockle Dressing***
- Pan Roasted Rump of Veal with Summer Mushrooms and Maderia***



Desserts

- Lavender Cheesecake with Fresh Strawberries and Strawberry Sorbet
- Pink Grapefruit Posset with Pistachio Thins
- Gooseberry and Elderflower Trifle
- Summer Fruit Pudding with Clotted Cream Ice-Cream
- Deconstructed Pimms Trifle
- Melon Granite with Passion Fruit Sorbet and Chocolate Financier

Coffee and chocolates

** £3.00 Supplement

*** £5.00 Supplement



We have developed a winelist, bespoke to Siemens. What is bespoke about is that 90% of the wines that feature on the list has some form of environmentally friendly credentials; whether it be full ISO certification, Organic certification, Fairtrade or IPM/Sustainable certification.

It is important to note that this is not a definitive list. We use six wine merchants that all have varying specialist credentials and attributes. Our purchasing deals enable us to get the best value price for all wines and Siemens will be able to take full advantage of this price.

Our wine suppliers will promote wine tastings, get involved in VIP events and also provide interactive and educational sessions on wine and its industries role environmental sustainability.

Sparkling Wines

Graham Beck Brut NV
South Africa -£25.50

Primrose Hill Prestige Brut NV, Kent
England -£35.00

White Wines

Terre Forti, Trebbiano/Chardonnay
IGT Rubicone 2010
Italy -£15.50

Vinedos de la Posada Fairtrade
Torrantes 2010
Argentina -£18.50

Dry Creek Vineyard, Wilson Ranch Chenin
Blanc Clarksburg 2009
USA, Sonoma, California -£22.50

Castello Banfi, Pinot Grigio San Angelo
2010
Italyj Tuscany -£26.00

Paul Buisse, Sancerre Les Hospices 2010,
France, Loire -£28.00

Primrose Hill, Bacchus 2010
England, Kent -£32.00

Rose Wines

Terre Forti, Sangiovese Rosato
IGT Rubicone 2010
Italy -£16.50

Ceppaiano, Rosato 2010
Italy, Tuscany -£21.50

Red Wines

Terre Forti, Sangiovese
IGT Rubicone 2010
Italy -£15.50

Saam Mountain, Paarl Cabernet Sauvignon
2010
South Africa, Paarl -£18.50

Castillo di Clavijo, Rioja Crianza, 2007
Spain -£22.50

St Hallett Shiraz/Grenache, 2009
Australia, Barossa Valley - £24.50

Vinedos de la Posada, Fairtrade Merlot 2010
Argentina -£26.50

Chateau Bonnet Reserve Rouge, 2006,
France, Bordeaux - £29.50

OPENING GALA EVENT

For the opening Gala Event we have a few options. Firstly, in order to answer the response we have provided a quote from our event catering partner Payne and Gunter. They are experienced and well equipped to deliver an all encompassing event without any facilities on-site. During mobilisation we can look for more cost effective options however with the information we have now it is best to assume a fully equipped temporary event operation and quotation.

It is important to point out that Payne and Gunter share the same ethos as Restaurant Associates in terms of ingredient quality and the execution of service standards. We often share the same clients and importantly for Siemens they are also committed to reducing their carbon footprint and ensuring that daily purchasing decisions are taken with environment sustainability in mind.

As part of Compass Group Payne and Gunter have the infrastructure and specialist knowledge to ensure excellence at both small and large events. Restaurant Associates 100% endorse their ability and capability in service delivery.

Some testimonials for Payne and Gunter events include some high profile clients;

"...thank you so much for an absolutely wonderful evening. Your staff were fantastic and of course the food was amazing. How on earth does it all come out from so far away all so hot and gorgeous too."

Hampton Court Palace – Real Tennis Gala Dinner

"The evening was a tremendous success and the feedback about the meal has been excellent. Please pass on our sincere appreciation and thanks to all involved in making the event so successful."

Rolls Royce – Learning and Development Awards

"All I can say is THANK YOU THANK YOU THANK YOU. You are a bunch of old pros and that's what we respect and admire. You should be proud of what you and your teams do..."

Earls Court – British Phonographic Industry, BRIT Awards

"From the initial proposal, through to the planning, the menu tasting and Monday night's event you have provided us with a very very efficient and faultless service, and always being very accommodating with our ever changing requirements, it made everything so easy for us... The food was well presented and was enjoyed by our guests during the evening... The event overall was a great success, so thank you for the part you played in this. Here's to hopefully many more events in the future together!"

Natural History Museum - Venues Event Management

"What can I say? Awesome – fantastic – delicious; the comments I've been receiving go on and on! You really pulled out all the stops...superb presentation, delightful food and sparkling service! Your staff without exception were polite, friendly and efficient and your chefs outstanding. The Guinea Fowl was a major hit (until the Eton Mess arrived of course!). Now all I need is another function!"

Queens House - JP Knight

We would like to work with Siemens and Continuum on making a real theme of any opening launch. In response to the tender we have provide a quote for a four course sit down event. There are however many options; depending on how Siemens wants the event to unfold. Below are a few more ideas that we could explore during mobilisation;

Interactive

Stand up dinner based on a culinary journey of East London. We could position East London market stalls around the ground floor. This way we entice the guests to take a walk around the building. At each market stall there could be an information point that details and important feature of the building as well as a new food offer. At some stage in the evening we could get all attendees into the Auditorium (if someone from Siemens were to provide a welcome speech) and then have everyone head into the main exhibition space for evening canapés.

Compact

Certainly a more cost effective way of service delivery, we could create four main food stations in the exhibition area whereby guests can simply graze throughout the evening. It wouldn't involve walking around the building and would therefore be reasonably contained. Any speeches and information for guests is then kept in the one area, as is the food and beverage service. The four stations could be based on local restaurants, or used as the first 'Pop-up' restaurant promotion with each station being from a local restaurant or celebrity chef.

Celebrity Chef Profiling

We can organise a celebrity chef to do a quick 'welcome' on behalf of the catering team and Restaurant Associates in order to draw excitement, fame and bridge the catering and building profile early on in the business development. This would need to be reviewed during mobilisation and accounted for in the event budget.



starters

kiln roasted salmon 'cannelloni' on London smoked salmon, with smoked tomato vinaigrette and a salad of little toybox tomatoes

a little cup of kiln smoked salmon mousse with earl grey cream and a lemon madeleine

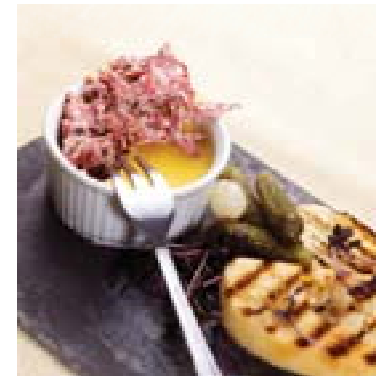
salmon by three: smoked salmon roulade on a lemon scented blinis with crème fraîche, salmon 'lollipop' crusted with herbs and lemon aioli to dip and a shot of smoked salmon vichyssoise

mousse of lightly smoked mackerel with a peppery watercress pannacotta, finely shaved apple and fennel salad and a foot long crostini

square oak smoked haddock croquette with sauce gribiche and a little salad of pickled winter vegetables

'back to the Seventies' a trio of Seventies inspired starters: a little puff pastry vol-au-vent filled with creamy mushrooms in brandy sauce; mini quiche Lorraine and a skewer of gammon and smoked cheddar on pineapple relish

English beef carpaccio with a Cashel blue cheese mousse, toasted pecan nuts, baby rocket and port vinaigrette



main courses

roasted sirloin of beef with a truffled celeriac puree, winter greens and baby beetroot, a horseradish bread and butter pudding and red wine jus

seared sirloin on a Jerusalem artichoke and chive puree with a little beef and stilton pie, savoy cabbage and ruby port glaze

herb crusted Cornish lamb rump with pan haggerty, fine beans, carrot puree with parsley oil and lamb jus

seared lamb rump and little lamb and mint pasty with garlic pea crush, parsnip mash and winter berry jus

lamb two ways: roast rack chop with a lamb hot pot, braised red cabbage and broccoli puree with mint jus

Moroccan lamb rump with spicy red pepper sausage, a little saucepan of harissa vegetable cous cous, date puree and pickled carrots

loin of pork stuffed with stilton and prune mousse, served with port roasted figs, potato rosti, curly kale and a sherry jus topped with crackling twists

confit of Gressingham duck leg on three root rosti, with honey glazed



vegetarian main courses

cashew nut roast with buttered spinach, creamed parsnip and baby carrots with orange and thyme veloute

portobello mushroom 'scotch egg' with wild mushroom salad and spinach cream

Scottish cheddar and root vegetable pie with smoked garlic mash

fresh gnocchi filled gorgonzola and walnut with wild mushrooms and a cepe cream

winter root vegetable hash, creamed cabbage, poached hens egg and hollandaise

Moroccan spiced aubergine, tomato and courgette in filo parcel with smoked chilli jelly

wild mushroom and tofu wellington with roasted shallots and smoked garlic cream



why not make a 4-course menu by adding one of the following dishes to your chosen menu

spearmint sorbet
@ £2.85

cream of roasted jerusalem artichoke soup with an artichoke crisp
@ £2.85

wild mushroom risotto with parmesan tuille and truffle oil
@ £4.25

table cheese platter served with grapes and walnut bread
@ £4.50

black forest smoked ham and dolcelatte glazed figs with basil oil
@ £5.10

seafood pojariski on braised leeks and fennel with lemon butter sauce
@ £6.50

trio of seafood: bouillabaise broth, thai salmon brochette and seared scallops on herb risotto
@ £9.80

ravioli of crab with caviar beurre blanc sauce
@ £10.45



All prices are exclusive of VAT at the current rate

desserts

white chocolate mousse with a limoncello centre, homemade lemon curd and a scoop of lemon sorbet

chocolate winter 'mess' - chocolate meringue filled with a 'mess' of toasted almonds, chocolate chips and fudge crumble with a tart berry coulis and a pot of chocolate sauce

éclair filled with baileys and chocolate mousse, served with an Irish coffee jelly and espresso sorbet

dark chocolate rectangle filled with peanut butter mousse, a tiny square of chocolate brownie and salt caramel sauce

apple and cinnamon upside down cake with rum and raisin ice cream, apple wafers and a hot buttered rum sauce

pannetone trifle with cherry jelly and toasted almonds served with stollen ice cream

citrus tart with marmalade ice cream and Clementine tagliatelle

coconut pannacotta with mango puree, macadamia praline and pineapple crisp and tropical fruit pearls



DINNER PACKAGE

Your package includes:	£34.00	Per person	£6,800.00
3 course menu followed by coffee and chocolates			
Additional fourth course from	£2.85	Per person	£570.00
<i>Add in a 4 piece canapé reception for £5.40 + vat per person</i>			

DRINKS PACKAGE

Includes 2 sparkling wine reception drinks	£16.65	Per person	£3,330.00
2 glasses of red and 2 glasses of white wine during dinner			
2/3 bottle of mineral water			
<i>Upgrade to house champagne for £4.50 + vat per person</i>			

ESSENTIAL EQUIPMENT

Staffing (until 10.30pm)	£17.00	Per person	£3,400.00
Cutlery, glassware and linen	£15.00	Per person	£3,000.00
Furniture	£4.50	Per person	£900.00
Kitchen	£6.25	Per person	£1,250.00
Transport			£275.00
Net total (ex vat)			£19,525.00
Approximate price per person (ex vat)			£97.63

Should you require meals for any crew, venue staff or members of your team the available options are:

- Menu as per the event
- 75% reduced rate
- 2 course staff buffet
- £19.50 + VAT per person
- Sandwich bags
- £7.50 + VAT per person

All costs quoted exclude VAT and are subject to terms and conditions of business attached below.

We propose to operate the Siemens Business Lounge with the same service principles as those found in a five star hotel or Michelin starred restaurant. This means paying close attention to detail and having excellent knowledge of the building, its purpose, its uniqueness and its surrounds; in a similar way to that of a hotel concierge.

Given the high profile nature of the Business Lounge we propose that the General Manager will personally oversee its operation. This means making structured, regular visits throughout the day to ensure its cleanliness, and to ensure that all hot beverage and snack provision is fresh, accessible and well presented.

We would anticipate that we would be told in advance of when high profile VIP's and key corporate guests are visiting so that we can ensure that there is a senior catering team member there; whether it be the General Manager or Hospitality and Events Manager.

The person carrying out the hands-on work will be a hospitality waiter that understands the needs and requirements of the service. This person is absolutely based there during peak periods and utilised elsewhere when the Business Lounge is not busy or out of use. If there is a requirement or need to have a waiter based there all day we will ensure that this happens.



At Siemens we will gain feedback and engage with all levels of customers through the following ways;

Observation / people engagement

In the food industry there is still nothing more powerful and PR effective than a Head Chef interacting customers. Our Head Chef will be an accessible Chef; visible to all customers and always willing to approach a customer for feedback. In the restaurant the Head Chef will liaise with customers, ensuring that there is good food knowledge interaction with the dining experience. Likewise in hospitality and events; we encourage our chefs to put a clean chefs jacket on following the food service and make him/herself available to guests. Our General Manager and Operations Manager will also be very hands-on in liaising with guests and customers.

Online feedback

Online customer interaction via email, website or social media will provide a great tool for feedback and customer communication. As mentioned, we have proposed a higher than normal salary for the General Administrator; this is one of the key tasks that he/she will be managing on a daily basis. Online feedback is environmentally friendly, is the preferred means of today's communication and will resonate with prospective clients, customers and visitors.

Impressions

Impression is our monthly mystery customer audit. It involves a visit from either an employee of Siemens, who has preregistered as a shopper OR a shopper from our chosen partner, Retail Eyes. Visits will take place on a monthly basis and will capture an honest reflection of the service that is received; whether that be in the Business Lounge, cafe, hospitality or restaurant. The questionnaire remains the same month in and month out, giving our teams the chance to really focus on exceptional delivery.

Feedback cards

We don't propose to have wads of comment cards out on display. We will provide information on how to feedback online on our table talker marketing signage. Also, all of our staff will be briefed to ensure they communicate how to feedback.

Well structured feedback will enable us to develop our marketing as well as consistently improving the quality of our service offer.



The title, Siemens Urban Sustainability Centre, speaks volumes about the objectives surrounding this unique project. Compass is extremely excited by the prospect of being directly involved as our commitment to sustainability and the environment is of utmost importance to us as global organisation.

For Siemens, we have developed some specific and unique ideas and together with our existing market leading Corporate Responsibility and Environment processes and systems we believe we can add real value and enhance the sustainable and environmental nature of the project.

This section details our response to questions 3.6 and 3.7, as well as providing some additional insight into what we are up to as an organisation. And most importantly we detail what our commitment means to the Siemens Urban Sustainability Centre.

Firstly we would like to highlight key Sustainability and Environmental achievements or values that we believe should form a part of any caterers credentials who are considered for this project. The second list, outlines what differentiates our commitment from our competitors.

Fundamental Credentials

- All fresh eggs are 100% Free range
- Focussed use of British Produce and Seasonality
- ISO14001, ISO18001 and ISO9001 Accreditation
- Commitment to the Governments Responsibility Deal
- Commitment to Sustainable Fish Sourcing and MSC accreditation
- Good range of Fairtrade products
- Robust support for Animal Welfare and good husbandry through supplier auditing
- Disposable reduction initiatives.
ie cup for life
- Waste segregation and proven experience in managing this
- Support for Siemens Charity
- Local community support like Adopt a school or Junior Chefs Academy
- Structured employee learning and development program



Restaurant Associates

Key Differentiators

- MSC Certification WITH robust existing processes and tools to enable real commitment to sustainable fish sourcing
 - Renewable energy – we propose to dedicate all used cooking oil from the Compass estate to power the Siemens USC (if still possible given building works)
 - Not only commitment to using sustainable furniture but proposing to hold an educational workshop on the future of sustainable furniture
 - Fully engage our partnership with East London Business Alliance (ELBA), encompassing local businesses, organisations, day centres and schools in East London
- We hold a Silver Standard online and E-learning tool that enables each Compass site to deliver on ISO accreditations in a structured, paperless way
 - Streamlined distribution network (using consolidation and multi-temperature vans) that reduces 4 million annual food mile
 - Truly Local – we commit to a clear definition of 50 mile from individual site
 - Trim Trax robust food waste management system
 - Chemical free table top cleaning system
 - Proven experience with linking catering service with on-site vegetable garden



MSC Certification

We have a long-standing commitment to source our seafood as sustainably as possible and regularly review our fish guidelines. In July 2009, we became the first contract caterer to publicly state that we would not buy any fish or shellfish from the Marine Conservation Society (MCS) Fish to avoid list.

We are proud to be the leading Marine Stewardship Council (MSC) accredited contract caterer in the UK and propose to take Siemens through the MSC's Chain of Custody journey. Being MSC certified will enable us to serve certified sustainable, MSC-labelled seafood choices throughout the café, restaurant and hospitality services. We are the only caterer to have a robust system in place that helps our on-site teams increase their purchasing of MSC certified fish.

Renewable energy

Agri Energy Group collects all nationwide Compass Group UK & Ireland used cooking oil (UCO). Every year, Agri Energy collects on average 1 million litres of UCO from Compass which currently goes to bio-diesel saving 2000 tonnes of carbon every year. We propose to dedicate all used cooking oil from the Compass estate to power the Siemens USC. This would mean building a converter. We appreciate it might be too late for this kind of works however believe, if possible, would be another great sustainable attribute to the building. Agri Energy Group currently do this for Sainsbury's. This initiative can be explored further should it be considered for this project.

Sustainably sourced furniture

Just last week The Caterer published an article, detailing the growing importance of how restaurant furniture should reflect the sustainable nature and focus of the food served. We propose to take this on-board and purchase furniture, once agreed, that is stylishly made from sustainable material like reclaimed wood. We have provided these details within the restaurant and café branding section.

Educational workshops on sustainable furniture

We propose to combine the appointment of a environmentally focussed furniture supplier with a programme of two annual sessions, on-site, that can be linked with a visiting schools tour; making the building journey 'sustainably complete' from the Siemens world of sustainable cities and technology through to sustainable food and beverage services.



East London Business Alliance (ELBA) partnership

In December 2010 Restaurant Associates joined the East Business Alliance to reinforce its commitment to the local community. ELBA core programmes are borough-specific programmes focused on Hackney, Newham and Tower Hamlets. These boroughs face some of the toughest problems in the UK as a whole in terms of employment, poverty, health and education. This partnership will enable our colleagues at Siemens to target the following: Volunteering Opportunities, support in our local recruitment commitment, enhance community projects development.



We are currently discussing with a local city farm about forming a partnership with the Siemens USC. The objectives of the farm are to give children the chance to see where milk and vegetables comes from but also strengthen the local community awareness of issues facing farming in and around Greater London. The idea would be to support the local farm to develop one of their growing areas, have our colleagues from the Siemens volunteering on the farm. Reciprocally, the farms' employees can help grow the Siemens Vegetable Garden and guide young visitors through the benefits of sustainable food sourcing and growing vegetables.

Silver Standard online and E-learning tool

Compass operates an environmental awareness training programme through Silver Standard. The will be visible at Siemens for the on-site team developed as an e-learning module providing detailed guidance to help minimise environmental impacts, procedures and guidance on best practices. It will support the on-site team in delivering best environmental practice. It is fully supported with fun training materials and encourages management and staff to develop their own ideas for environmental improvement.

ISO 14001 is the international standard specification for Environmental Management Systems (EMS).

This year we have received the internationally recognised ISOQAR corporate accreditations for ISO 9001:2008, OHSAS 18001 and ISO 14001.

Reducing 4 million food miles and 3000 kilo tonnes of carbon emissions

Compass has appointed a sole distributor to consolidate produce from our many regional suppliers. This entails the development of four Super Centres, being built throughout England and Scotland during 2011. From these, in 2012, all our chilled, produce, dairy, grocery, meat and disposables will be made in a single multi-temperature delivery. Not only does this reduce the number of deliveries to units, the fuel used, and our carbon emissions, it also means that our suppliers only need to deliver to four depots and not the 25 that existed previously. This improves efficiency for our local suppliers have been experiencing ongoing rises in fuel costs in the last few years.

Truly Local

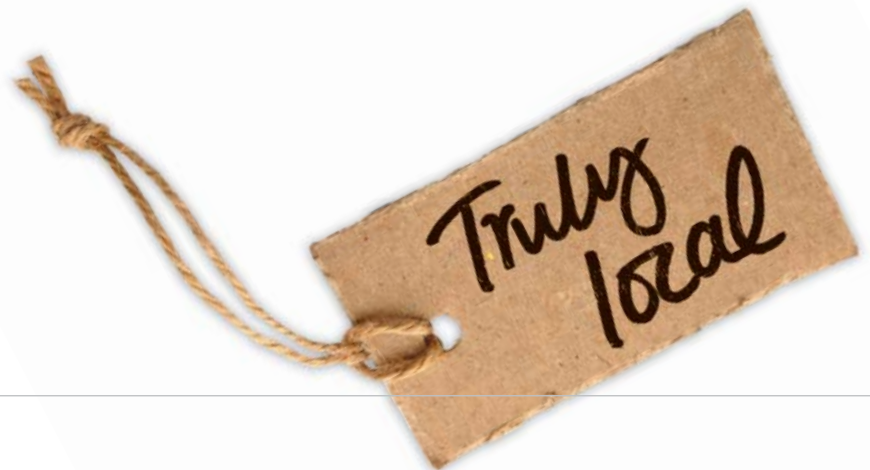
We define local products as those that are:

- Made within a 50 mile radius of the site where they are used
- Made from locally produced ingredients (food that has been grown and harvested or born, bred and slaughtered locally)
- Sourced from a small, quality craft producer, such as family run businesses with strong links with the local economy

Below is a list of our Truly Local suppliers available to the Siemens USC;

- Fresh meat, ham, bacon and sausages from Wicks Manor, Maldon Essex
- Rare Breed Meat Company with a range of quality meats and groceries from Colchester Essex

- Pre-prepared products like chutney, sauces and other groceries from Bramshott Chase in Hampshire
- Great crisps from the best potatoes at Fairfield Farm, Colne Valley Essex
- Cheeses from Wobbly Bottom, Hitchin Hertfordshire
- More cheeses from Alsop and Walker in Mayfield, East Sussex
- Delicious Ice creams from Beechdean, High Wycombe Buckinghamshire



Robust food waste management system

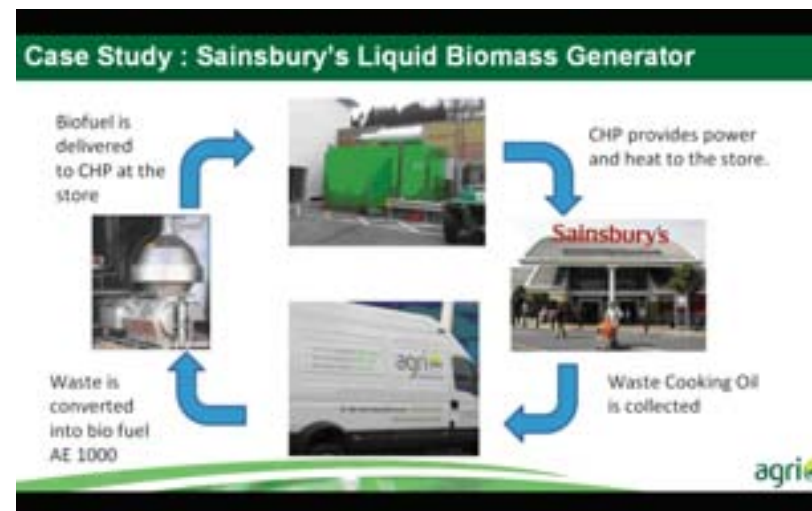
Like all of our other contracts, we will implement our Trim Trax process in order to reduce the environmental impact of our food waste. This will require the Head Chef and Sous Chef to measure, report and minimise food waste, on a daily basis and report their production, over-production and out of date waste. This enables them to set targets and reduce their waste figures so that the Siemens catering team actively ease the process of food composting.

Effective management of waste can help reduce greenhouse gases, improve resource efficiency, and protect public health and ecosystems. We are able to make a difference in a number of ways, not least by preventing waste from occurring in the first instance, as a consequence of careful ordering and meal production and our Trim Trax waste measurement procedure

Chemical free table top cleaning system

We propose to use an environmentally friendly cleaning method at Siemens. Tables, chairs, counter tops and work surfaces will be cleaned using a totally chemical free Ionator. The ionator, ionises tap water and fills it with oxygen-rich nano-bubbles. This ionised water breaks down the cell walls of bacteria and viruses, rendering them harmless. Loosened surface

dirt can be simply wiped away with a cloth. Laboratory tests prove that the ionator EXPTM destroys over 99.9 % of all harmful germs and all this without any chemicals. The ionised water has no harmful effects if inhaled or if it comes into contact with the skin. It provides a safe, environmentally friendly solution to our colleagues and Siemens employees or visitors.



On-site vegetable garden and wormery

We propose to develop an on-site vegetable garden that can be used as a link to the catering offer. It can be profiled as an educational area of the building. We would propose to maintain it in conjunction with our partners at ELBA and possibly get school programs involved in an 'Adopt a Plant' scheme.

We have worked in partnership with an expert landscape gardener on such projects before at Oxford Brooks University where we have done a similar project called "Kitchen Garden". As part of the scheme, 24 kitchen garden plots producing seasonal fruit and vegetables were created. Students and staff signed up for plots for a small annual fee. A Best Vegetable Plot competition was organised and the winner went on a life-changing trip to Africa to help set up a garden sponsored by the university and the One Water Foundation.

This part of the Urban Sustainability Centre presents many opportunities. Our landscaping partner has ideas for Siemens USC (if there isn't a partner already in situ),

including a crop protection unit made of glass or polythene structure, perhaps a "crystal style" greenhouse in the style of the Siemens building. This inclusion would give control over the growing environment, allowing effective use of harvested water and the use of material efficient systems such as hydroponics or Aeroponics. The extended growing season will give better quality produce, reliably and will be particularly useful in the urban environment where pollution can affect the health of the garden.

On the back of the vegetable garden we can create a wormery; equally as exciting as the vegetable garden. Again, schools, local farms and ELBA can be engaged to support us in the co-ordination and development of this part of the proposal. We operate a wormery over at Excel so we can draw on their skills and experience in this regard.



The Responsibility Deal

On top of the more tailored aspects of our sustainability and environmental proposal, Siemens will benefit from our pledge to the recent Government Responsibility Deal. Compass Group UK & Ireland is the only food service provider that sits on the Government plenary group and we have signed up to all of the collective pledges of the Food Network and the Health at Work Network supporting our commitment to both our 7,000 clients and our 55,000 employees.

Food Network Pledge - Core Commitment:

We will encourage and enable people to adopt a healthier diet.

Health at Work Pledge - Core Commitment:

We will actively support our workforce to lead healthier lives.

Compass Group UK & Ireland is really proud to have the opportunity to shape and support the Food Network's core commitment of encouraging and enabling people to adopt a healthier diet. Through these initiatives, Compass is leading the way in introducing calorie labelling across the business. In fact, Compass has already rolled out nutritional information for its centrally developed core range of recipes across 2,000 workplaces.

Sustainable Sourcing

The Brundtland Commission defines sustainable development as: "...development which meets the needs of today without compromising the ability of future generations to meet their own needs."

How we deliver on this stems from our commitment to:

- Meeting the guidelines set by this definition through sustainable procurement
- Working in partnership with our suppliers and distributors
- Guaranteeing full traceability of the products in our supply chain
- Using approved suppliers, who supply safe produce from sustainable and ethical sources

Seasonality

We are proud to purchase British seasonal vegetables whenever we can and 95% of what we buy is direct from British growers.

Eat Seasonably

Restaurant Associates are supporting Eat Seasonably, a DEFRA-funded campaign. We encourage our customers to enjoy seasonal fruit and vegetables at their peak of perfection, meaning better taste and better for the planet! Every day, at the SIEMENS USC cafe we will use the Eat Seasonably logo to help our customer make the right choice.

At Siemens, we propose that Max Tomlinson, our Nutritionist and Naturopath will visit and bring the café to 'Healthy' life at least once a year to promote healthy eating and healthy lifestyles. Max promotes the 5 a Day or healthy breakfast, and will surprise either a group of visitors or educational bodies with his selection of fruit smoothies and micro-herbs.

Whole+Sum at Siemens Cafe

Whole+sum is an exciting offer that will be incorporated into the café 'Big Salads' menu, as well some Deli sandwiches and convenience products. It is designed to provide customers and clients with more healthy options in a way that reflects consumer trends and addresses customer and client demands. Offering healthy customised meals with 500 calories or less, whole+sum features a variety of cuisines. With easy to understand nutrition information, it offers customers the opportunity to create their own meal with a standard nutritional profile.

Coming up next: Balance and Pure Wellness

We are committed to provide a fully managed, interactive health and wellness program for the Siemens employees. The Program relates to nutrition and wellbeing as a means to:

- Engaging and educating customers on the benefits of eating right
- Demonstrating, on a personal level the essential role that nutrition plays
- Providing the resource that demonstrates the difference good nutrition can make not only to overall wellbeing but also to business performance
- An end-to-end solution that demonstrates clear employer/ employee benefits

Menu Balance

Within the café we propose to offer the 'Balance' platform for wellness stations. Balance' is an end-to-end wellness solution that emphasise moderation and encourage healthier lifestyle choices within your workforce. By linking elements of wellness, sustainability and humanity, Balance promotes lifestyles and behaviours that can be maintained for the long-term and:

- Offers healthier choices – via our 'Big Salad' Bar and seasonal soups
- Promotes active lifestyles – making nutritional information readily available for all customers

The tagline "it takes you" challenges our customers to personally engage in the journey to a healthier you, a healthier community and a healthier planet.

Nutritional criteria for Balance

Figures based on research from UK Food Standards Agency, Traffic Light Labelling guides and Guideline Daily Amounts. Through Balance we leverage the expertise and knowledge of nationally recognised and acclaimed organisations to develop initiatives and policies that promote wellness and healthier communities.

Key partnerships include:

- Assured Food Standards
- Cancer Research UK
- Department of Health
- Eat Seasonably
- Fairtrade Foundation
- Food Network
- Food Standards Agency
- Compassion in world farming
 - Good Egg Award
- Marine Stewardship Council
- Max Tomlinson renowned nutritionist and naturopath,
- exclusive to Restaurant Associates UK
- Pure Wellness
- exclusive to Compass Group UK



**SAVE MONEY
AND BE MORE
ENERGY EFFICIENT
EQUIPMENT**

We have reviewed the equipment list supplied during the tender process and costed it at £202k. We believe that with some adjustments to the specification and a more environmental angle we can purchase it, with the same end food quality result, for £193k. A £9k saving with a more environmentally friendly approach.

On top of this we aim to focus on reducing the carbon footprint of our activity through the following:

- Supply additional equipment specifications which consider optimum energy consumption
- Consider clean or green energy where we directly purchase energy
- Improve the efficiency of supplier deliveries into our units
- Recycle used cooking oil and food waste through Agri Energy
- Partner with Business in the Community (BiTC) May Day Network
- Encourage teleconference, videoconferencing and webinar to reduce need for travel

Community

Compass Group UK & Ireland has chosen Cancer Research UK to be our main charity in 2009 and 2010. Since the launch our colleagues have gone above and beyond all expectations to try and reach their targets. At this current time we are proud to announce that we have raised well over half a million pounds for the charity since the launch of our partnership. As a world leading foodservice and support services company, this is a great opportunity to involve our culinary team in raising people's understanding of leading a healthier lifestyle, which is thought to help reduce the risk of cancer by up to 50%.

Supporting Siemens Caring Hands

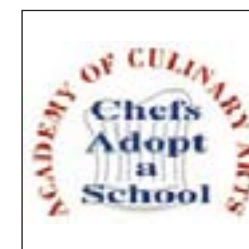
As an organisation with a strong sense of responsibility, we welcome the opportunity to work with Siemens Caring Hands on wide variety of programs that benefit the communities around us. As well as having a number of in-house initiatives in this area, the potential for collaboration are immense. We feel that our ability to support you on your own charitable and community agenda is an exciting prospect.

Junior Chefs Academy

We offer over 47 ten-week courses to schoolchildren who show an interest in cooking. The programme teaches students vital skills about food safety, hygiene and preparation. The programme is run at cookery schools in colleges throughout the UK, many of which are in locations that have traditionally high levels of unemployment – or young people leaving school at sixteen. Since our Junior Chefs' Academy programme began in 2003, over 3,000 teenagers have graduated nationwide. According to feedback from schools, the programme improves the students overall behaviour, concentration and self-esteem when back in school. It goes without saying how proud we are of the difference we can make to local communities as a direct result of this initiative.

One Water

One area Compass Group UK & Ireland has made a big impact is through our partnership with One Water to provide access to clean water. Our sales of One Water funded 23 pumps across South West Africa last year and we expect to beat our, improving the lives of thousands of people.



Local Suppliers versus National

Truly British

Our British products have guaranteed British provenance and can be fully traced back to the source – meaning they are grown and harvested or born and reared in the UK for our consumption.

Why are we different from the competition?

- We buy locally and not through wholesalers
- We buy direct, which enables full traceability of our products
- Our suppliers are fully audited and comply with our strict standards
- We are keen to support local farmers and communities and strengthened our relationships especially during tough economic climate.



Below are examples of some of our British suppliers that will be used at the Urban Sustainability Centre:

"The size, quality, texture and colour are all aspects that come into play when deciding upon which of the British, seasonal offerings are grown".

Secretts Farm Direct, Milford Surrey



"All our breads are baked to be eaten fresh. Everything we make is handcrafted, hand decorated and baked directly on the stone base of our ovens."

Paul Rhodes Bakery, Greenwich London



"It's the best natural frozen yoghurt frozen to perfection. They are fat free, gluten free and without any artificial colours, flavours or preservatives. In fact, we like to think we've created a whole new way of life a balance of the super tasty and the super healthy."

Yog, Charlotte Street London



Compass Group UK & Ireland Main Suppliers List from June 2012

- A & B Oils
- Aggora
- Biffa
- Brakes Chilled
- Brakes Frozen
- Brakes Ambient (cold beverages)
- Bright Hygiene
- Bunzl Catering
- Direct Seafoods
- Enterprise Foods – Fresh Daily Bakery
- Food Partners
- Johnson Diversey
- Lyreco
- Pacific Brands
- Peros
- Recognition Express
- Royal Mail
- Stalbridge Linen
- Well Dressed Tables (London Only)
- Bibendum Wines
- Coors
- Town and Country
- Ritter
- Vegetarian Express
- Jascots
- Corney and Barrow
- Justerini and Brook
- Starbucks
- Costa
- United Coffee

Chefs Adopt a School

Restaurant Associates Chefs volunteer to teach local school children about the pleasures of eating, the provenance of ingredients or even the processes by which raw materials are transformed into food.

We propose to continue our work with ELBA and drive more education and involvement with the schools of Newham.

Our chefs have a year commitment with their class where they deliver three annual sessions.

At the end of the year, children get to visit the Siemens Kitchen in action!

Culinary Director and keen advocate of 'Adopt a School' chef, Jeremy Ford, was appointed a member of the Academy of Culinary Arts, in January 2006, recently found himself teaching 45 six year olds at Benhurst Primary School in Hornchurch as part of the Academy's 'Adopt a School' programme. The academy, one of the UK's foremost culinary institutions, runs the programme to increase children's interest in food through a 'hands-on' approach which involves food tasting and looks at food's role in society and the enjoyment of eating.

An inspiring first visit saw Jeremy taking the children on a colourful tour of the world of food, starting with each child decorating their own chef's hat for a lesson on hygiene. Further sessions included fun food identification – spot the dragon fruit – which foods to eat the most of, what the four main food tastes are and how to enjoy food with all five senses.

Jeremy was encouraged by the children's awareness: "After asking which foods we should eat, and which foods they enjoy, many children answered fruit, vegetables, fresh fish and meat. One boy even told me that 'we need to eat a balanced diet'

– impressive for a five-year-old! We want children to think more closely about food, understand food provenance and eventually learn basic food preparation skills."

Responses to Jeremy's visit were enthusiastic, with teachers reporting that several children now want to become chefs when they grow up. As the local primary school, which Jeremy's son also attends, the chef was impressed with the children's general food knowledge: "It was obvious from the children's answers that the school has been teaching them about healthy eating, which is reassuring. It was a very rewarding visit and I'm really looking forward to the next one."



Firstly and foremost, all the marketing we propose will be discussed, reviewed and agreed with Continuum and Siemens prior to engagement so that there is a clear and joined up approach. We aim to market each outlet on its own merit with a large focus on the cafe and restaurant.

We anticipate **supporting Continuum** with hospitality and events marketing and we view campaigns as joint initiatives with mutually beneficial rewards. The robust marketing budget that we have detailed is to be reviewed each year.

The style of marketing is important. We see **the internet** as a fundamental medium for communicating with our customers and clients. This spreads from cafe and restaurant through to hospitality and events.

We propose to carry **paperless communication** through to the on-site service where we envisage installing **electronic signage**, like projectors or flat screens, to communicate menus and promotions. This of course would need to be reviewed in line with Siemens design plans and reviewed in conjunction with our investment proposal.

A dedicated **catering website** and **social media** presence is vitally important to give the culinary delights of the building a personality. The General Administrator will co-ordinate these activities, ensuring they are meticulously updated and sense checked.

Our '**Adopt a School**' initiative will provide additional PR to the service. Jeremy Ford, RA Culinary Director, is very involved in this program and will be able to feature in tours, providing them with **culinary insight** and what we do in the cafe and restaurant.

Profiling **celebrities** to leverage catering service uptake would be a key part of our strategy to get market exposure. This includes inviting local and **regional industry icons** to take part in feature sessions on the back of the 'Pop up' restaurant concept. This could include anyone from Gary Rhodes promoting his 'pop-up' restaurant at Siemens or a team of some of East London's oldest Pie & Mash shops to spend a day or two with us **promoting homemade**, classic British pie and mash.

Supporting local water sports presents great 'healthy' opportunity to get involved with local groups and potential customers. Virgin hold a weekend of triathlons each year and next year this weekend will coincide with the public opening month, September. We propose to get involved by with either providing some hospitality for the event or at least aiming to draw a crowd down to the Cafe and add-on services for refreshments, lunch or a post-event function.

A key part of the local sports activity is the **Royal Victoria Dock Watersports Centre** (RVDWC). It provides opportunities for people and families to participate in a variety of water based activities. This includes Sailing, Canoeing/kayaking, Bellboating, Rowing, Raft building, Corporate events and team building and Dragon boat team training. Our involvement could be through **supporting their membership drives** through health food focussed events, possibly with Max Tomlinson (nutritionist) or promote annual fund raising dinners or simply providing a discount promotion for members of the centre.

One of our strengths is our **dynamic and extremely well connected** Sales Resource Team at Lime Venues. It's made up of 10 sales and marketing professionals that hold specialist competencies in all support aspects of event organisation, venue sales and in particular **support for unique venues** in London. This highly skilled team will work reactively on behalf of Continuum in order to capture online enquiries via the Lime website or referrals sent via agents or existing Compass venues. This is **highly effective** department throughout our existing business

and is aimed to seize and fully maximised online and networking resources.

Cross promotional activity with the O², Excel, Emirates Cable Car and many of our corporate clients in Canary Wharf will be a key area for business development. There are so many possible combinations for mutually beneficial results. VIP dinners in the restaurant from conferences at the O²; Breakfast meetings for organisers at the O²; wine producer evenings in the restaurant following tastings at Excel; Before O² show dinner promotions with Cable Car. The list is endless. During mobilisation we would meet with the right people and focus on two or three **simple promotions** and campaign them.

There are plenty of ideas, concepts and campaigns that we can provide more detail on if required. For the purpose of ensuring that this section is concise we have provided key points and sound bites so that you understand the approach we have taken.

The Cafe will have an annual marketing plan that includes;

- structured seasonal food promotions
- feature local produce
- host educational and interactive sessions
- social media discounts



Sound bites and mood images

- Pie and Mash ...a great East London story
- Facebook - Do you like the newest addition to the Royal Victoria Dock?
- Get on Max Tomlinson's Super Green smoothie bike!
- Facebook Event - Our chef and gardener providing a session on the importance of our wormery
- Flash your Emirates Cable Car ticket and get a free homemade muffin
- Foursquare - become the Mayor of our Cafe and enjoy a free muffin with your hot beverage
- Twitter - Barista Tales ...this morning the grind is perfect!
- The best of local Pumpkin Soup
- Apples and Pears ...delicious fresh Autumn Juice!
- Superfood Beetroot and Roast Squash Salad
- Classic Apple crumble pots to go!



MARKETING CALENDAR 2012 - 2013

SIEMENS LAUNCH & ONGOING FEATURES	HEALTH, WELLBEING & PROVENANCE	SEASONAL	SEASONAL PRESS	TASTE ADVENTURE	SAVER THE SEASONS	KEY DATE CALENDAR EVENTS
JUNE Meet the new Barista and café team, sample the coffee and get some free bakery treats, just our way to welcome you to the new café. Celebrate Wimbledon, Euro2012 and the build up to the Olympics with our pre and post match specials.	Supported Whole + Sum	Eat Seasonably focus on Strawberries	Strawberries Featuring: Grow Your Own & Best of British	Thai Market Mexicana Best of British Oriental Kitchen Green Masala Piri-Piri Taste of the Mediterranean Lebanese Kitchen Eatalian Viet Market Spanish Feast Japanese Bento French Bistro	NEW! Louisiana Creole Focus on Best of British	Strawberry Smashers World Environment Day 5 Wimbledon Euro 2012 8 - 1 July
JULY Celebrate the Olympics with specially themed menus, games and giveaways plus our very own nutritionist, Max Tomlinson will be guest appearing to talk to customers about keeping fit and healthy!		Eat Seasonably focus on Lettuce	Lettuce Featuring: Quarterly Seasonal Calendar & Malay Spice		NEW! Malay Spice Focus on Taste of the Med	Iced Frappes Independence Day 4 Bastille Day 14 National Cherry Day Olympic Games 27 - 12 August
AUG All the fun at the fair with candy floss, flavour your own popcorn and build your own ice cream sundaes! Eco-chic Week! Showcasing all we do that's good for the environment and healthy for you.		Eat Seasonably focus on Courgettes	Courgettes Featuring: Mad Max on Fresh Veggies & Taste of the Med		Ice Creams & Frozen Yoghurts	Paralympic Games 29 - 9 Sept Notting Hill Carnival
SEPT It's back to school with our chefs teaching the younger classes visiting the centre all about fruit and veg! And for the rest of us...cupcake decorating in celebration of National Cupcake Week.		Eat Seasonably focus on Blackberries	Blackberries Featuring: Grow Your Own - Mexicana		Cupcakes	Organic Fortnight National Cupcake Week British Food Fortnight
OCT Chocolate Week! Indulge with goodies from the cafe including speciality hot chocolates plus free chocolate recipe cards to try at home.	Supported Whole + Sum Lunch	Eat Seasonably focus on English Apples	English Apples Featuring: Quarterly Seasonal Calendar & Japanese Bento	NEW! Swedish Kitchen Focus on Green Masala	Noodle Bowls	British Food Fortnight 17 Sept - 2 Oct National Curry Week 9 - 15 The Restaurant Show 10 - 12 Chocolate Week 10 - 16 Apple Day 21 Halloween 31
NOV Embrace the colder months with our new autumn range including porridge, soups, hot baguettes and hot pots! Plus pop along after work for our homemade soup master classes, every Tuesday throughout November.	Max Tomlinson's Nutritionarium on good fats and the importance of fresh fish	Eat Seasonably focus on Red Cabbage	Red Cabbage Featuring: Mad Max on Fresh Fish & Green Masala		Porridge Pots	Guy Fawkes 5 Thanksgiving 26 St Andrew's Day 30
DEC Eat, drink and be merry! Celebrate with mince pie, festive food and heart warming speciality hot drinks.	Supported by Truly Local	Eat Seasonably focus on Brussel Sprouts	Brussel Sprouts Featuring: Grow Your Own & Festive Fare		Mince Crumble Slice	Taste of Christmas Show 2 - 4 Fareshare Christmas Meal Appeal Christmas 25
JAN Max Tomlinson's back to kick start the new year with helpful tips on maintaining a healthy lifestyle plus blend your own smoothie on our fabulous smoothie bike!	Supported by Whole + Sum Breakfast	Eat Seasonably focus on Carrots	Carrots Featuring: Quarterly Seasonal Calendar & French Bistro		Super Smoothies	Farmhouse Breakfast Week Chinese New Year 23 Burns Night 25 Australia Day 26
FEB Flip your own pancake then cover in a range of toppings including our homemade Fairtrade chocolate sauce! Delish!	Max Tomlinson's Nutritionarium on salt solutions and starting the day the healthy way	Eat Seasonably focus on Savoy Cabbage	Savoy Cabbage Featuring: Mad Max on Breakfast & Eatalian	NEW! Moroccan Market Focus on Oriental Kitchen	Breakfast Baguettes	National Salt Awareness Week Valentines Day 14 Shrove Tuesday 21 Fairtrade Fortnight
MARCH Meet our guest grower with product sampling and special seasonal dishes.	Supported by Truly Local	Eat Seasonably focus on Leeks	Leeks Featuring: Grow Your Own - Lebanese		Mini Fruit Pies	St David's Day 1 British Pie Week St Patrick's Day 17 World Water Day 22
APRIL Celebrate Easter and the start of Spring with our Mad Hatters Tea Party! Enjoy delicious treats and fabulous new coffee flavours!	Supported by Whole + Sum Snacks	Eat Seasonably focus on Spring Greens	Spring Greens Featuring: Quarterly Seasonal Calendar & Louisiana Creole		Hot Cross Buns	Easter 6 - 9 World Health Day 7 National Garlic Day 19 St George's Day 23
MAY Guest Chef appearing in the Café cooking up a signature dish along side a book signing.	Max Tomlinson's Nutritionarium on five a day and our efforts to get rid of trans fatty acids Supported by Truly Local	Eat Seasonably focus on Asparagus	Asparagus Featuring: Mad Max on Trans Fatty Acid & Spanish Feast		The Great British Sandwich	National Honey Week World Fair Trade Day 12 National Doughnut Week British Tomato Week British Sandwich Week National Vegetarian Week

The key driver behind restaurant profiling and popularity will be the pop-up restaurant concept. We envisage promoting this in the following areas;

- Emirates cable car
- Local newspapers – Canary Wharf and Newham
- Celeb chef websites
 - Gary Rhodes Best of British
 - Jason Atherton British Tapas Concepts
 - Collin Brown Caribbean Summer Treats
 - Michel Roux Jnr English vs. French Cuisine
- London food bloggers
- Social media administered on-site
 - twittermy white jacket is not straight!
 - facebooklike a pop-up restaurant
 - foursquareCheck in and become the Mayor of our restaurant

- Siemens internal comms; both at Royal Victoria Dock and globally
- Siemens corporate hospitality
- Conference and banqueting clients
- Within our existing Canary Wharf client and City client sites
- Groupon restaurant deals
- Search engine optimisation for the dedicated catering website
- O² conference referrals
- Excel conference referrals

There will be plenty of cross-over promotion between cafe, restaurant and hospitality and vice versa. What will be important is that between Siemens, Continuum and Restaurant Associates we decide on which marketing stream to focus on for which promotion.



We propose to leverage local partnerships in the Royal Victoria Dock area to not only build our service profile and sales but to build the profile of the area as London's newest and exciting conference and events district. We will indirectly achieve this through our marketing of the cafe and restaurant.

With the price point in London competitive we aim to support Continuum by thinking outside of the box and targeting companies that want to hold conferences with a difference. Incorporating O2 hospitality packages with daily conferencing at Siemens.

There is a great opportunity to create food based themes within the conferencing service. One of the methods we have found especially popular is promoting wine tasting and local produce evenings. This is a great add on to a meeting, when clients are often cutting back on dinners and lavish entertaining. What better way to entertain delegates with a glass of wine and a talk on local cheeses to finish up the day. It's a less expensive option but having a comprehensive list of additional activities to add to any meeting or event can set Siemens aside from other less innovative venues.

In terms of advertising and publication we would look to Continuum for a lead. We would suggest Square Meal Guide, Magazine and Website. We view this publication as the unofficial event booker's Bible. We therefore propose to contribute to the investment in securing advertising in some capacity with Squaremeal each year. This would be up for further discussion with Continuum and Siemens.

Annual Trade Show

Every year on behalf of the RCGP, Lime Venues purchases a stand at one of the annual trade shows. Our show of choice is the Square Meal trade event as this has by far the best footfall of clients with a direct and specific need for venues. We make substantial investment in the stand design and strive to push the boundaries of imagination and innovation in order to truly stand out from our competitors.



SUPPORT FROM THE CENTRE

The main support we ask of the Centre is to work with us in true commercial partnership as a business partner. This venture is quite different to the client and contractor set-up, traditionally found in Business and Industry contracts and to enjoy the rewards of an excellent commercial partnership we will need a robust joined up approach.

One key point that we will need to be very careful of is the way in which the café and restaurant is utilised for conference and events. In the Continuum brief, it states that the restaurant may be used for large conference overspill. The danger is that once the restaurant becomes an unreliable place in terms of its opening patterns, we may lose trade. We are not saying we won't do this, however if it becomes more of a breakout space, we would then take a commercial view and put more marketing budget into conference and events and take it out of the restaurant.

