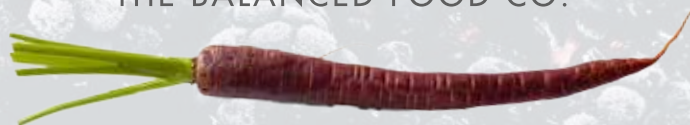




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THE BALANCED FOOD CO.



BALANCED FOOD  
BALANCED LIFE



STARTING  
FROM  
SCRATCH



## STARTING FROM SCRATCH

Imagine starting your business from scratch, eliminating the frustrations by adopting all the good stuff



Guess what? The Balanced Food Co did just that



After years of working for other company's corporate treacle, the co-founders decided there must be a better way



A better way for their clients, their employees, their customers and their own sanity!



DARE TO  
THINK  
DIFFERENTLY



## WHAT MAKES US DIFFERENT?

We differentiate by taking much greater responsibility centrally for key management tasks. We do not overburden our staff with non-core activities and do not expect them to be "experts" in all they do, which can include human resources, marketing, due diligence and financial control.

Because of this, our employees do not become overburdened with the workload, demotivated, become stressed and non-creative or lose focus on food and service requirements.

We ask our employees to focus on just two key elements:

1. To cook on trend, fresh nutritionally balanced great tasting food which is predominantly UK sourced, uncomplicated, seasonal and tasty with a distinct bias toward healthy living
2. To offer the very best professional and informed service to our customers and clients

We are adaptable and flexible ensuring our offer

is bespoke to you rather than impose a solution that does not match your company style and culture, but most importantly we walk the talk.

This means the promises we make to you are endorsed and more importantly actioned by all at The Balanced Food Co. We are a passionate food and service business with real heart and integrity.

In short, we believe we are unique. We have the expertise and the desire to make your contract unique. We know we are competitive and we know we can do a great job for you.

Rest assured, we will not let you down.



WE HAVE A  
THING ABOUT  
BRITISH FOOD,  
LOCALLY  
SOURCED

# B

THE BALANCED FOOD CO.



## BALANCED FOOD

### WHAT MAKES US TICK

We understand what's required to deliver consistent quality food which is nutritionally balanced, tasty, exciting and adheres to meaningful food values.

All we ask is for our teams to cook with confidence and flair and leave the mundane (and often overlooked) tasks to us at head office.

We know the provenance of all our food and we don't just mean where it comes from. We mean how the livestock was bred, fed, reared and produced and how the produce is sown, grown and distributed to us.

To support this thinking, we have teamed up with LEAF (Linking Environment and Farming) who are the leading organisation promoting sustainable agriculture, food and farming.

They help farmers produce good food, with care and to high environmental standards.



### WHAT CAN YOU EXPECT FROM OUR FOOD

Our business is founded on strong values of giving our chefs access to fabulous seasonal foods, provided by local suppliers to create tasty 'made from scratch' dishes that are healthy and never over processed.

Our food and cooking promote a nutritionally and holistic balanced lifestyle. We source British ingredients from local producers and suppliers and create menus and food offers that match the tastes and preferences of our customers.

We develop real partnerships with our suppliers to source the best possible ingredients, locally and ethically. Our purchasing strategies mean our chefs have the opportunity to buy superior grade produce and are still able to balance the budget!

Our seasonal menus change regularly to reflect produce that is looking at its best and importantly tastes its best.



IT'S ALL  
ABOUT THE  
INGREDIENTS





## TEN REASONS WHY OUR FOOD TASTES FABULOUS

1.

Food and beverages are created with a bias to healthily living and nutrition, promoting a holistic balanced lifestyle

2.

We centralise boring management tasks giving important time back to our chefs so they can get funky with our food

3.

We pack flavour into our dishes using natural ingredients and positively reduce saturated fats, salt and sugar

4.

All our eggs are free range and our milk carries the free-range pasture promise mark

5.

We only use fresh sausages with a high meat content

6.

We have teamed up with LEAF to support sustainable, agriculture, food and farming

7.

All our coffee is fair trade and has a social bias

8.

All our bacon and chicken is British

9.

Soups are always freshly made every day using top quality stocks (no msg)

10.

Our suppliers are handpicked by our chefs for our chefs

11.

All our chefs are trade tested and then trained by Balanced Food Co chefs so they understand our food values

Ok that was 11 but we just had too many good things to share!



WE ARE  
NOTHING  
WITHOUT  
OUR PEOPLE

Apple

£2.00



## BALANCED LIFE

The work life balance is strong throughout the business and delivers huge benefits for our company and our clients. We take control and responsibility centrally for management tasks giving important time back to our chefs so they can get funky with our food.

We are nothing without our people and recognise that we will deliver superior customer service and business success through our people by truly nurturing them.

We develop the very best people in our industry, people who are ambitious and who want to be associated with success. Our clients and customers enjoy great food served by talented and motivated people who are well trained and knowledgeable.

### BENEFITS FOR OUR EMPLOYEES

We deliver superior food and business success through our people. By introducing a happy work environment and productive team ethic with a strong support structure, employees will have greater job satisfaction, be more loyal and become more creative individuals.

We develop inspirational people managers who lead and motivate successful teams, and we develop an employer brand which reflects the company values to attract and retain the best talent.

### BENEFITS FOR OUR CLIENTS & CUSTOMERS

For our clients and customers, we promote balanced eating for improved energy and health.

This is done by procuring the right foods, educating our teams, cooking things the right way and then subtly informing customers. Many enjoy the benefits without knowing about it as they will just be eating great food!



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THE BALANCED FOOD CO.



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HIGH STREET  
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