
FOODITUDE



Fooditude - London

Overview

Our first call from Fooditude was a memorable one. It was an SOS call – the traditional espresso machine at one of their most prestigious sites, a large, London based media company, had broken down. We were asked if we offered short term coffee machine hire -we said that we'd go one better and lend them a machine at no charge. We installed it the very next Monday. The rest, as they say is history!

Opportunity

Fooditude were set a tight brief by their client, who have a unique philosophy when it comes to staff engagement. The client is highly discerning in everything they do – they innovate, experiment and move at a fast pace. When it comes to people, they set out to recruit the best and brightest and then to foster a working environment that nurtures their passion and personality. They see onsite food and refreshments as an integral part of inspiring their staff and source not just suppliers but partners- people who share their unique vision to support them in their goals.

The staff at the client site are an expectedly creative bunch. They treat food and beverages like technology and are always on the lookout for new ideas, new fashions and new trends. One of the most exciting things about working with a client like this is that they not only embrace new ideas and drinks recipes but they actively seek them out; they are always looking to be inspired!

The Solution

Usually with a client the size of this one, we would recommend a fully automated bean to cup solution for the staff restaurant. They require the minimum amount of training, skill or fuss and will produce consistently great, freshly ground coffee at the touch of a button. However, this was not your typical client and Fooditude were therefore tasked with providing a traditional espresso machine for the site. Together we worked to not only provide the machine but to support it with barista training for all staff.

Coffee Week

In the May that followed, Fooditude were set a typically creative and unusual brief – to host Coffee Week for the client. The event was to be an entire week of fun coffee experiences and workshops for staff and it was our great pleasure to be invited to support the event.

Engineers and product designers wouldn't typically be exposed to the processes behind coffee production and it was a great opportunity for us to share our knowledge and passion with a deserving audience. As part of this week, the team were introduced to our Brew'd Nitro Brew coffee. The craft beer style tap was installed in the office and the team enjoyed serving themselves silky smooth, ice cold coffee and mixing it with syrups to create unique drink combinations. The Nitro coffee proved so popular that it became a permanent fixture and together with the plush coffee plants we supplied, prove a happy reminder of a most enjoyable week.

“ We were looking for a very specific coffee solution and we found Liquidline

- Alison Lloyd (Operations Manager, Fooditude)

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Today Liquidline and Fooditude work together to bring innovative solutions to clients in London and beyond.

Are you planning to revamp your workplace? Find out how Liquidline can help your business. Get in touch via our website or give us a call on 0800 849 9110.