

# TASTY RECIPE FOR SUCCESS

**By Jon Griffin**  
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**A TAMWORTH firm which started out as a one-man vending operation over 20 years ago has mushroomed to serve 15 million meals a year – with a £65 million turnover.**

7 Day Catering, based at Drayton Manor Business Park, Fazeley, has found a lasting recipe for success with a flourishing business providing in-house catering for a range of blue chip clients.

And the current rage for TV chefs has helped fuel the firm's growth, with diners increasingly knowledgeable about more sophisticated food.

The firm was founded in 1990 by entrepreneur Mark Booth-

right – and has grown into one of the top 10 contract catering companies in the UK with 2,500 employees and customers including Sainsbury's, Tesco, Bosch and Capita.

Director Mark Johnson said: "The business was started in a small way by Mark Boothright but the principles are still the same.

"There are three key things – food, people and service. If you have good food, and good people, you can provide a good service.

"We have 450 sites nationally and 190 clients. Our biggest client is Sainsbury's, with 250 sites, Tesco are the next biggest, with 25 distribution centres and all their head office catering.

"It's fair to say that TV chefs have made our job easier. Peo-

ple understand what you are doing to the stuff before it ends up on the plate. We serve around 15 million meals a year, and that can include the likes of lobster, duck terrine etc.

"Who, for example, would have thought that you would see sushi in a distribution centre in Doncaster? People are becoming very, very aware of food – it's always on the TV,

"We have established a chef's academy for improving the quality of our food and the skills of our chefs.

"We are very much into chefs being chefs. We get demands for a wide range of food in our restaurants."

The company, owned by chairman and former founder Mark Boothright, employs 35 people at its headquarters in Fazeley, near Tamworth.

