



A Signature Approach to Education Catering

I am writing to let you know that from **Tuesday 18th April 2017** Eden Foodservice is being rebranded to **Autograph**.

The move to Interserve provided an ideal opportunity to review catering services across the business and align under one food brand. The Autograph name perfectly represents our approach in schools to offering tailored, **signature solutions** to our Clients and customers.

Impact on current service provision

Along with a change in name, the move to Autograph will bring an **enhanced approach** to the service we provide for our customers and Clients. This will support us in increasing the number of pupils choosing school food and our growth in the market place.

- **Primary schools** will see further developments to our award winning FoodFarm offer
- **Secondary schools** will have the opportunity for an exciting and dramatic rebrand and refresh

Impact on the local team

The local management team will not change but, overtime, we will see enhanced support via our Autograph Centres of Excellence to deliver high level service for our customers and Clients.

Communications plan

The local Autograph team will manage the communication of the move to Autograph with the catering teams and schools.

Rebrand process

The move to Autograph will be a gradual phased transition across 2017. Visible changes will be the Eden logo replaced with the Autograph logo on menu leaflets, menu posters, recipe sheets, notices, manuals etc.

Company information

From an administration point of view there is no change as we operate through Interserve Catering Services Limited - this remains our legal entity and supports billing etc.

The team are very excited at the change and look forward to delivering an excellent service for the schools going forward.

Kind regards,

Mike Glover
Operations Director – Food Services