



MARTIN HOLMES

PEOPLE DIRECTOR

CREED

THE FOODSERVICE COMPANY



Creed Foodservice- an introduction



Headlines

Proud
adjective
We wear our history, knowledge and experience on our sleeves. We've built this business together and will always strive to set new benchmarks for continued excellence in customer service.

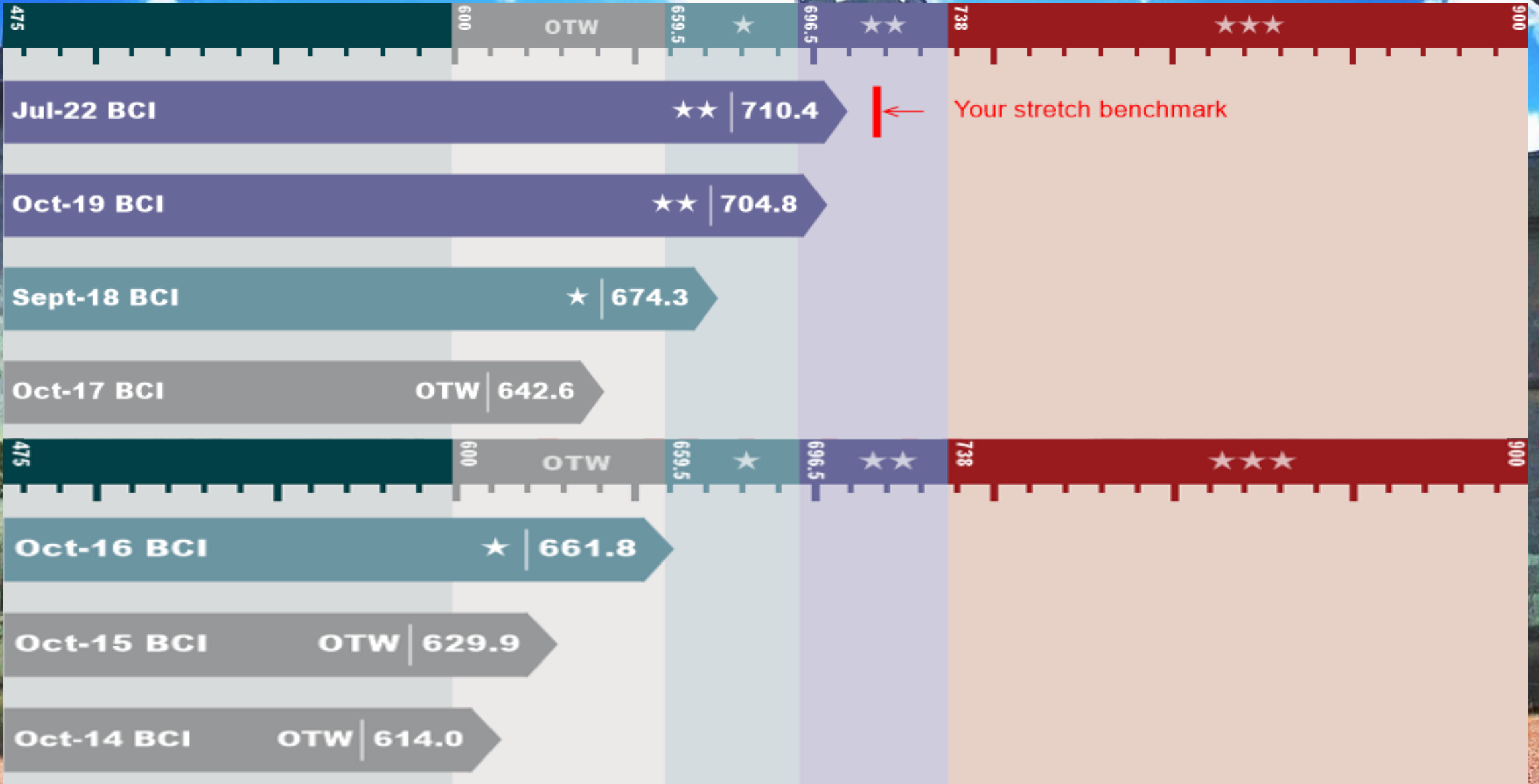
Nurturing
verb
We provide an environment that encourages commercial and personal growth built around shared objectives, hopes and dreams.

Commercial
adjective
We understand the operational realities and financial imperatives of our customers, suppliers and employees. We aim to deliver on time, every time and at the right price.

Friendly
adjective
We are part of an open and inclusive community and are great people to work with and to work for. We're welcoming, supportive, personable and above all, refreshingly friendly.



Best Companies Overall Engagement Scores



“Well-being initiatives often fall short of their potential because they stand alone, isolated from the everyday business. To gain real benefit, employee well-being priorities must be integrated throughout an organisation, embedded in its culture, leadership and people management”. The CIPD 2018 Health & Wellbeing Report

-  My Manager
-  Leadership
-  My Company
-  My Team
-  Wellbeing
-  Fair Deal
-  Personal Growth
-  Giving Something Back



Key Initiatives





Best Companies



My Manager



Leadership



My Company



My Team



Wellbeing



Fair Deal



Personal Growth



Giving Something Back

Celebrating Best Companies 2022



Story from behind the bike shed!



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Our Plan on a Page

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OUR 2025 TARGETS

- 3* BEST COMPANY
- TURNOVER £125M+
- A SOLUTIONS LED APPROACH, THROUGH KITCHEN '72
- MARKET LEADING SERVICE LEVELS OF 99%+
- CARBON NEUTRAL

WE BELIEVE
IN MORE:
THINKING MORE,
DOING MORE
AND BEING MORE
THAN JUST A
FOODSERVICE
PROVIDER
FOR TODAY AND
TOMORROW

TO DELIVER
AN AWESOME
CUSTOMER
EXPERIENCE,
BOTH INTERNALLY
AND EXTERNALLY

FRIENDLY
COMMERCIAL
NURTURING
PROUD

TO HAVE A GREAT
PLACE TO WORK WITH
GREAT PEOPLE

TO PROVIDE A GREAT
SERVICE BY BEING EASY
TO DO BUSINESS WITH

TO WIN, KEEP &
DEVELOP, THE RIGHT
BUSINESS WITH THE
RIGHT CUSTOMERS

TO CONTINUE TO INVEST
FOR A SUSTAINABLE
FUTURE

VISION

MISSION

VALUES

STRATEGIES

#BelieveInMore

#BelieveInMoreForTomorrow

Our Strategies

To have a great place to work with great **PEOPLE**

- ✓ Recruit, develop and recognise our great people.
- ✓ Focus on the importance of Health and Wellbeing.
- ✓ Improve good communication.
- ✓ Be a flexible and multi-skilled team.
- ✓ Enhance our culture of positive challenge, teamworking and fun.

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Our Strategies

To provide a great **SERVICE** by being easy to do business with.

- ✓ To ensure the customer is always at the heart of everything we do
 - easy to do business with, **both** internally and externally
 - taking ownership.
- ✓ Being innovative and creative in product, service and supply chain solutions.
 - Thinking more, doing more, delivering more.
 - Right product, right quality, right place, right time, right price
 - Being agile, flexible and making the difference

Our Strategies

To Win, Keep & Develop the right business with the right **CUSTOMERS**

- ✓ Live our values through the eyes of the customer to ensure we exceed their expectations daily.
- ✓ Build friendly, honest, supportive, consultative long term relationships and partnerships with our customers.
- ✓ Grow our Local business whilst expanding our strategic National partners.
- ✓ To develop further our ecommerce and digital capabilities.

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Our Strategies

To continue to **INVEST** for our futures

- ✓ Investing in the best technologies.
- ✓ Commit to our social responsibilities.
- ✓ Supporting our agreed Charities.
- ✓ Ensure our Environmental commitments are known by all.
- ✓ Challenging every cost and continually improving efficiencies whilst managing our assets.

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PLEASE WELCOME

Mr. [Name], Chief Executive, Creed Food



Thank You

