

## HospitalityGEM signs up Bath Ales, Shoryu Ramen and Ideal Collection

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HospitalityGEM has signed up eight new foodservice sector clients.

The company has also extended contracts with existing clients, including Tesco Cafés who have introduced monthly GEM visits. Boston Tea Party, the ethical café brand, has increased its GEM visits to weekly.

HospitalityGEM's new clients include ramen specialist, Shoryu Ramen, Bath Ales, The Epicurean Collection and Hampshire based pubs group, Ideal Collection.

In an expanding international market, Dubai based Reform & Social Grill, based on the gastro pub concept of its sister site in London, has introduced GEMvisits to audit the pub and ensure service standards remain high. Fine dining restaurant group, Lima, has also introduced GEMvisits.

HospitalityGEM has also been hired by London based, Noodle House, to guarantee food quality is of the highest standards with GEMvisits twice a month. To ensure West London based cafe, Megan's, can uphold quality through its diverse offering, weekly GEMvisits at different times of the day have been introduced.

Steven Pike, managing director of HospitalityGEM, said: "It's been a fantastic few months for HospitalityGEM as we've secured some exciting new clients and enhanced the ones we already have – we now have considerable reach across the industry, as can be seen by the breadth of new brands we are working with. The interesting thing for us has been the growing level of innovation and confidence among the smaller groups who are having a significant impact on trends within the industry. And clearly, keeping their finger on the pulse of the guest experience, and maintaining a culture of learning and improvement, is critically important in such a dynamic market. We are looking forward to working with all of these operators and helping them grow their estate and reputation."