

Business Focus

Firm gets call from Bentley

By JAMES BRYCE

james.bryce@daventryexpress.co.uk
@DxJamesB

Bentley, the definitive British luxury car company turned to a Daventry firm to give its hospitality suite kitchens a make over.

Daventry-based, Catering Design Group, the UK's leading restaurant and commercial catering design company, was commissioned to re-design, supply and fit-out the new kitchen facilities to support a hospitality suite at its headquarters in Crewe and showcase a new wellbeing menu for

its 4,000 personnel.

CDG was tasked with getting under the skin of the Bentley way of thinking and the processes they follow to design a high-end luxury car.

CDG started by taking the 1960s kitchen back to a blank canvas before installing state-of-the-art equipment.

Andrew Robinson, production planning manager, Bentley Motors, said: "We became aware of Catering Design Group through their excellent work on the back-of-house facilities at Silverstone.

"The feedback I've received about the new facilities from both the chefs and my colleagues has been excellent.

"The new facilities work in harmony to support the new menu and I'm delighted to say we've experienced a substantial increase in colleagues enjoying the new menu and environment."

Philip Howard, managing director of CDG, said: "It was an absolute honour to work for such an iconic British brand and for the team to experience the Bentley ethos.

"We were tasked with ensuring our design process mirrored the synergy of their unique engineering process, which I'm proud to say we achieved by delivering exceptional design and performance."



GEARED UP Members of the CDG team