

dine

CATERING & EVENT MANAGEMENT

ISSUE 04

MAKING EVERY EVENT SPECIAL...

Casanovas of catering from John Lewis to Northern Ballet
Latest news and events update

Celebrate with Dine!
Let's get creative with your budget

Practical & palatial
Why booking a Dine venue will seal the deal

A promise of excellence & innovation
How to give your event winning impact

dine

0345 450 4545

| events@dine.co.uk

| www.dine.co.uk

DINE AN INTRODUCTION

Welcome to the latest news from Dine!

At the heart of everything we do is award-winning food and service. We believe that relationships - personal or business - are strengthened and enhanced when celebrated over food, which is why we continue to host our monthly Ambassadors' dinners at our flagship venue, The Mansion in Roundhay Park. I am proud to say that the team is stronger than ever, sustaining our promise to deliver excellence & innovation at every event.

Listen to what our clients say about us:
www.dine.co.uk/gallery/?media-type=videos

'Make every event special..'

Call me on 0345 450 4545, so that we can discuss making your next event truly memorable.

Dan Gill, Founder
dan.gill@dine.co.uk



"Dine's attention to detail was impeccable. Katie and Matt were superstars! So much more than a catering service, they ran the reception like clockwork and took control of everything. Matt took on the role of 'make sure bride is happy/comfortable' which made a huge difference to my day. When I was being photographed outside for too long with the wind blowing my veil and dress everywhere I began to get really frustrated/tired almost teary. Matt appeared with a glass of water and said 'time to go back inside', thank God for Matt!" Anneka & Michael O'Byrne

Page 4. Making every event special...

Catering for more than 100 corporate events and 200 weddings a year
Achieving high impact with your marketing and hospitality budget

Page 6. Practical & palatial: why booking a Dine venue will seal the deal - Venue management and event services for partner organisations ranging from English Heritage and the National Trust to the owners of some of the UK's most notable private houses

Page 8. Team tales: what's keeping us up at night!
Update from Matt Jones, Dine MD and some of the team

Page 10. Corporate fact file
Casanovas of catering; from John Lewis to Northern Ballet

Page 12. Supporting our charities and working with the community
Brownlee foundation, charity dinners, donations and recognitions

Page 14. Recognition and what's in store for the future...
Awards and the future of the Dine group



Get in touch with our team today | 0345 450 4545 | events@dine.co.uk

"We thought that it was a wonderful evening and we are so grateful to you all for putting on such a lovely event for us. The best, in every sense of the word, meal any of us have ever had"
Clive & Angela Jordan

MAKING EVERY EVENT SPECIAL

RECENT HIGHLIGHTS

- Dinner for 1,700 at Chatsworth House.. no big deal!
- The opening of the eagerly anticipated John Lewis in the landmark Victoria Gate scheme in Leeds.
- The world première of Casanova for Northern Ballet.
- Bolton Abbey's first major concert in its 800-year history featuring Welsh superstar Katherine Jenkins.
- A formal royal canapé & bowl food reception at historic Apethorpe Palace near Peterborough for Baroness Von Pfetten.

Achieving impact with your hospitality budget

Every event has a primary objective; creating hospitality and service to ensure that this is achieved is part of the Dine difference, which is why we work with clients to understand the purpose of their event.

The ability to really get to grips with the core purpose of an event and then deliver memorable food and service means that our events stand out from the traditional invite. JCT600, John Lewis, Strata Homes, Northern Ballet, Asda, Chatsworth, Unilever, KLM Air France, John Lewis and many more have all chosen us in recent months; our team have delivered something which not only met the top line brief, but added value on every occasion.

**"Congratulations & thank you and your team – particularly Matt, I was immensely proud of you all & thought you were all amazing. You proved, as I knew – you are all the best.."
Roy Boardman, Sefton Park Palm House**



Over the last year lots of famous faces have joined us at our exclusive Ambassadors' dinner evenings; hosted in the luxurious Fountain Room at our headquarters, The Mansion in Roundhay Park - the evenings are designed to showcase our food and service in a convivial atmosphere. Howsham Hall, our new venue, will also host these dinners, for guests travelling from further afield - as this recent addition to our portfolio boasts stunning guest accommodation.

VIP guests in 2016 included rugby legend Kevin Sinfield of Leeds Rhinos who joined us in August for a summer themed dinner, while later in the year and fresh from success at the Rio Olympics, Leeds-born Olympian triathletes Alistair and Jonny Brownlee joined us for a celebratory Halloween-themed dinner.

Enjoy the opportunity to purchase Ambassadors' dinner tickets or host your very own at a venue of your choice. Get in touch with our team for more information about themes, menus and venues.

Speak to our events team about your next corporate or private celebration:

0345 450 4545 | events@dine.co.uk

Visit www.dine.co.uk to see our full range of services & venues

VENUES SNAPSHOT...



The Mansion

The Mansion in Roundhay Park provides the luxury of a stately home wedding or corporate event, with the convenience of being at the heart of Leeds. Steeped in history, this Grade II listed building is set in over 700 acres of gorgeous lake, wood and parkland.

The Mansion boasts two large event spaces with stunning features, lots of natural light & views over the park, each able to add a different dimension to corporate and private events. Maximum numbers of 220 guests. Venue hire includes exclusive use, to ensure ultimate privacy - with the bonus of free parking. Call to book a meeting or event and benefit from our special winter rates and complimentary venue hire.

0113 269 1000 | themansion@dine.co.uk | dineinthemansion.co.uk

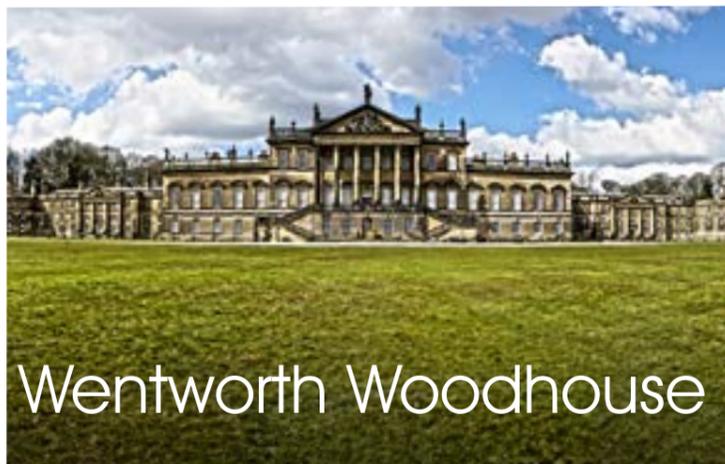


Marquee Venues

Occupying superb positions alongside various rivers and lakes, these Marquee sites provide the perfect place to take in the views of the spectacular Yorkshire countryside.

Teamed with Dine's delicious food and seamless service, hosting your event at memorable locations such as Bolton Abbey, Carlton Towers or Ripley Castle, you will be set to create an unforgettable experience for you and your guests. Offering the ultimate flexibility in space with our partner company Shades marquees, we can host anything from 80 to 5000 guests for a seated dinner in a marquee at these spectacular locations. You will also benefit from joint hospitality and marquee packages if you book with us.

0345 450 4545 | events@dine.co.uk | www.dine.co.uk/gallery/?media-type=360%20Tours



Wentworth Woodhouse

A breathtaking building, full of charm and grandeur with a facade twice the width of Buckingham Palace. A great Location, set in beautiful grounds, located between Barnsley and Rotherham.

Wentworth Woodhouse offers a variety of beautiful spaces to host private dinners, corporate events and wedding celebrations, along with two fantastic marquee sites. Maximum capacity in the Marble Saloon is 250 for a seated dinner. There are 5 event spaces, some of which are ideal for more intimate celebrations and can offer dining for as few as 20 guests.

0345 450 4545 | events@dine.co.uk | <http://www.dine.co.uk/venues/wentworth/>



Howsham Hall

The Grade I listed Howsham Hall lies to the north east of York in a quiet, secluded valley. Originally part of a large traditional estate stretching to 11,000 acres and having been a family home for 350 years. A luxurious North Yorkshire countryside retreat, boasting 12 beautiful bedrooms.

It is now the ultimate venue for a corporate retreat, wedding celebration or family getaway. Flexibility to accommodate up to 160 guests for a seated dinner inside, or marquee in the gardens for in excess of 500 guests.

0345 450 4545 | events@dine.co.uk | www.dine.co.uk/venues/howsham-hall/

Sefton Park Palm House

Grade II* listed Victorian glasshouse - a beautiful heritage venue located in the heart of Liverpool.

A venue well suited to hosting charity dinners, corporate events, weddings and private parties. 220 guests can be seated for dinner - or up to 400 standing. Hosting your celebration at the Palm House will add a point of difference to your event, ensuring a strong attendance - you will also be contributing towards the preservation of this glorious venue, for future generations to enjoy.

0345 450 4545 | events@dine.co.uk | <http://www.dine.co.uk/venues/sefton-palm-house/>



"Rise Hall is one of the most significant Houses in East Yorkshire, having over 96 rooms and striking classical features. Having embarked on a huge restoration programme, our next job was to ensure that our chosen Venue Consultants were able to provide the expertise and advice that we wanted. In being able to deliver this and a complete Sales, Marketing, Event Management and Catering service, Dine have become an invaluable part of the team at Rise Hall." Sarah Beeny, RH Yorkshire Ltd.

Dine's event planners have a secret weapon - our exclusive locations and venues: picnics beside secluded rivers, private concerts by Abbeys, cocktails at street food at urban film locations or grand dining in houses twice the width of Buckingham Palace are all within our purvey. Catering for more than 100 corporate events and 200 weddings a year, as well as offering exclusive private dining, we provide venue management and event services for partner organisations ranging from English Heritage and the National Trust to the owners of some of the UK's most notable private houses.

Visit - www.dine.co.uk/venues/ for more venues and to discover how we can help you find the ideal event space...

WHAT'S KEEPING US UP AT NIGHT?

An update from Matt Jones,
Dine Managing Director

"We are unbelievably satisfied customers of Dine - you were simply superb. I have not spoken to a single person who was at the wedding who didn't mention how amazing the food was and how brilliant you all were. A couple of our guests run a lovely hotel and do a lot of weddings - they were completely raving about the staff, the canapés and the food in general - so it got the professional thumbs up too! Genuinely cannot thank you all enough. Total professionalism but with genuine friendliness. Perfect."
Chloe & Richard



Contact me directly by emailing:
matt.jones@dine.co.uk

The creative juices have been really flowing over the last 12 months, enthusiastically led by our Founder, Dan. I'm particularly proud that we have also built a team with the knowledge and skill to turn some of those into reality because we have always been focused on delivering truly memorable experiences; it is in our DNA.

Our passion for good food, wine and faultless service leads us to constantly explore new and fresh ways to bring the Dine experience to life and we are very fortunate that so many of our clients place a value on our ability to do that. The ever expanding needs of our current and future clients in the corporate, private & weddings market, especially with expectations high and lead times the shortest they have been at my time with the business.

Please call me on 0345 450 4545 to discuss your next event - we are always ready to be of service, regardless of the lead time!

We are in the thick of a very inspiring time at Dine; having recently launched several new stunning venues and being heavily involved in the launch of our newest project, "Dine Delivered" - I couldn't have joined the team at a busier or more prosperous time - it's certainly an exciting place to be!

The team, the delicious food and flawless service are inspiring; making marketing fairly straight forward to drive. Images of our amazing food and testimonials from our clients, frankly, speak for themselves. Explore the Dine gallery for a showcase of latest video and images: www.dine.co.uk/gallery

We are always looking to build relationships with like minded suppliers and business, so get in touch if you have any fresh ideas for how we can work together! The Dine blog is always packed full of ideas and inspiration - take a look: <http://www.dine.co.uk/blog>

Contact me directly by emailing:
marieclaire.power@dine.co.uk



events@dine.co.uk
0345 450 4545

CORPORATE

events@dine.co.uk
0345 450 4545



Casanovas of catering: from John Lewis to Northern Ballet...

Who: Northern Ballet
Occasion: Northern Ballet's world première of Casanova
Venue: Howard Assembly Room, Leeds Grand Theatre
When: Saturday 11 March 2017
Number of guests: 350 people

Northern Ballet is one of the UK's leading ballet companies; Dine was briefed to cater for the VIP world première of Casanova. With such a high-profile event that would set the stage for the ballet, it was essential that the catering matched the exceptional quality of Northern Ballet productions.

Dine was appointed to provide canapés and bowl food with a subtle theming around Venice and Paris - the settings for the ballet and an important part of Casanova's life.

More than 350 supporters, friends, patrons and cast members celebrated the world première in the Howard Assembly Room at Leeds Grand Theatre. Pre-show guests were greeted with drinks and canapés themed around Venice, while post-show guests enjoyed drinks with French-inspired canapés and bowl food.

Read more about the menu on our blog:
www.dine.co.uk/blog-northern-ballet

THE VERDICT.....

"Working with Dine was a complete joy from start to finish. I work with many catering teams across the country so can safely say that the quality of Dine's catering is outstanding. Katie listened to our brief and exceeded our expectations, we've had nothing but positive feedback from our guests and I would wholeheartedly recommend working with Dine on your next event."

Alan Gallacher, Events & Business Development Manager at Northern Ballet



Who: Chatsworth

Occasion: The client who shall remain nameless, chose Dine based on reputation for delivering first-class event management and catering; appointed to provide a drinks reception with canapés, followed by an exquisite three-course meal, for a their Golden Wedding Anniversary Celebration.

When: Saturday 15th July 2017 in a marquee overlooking the gardens of the house.

Number of guests: 1,700 people

Guests were greeted with drinks and canapés. Drinks were provided and served by Dine, working closely with the clients events team to ensure that refreshments were constantly available to guests throughout the evening. This was the largest event we had worked on and this provided logistical challenges, both before and during the event. When creating the menu, our chefs had to provide an idea of the quantity of food and drink that would be needed to ensure everyone was satisfied. Both quality and quantity were delivered on the day, without compromise.

A large number of dietary requirements from vegetarian to gluten-free were factored into the menu planning and food preparation was closely monitored throughout the evening.

Staff numbers were closely observed. With so many people in attendance it was vital there were enough staff to tend to everyone and ensure the whole event ran smoothly.

Read more on our blog:
www.dine.co.uk/blog-chatsworth



Your next corporate event...

Dine provides a total event management service for corporate events, from canapé receptions to refined private dinners and will assist in your search for the perfect venue and theme to match your objectives. Our events team will share a wealth of experience and expertise in planning outstanding occasions, to ensure expectations are exceeded by both clients and guests. Our clients have worked with us for a number of years, for a variety of reasons - we are able to cater for everything, from a simple sandwich lunch to a one-off special celebration:

'Dine' menu options provide an exceptional level of service and quality of food. www.dine.co.uk/dine-menus

'Dine Collection' is a bespoke service designed to cover every little detail - from the management of the event, through to a larger staff team with attention to special touches such as the linen, silver and glassware

www.dine.co.uk/dinebook

'Dine Delivered' is an eCommerce events solution, with flexible ordering and delivery options. Offering corporate buffets, private dining experiences, children's parties, wedding menus and more, all lovingly prepared by chefs!

Our corporate repertoire is rapidly expanding and we have very much enjoyed the diversity that the last few years have presented. Corporate event types that we're well practiced in delivering include:

- Charity events
- Boardroom dining
- VIP marquee events
- Corporate team building
- Product launch parties
- New office launch
- Christmas parties

Our team are well practiced in being creative with a variety of budgets, so don't be deterred from asking us to quote for an event if you have a modest budget. Follow us on social or visit the website for more details about our events :

[dine.co.uk/corporate](http://www.dine.co.uk/corporate)

Twitter: @DineVenues

Facebook: @thedinedifference

SUPPORTING OUR CHARITIES

WORK IN THE COMMUNITY

dine.co.uk

Twitter: @dineVenues

Facebook: @thedinedifference

Our ongoing commitment to supporting local charities continues and was recently recognised at The Business Desk 2017 Masters awards, where we were nominated for our contributions to the community.

We take a hands-on approach, meaning that we don't just contribute financially, but also offering practical help. Over the last year, we've used our catering and hospitality expertise to support several charities and organisations, principally partnering with the Leeds Community Foundation (LCF) and the Friends of Roundhay Park, but also sponsoring charity dinners such as Help for Heroes.

LCF connects philanthropists and organisations to make a difference in Leeds. As a member of its patronage scheme, we donated a professional catering fridge and equipment to help set up the kitchen at the Real Junk Food Project in Armley. This innovative, 'pay as you feel' café uses donated food to make healthy, fresh food that is accessible to all, as well as reducing food waste. In addition, we provided catering consultancy for health inequality charity Zest for Life's community café in Gipton and cookery classes for ReNew Leeds, a charity working with people recovering from addiction. At Christmas, working with suppliers, we supplied hampers for some of the most deprived

families in Leeds through Kidz Klub Leeds, bringing some seasonal cheer to those most in need.

Three team members also raised more than £2,000 for LCF and good causes in Leeds by completing the national Three Peaks challenge last year.

We're lucky to be based at The Mansion in beautiful Roundhay Park; we cherish this space through our support for local charity the Friends of Roundhay Park, which, together with Leeds City Council, improves visitor facilities at the park. Other charities and organisations that Dine has supported include the RNLI, Safe@Last and the Alzheimer's Society. Since joining us for an Ambassadors' dinner, we have become more involved with Brownlee Foundation - offering VIP events at The Mansion in Roundhay park in support of activities around the World Triathlon.



"Firstly, a huge thank you to you all for your tremendous hard work in making Ben & Emma's wedding day the happiest & most special day of their lives. As you know, we had always had a dream for Emma's wedding and part of that dream was to have you - Dine. From the moment we met you, we immediately had confidence in everything that we discussed and you gave us so much to look forward to. You were so lovely, but always remained professional."

Bob & Sally-Anne (parents of the bride)

Speak to our events team about your next corporate or private celebration:

0345 450 4545 | events@dine.co.uk

Visit www.dine.co.uk to see our full range of services & venues



Photography by Daniel Thubron

AWARDS

We were delighted to have won the CHS Award for best outside caterer in 2016 and were honoured to be one of the nominated finalist for our work in the community at the Business Desk Masters awards this year.

The Drum UK Events Awards in 2016 highlighted our achievements with a commendation.

Dan Gill was also short-listed for the Yorkshire Business Leaders Awards in 2016 - an event which identifies and celebrates the people who are the entrepreneurial drive behind the region's most successful companies. Nominated for Director of the year - 'his passion for good food and wine and faultless service leads him to constantly explore new and fresh ways to bring the Dine experience to life. He leads on food innovation within the business. Initiatives which ensure Dine's food tastes every bit as good as it looks have included dramatic smoke filled cloches and dry ice canapé trays.'

It's always an honour when we receive recognition within the industry, the competition is often outstanding which keeps us on our toes!



Photography by Natasha Cadman

OUR FUTURE!

It is impossible to ignore the rapid growth of digital and how clients are now using media platforms. Around 64% of our traffic to the website comes from a mobile device which equates to roughly a 20% increase vs. last year. These changes influence how we communicate with our clients and inform the way in which we generate new business.

Social media is a great way for us to share pictures from our events and engage with our supplier network nurturing these relationships is fundamental to the success of our events in many cases and is important for our brand awareness. Take a look at our Twitter and Facebook feeds if you are looking for inspiration for your next event.

www.dine.co.uk/blog

Innovation is vital in this challenging market place. We are on the cusp of launching Dine Delivered, an eCommerce solution for ordering events online. Lovingly prepared by chefs, this NEW product encompasses the Dine difference, with multiple features that add huge value to the customer experience, from concept to completion...

Let us know what you think:
www.dinedelivered.co.uk



"The Mansion provided the perfect setting for our amazing 'Mad Brassers Tea Party' Christmas party. So many people commented on the grandeur of the setting, the creativity of the props, and stated that it was 'the best party yet!' The location, entertainment and food offered the perfect package for a wonderfully creative and enjoyable Christmas party." Helen Islan, Brass, Marketing Manager

Speak to our events team about your next corporate or private celebration:

Call: 0345 450 4545 | Email: events@dine.co.uk
Facebook: [@thedinedifference](https://www.facebook.com/thedinedifference) | Twitter: [@DineVenues](https://twitter.com/DineVenues)



"Firstly, can I just say WOW.....What a great night, you did us proud and we really left with a great experience had by all, the staff are still buzzing. So a big thank you to Natalie, yourself and the rest of the team." DJ Drinks

"I've worked with Dine on a number of occasions and even been lucky enough to sample their food. I can't fault their service and the food was absolutely delicious! Friendly staff in an amazing venue, Dine always provide a 5 star service" Dan Thubron, 123Photography



Photography by Daniel Thubron



dine



0345 450 4545

| events@dine.co.uk

| www.dine.co.uk