

## CLASSIC LODGES COMMISSION PSL TO ENSURE CONSISTENCY AND SUSTAINABILITY

### Background

*With an extraordinary 40% of its business dependent on food, Classic Lodges recognises the importance of shrewd purchasing, accurate delivery and emphasis on continual refinement across the group.*



*Richard Grime is Managing Director of Classic Lodges, a group of character hotels selected for their historical background and location. Having worked with PSL during his management position within a large national group in 1993, Richard had no hesitation in introducing PSL to work with Classic Lodges. "The people running PSL today are the same as those I first worked with nearly 20 years ago. It is logical progression to work with those I know and trust to achieve the goals of Classic Lodges."*

*"We've now been working with them since August 2009 and despite achieving savings of £150k in the first year alone, we are continuing to further improve margins every year with their help. We were initially looking for three things: transparency in food purchasing, cost reduction and confidence that our quality would remain consistent and even improve despite reducing costs. PSL has enabled us to achieve all these as well as introducing new concepts."*

### Reducing costs, increasing profits

*Regardless of being a group of relatively small hotels trading in economically challenged areas, Classic Lodges has a strong reputation for hosting impressive country weddings. At Bagden Hall alone, around 150 weddings a year are held there.*

*Richard continued, "Through using PSL's network of reputable suppliers we have been able to reduce our food cost of sale to under 26%, from 31% which, in the current climate is quite an achievement! The operational issues fed back to us by PSL are, without doubt, imperative to the success of our business."*

*"They advise us of any areas needing review and are very pro-active at suggesting changes in produce used in dishes to make them more cost-effective as well as more interesting."*



**Bagden Hall, Denby Dale  
West Yorkshire**

## A marriage of skills

*PSL's knowledge and expertise in the food and hotel industry complements Classic Lodges chefs' abilities. Richard commented, "We genuinely respect what they do and enjoy working with them."*

*"They are extremely helpful and very positive. During my visits to our hotels I usually bump into someone from PSL most weeks – they are always very engaging and supportive."*

*"Initially some of our chefs were concerned when PSL came in but they soon realised that it's all about building relationships. We are quite an entrepreneurial business and PSL take the time to engage with our chefs, build relationships with our team, and are very good at giving pointers to improve food costs. They are now highly respected and a welcome source of information and advice."*



## Going the extra mile

*Quite often it's the extra effort people put in that sets them apart. PSL have proved to Classic Lodges that they are willing and able to be involved in areas outside of their normal remit.*

*Richard explained, "PSL is instrumental in organising our Chefs' competition. We have two levels of entry – junior and senior. These competitions are a great experience and opportunity for our chefs to demonstrate and improve on their skill set. It's not only about cooking ability, it's about dish creation and preparing costings. Last year PSL invited an AA inspector to come and assist in the judging which was a great PR opportunity for us."*

## Consistency boosts business

*"PSL have standardised our supply across the group, providing additional reassurance that health and safety criteria are vetted and appropriate. This also ensures our strict quality criteria are consistent across the group. We have a large number of clients who use our hotels for leisure, in fact we have just under 2000 Classic Lodge Privilege Guest Card holders. Our food reputation plays an important part in their decision to be regular guests. By standardising our food supply through PSL, they can be assured of the same high quality whichever hotel they choose to visit."*

*Matt Tough, Sales & Marketing Director of PSL said, "Classic Lodges is an inspiring group who, by focusing on their strengths, achieve impressive results. They know they can rely on us to monitor food costs and fluctuations whilst ensuring suppliers consistently meet their high quality standards. Sustaining costs is key and by leaving us to focus on this on their behalf enables them to set targets and achieve expectations."*