



CELEBRATING

sh 30

SUZANNE HOWE
COMMUNICATIONS

YEARS



Our expertise in *Foodservice*

hello@suzannehowe.com



suzannehowe.com



“Our clients value our broad thinking and our experienced hand-picked team of experts.”



Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

SHC operates in three specialist sectors – food, packaging, and cleaning & FM. The talented SHC team also has experience in sustainability communications.

SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require.

SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

How can SHC benefit your business?

Positive impact

SHC is motivated by excellence, enthusiasm and broad thinking. Working in partnership with clients, SHC creates solutions which have a positive impact on a business.

Relationships with the media

SHC specialises in the foodservice, food, packaging, cleaning and FM industries and has developed a wealth of experience and has unrivalled relationships with key trade and consumer media.

Experienced consultants

The business model for SHC is based around using only experienced consultants, including journalists, PR consultants and social media specialists. The team has many years of experience across its key sectors, working with clients such as: Celebration Packaging/EnviroWare®. BioVate Hygienics, Sabert Europe, Sybron, Seal Packaging, and many more.

In-depth knowledge

SHC constantly researches each industry we serve, monitoring trends, innovations and legislation.

Campaign planning

The SHC campaign planning process includes setting a communications strategy, objectives and tactics that aim to support business and marketing objectives.

Coverage reporting

SHC provides regular coverage reporting in co-operation with Ace Media, measuring audience reach across print and digital, domain authority, and brand mentions.

Account management

SHC has an account management process that ensures a planned and measured activity calendar with regular strategy reviews and evaluations of activity.



PR



SOCIAL
MEDIA



EVENTS



DIGITAL
MARKETING



DESIGN



PHOTOGRAPHY

Our clients

Over the past 30 years, Suzanne Howe Communications has worked with many different companies within the foodservice sector, helping them raise brand awareness and launch an impressive variety of increasingly sustainable foodservice solutions.





“ What our clients say...

“ It is great to have you onboard and we have been thoroughly impressed with the service and output so far. ”

“ You get us into the right places and sometimes when we are not expecting it. ”

“ SHC has been instrumental in putting together a comprehensive launch for our latest product range, working expertly to get it off to the best start. ”

“ The added value that SHC brings in terms of contacts/ideas is much welcomed. ”

“ The review meetings are very detailed, so we know where we are and where we are going. ”

“ We have been very happy with the service we have received so far. ”

“ Informative, engaging, helpful, supportive and know your stuff. ”

“ You are our ‘go to’ PR company. ”



“ We need to have a voice in the industry and our relationship with SHC does that over and over. ”

Key Trends

To ensure we always offer up-to-date and accurate advice, SHC constantly researches newsfeeds for each industry we serve.



The changing foodservice landscape

While convenience and value for money remain the top priorities for consumers, for foodservice operators and suppliers, sustainability is now firmly at the top of the agenda.

Post-Covid, hygiene now also remains a top priority, with consumers wanting the reassurance of visibly clean and pleasant smelling venues.

Cleaning in foodservice, which often used to take place out of hours and behind the scenes, has now become a front of house activity.

Planet-friendly cleaning

Food and chemicals don't mix, so there is a rapid move towards the use of biological cleaning solutions.

SHC regularly monitors and report on trends, innovations and legislation via regular bulletins which are shared with our clients.

New generation biotechnology-based cleaning products combine probiotic, enzyme and plant-based ingredients to maximise performance with minimal environmental impact.



Sybron recently launched its first own brand with SyBio, a range of biotechnology-based cleaning products. Partnering with BioVate Hygienics, Sybron has developed a range of products that have replaced harmful, non-renewable chemicals with adaptive biotechnology that cleans, disinfects, and protects.

Dietary choices

From satisfying the ever-growing trends of flexitarian, vegetarian and vegan diets, to the explosion of free-from aisles in supermarkets, the foodservice industry is evolving at an unprecedented pace.

Free-from

The free-from category is growing rapidly, with dedicated aisles in many supermarkets and an ever-expanding range of options.

While there is no official definition, free-from foods are simply foods made without specific ingredients such as gluten, dairy, or nuts. This then makes the product suitable for those who suffer allergies, intolerances, or other health requirements that require them to avoid certain food components.



Vegetarian and Vegan

YouGov tracker data to January 2023, puts the size of the UK vegan population at about 2-3% and the vegetarian population at about 5-7%. The dedicated survey of vegans and vegetarians shows that most of Britain's vegans are pretty new to the lifestyle, with 63% having started out only in the last five years. That being said, the overwhelming majority of Britain's vegans (81%) graduated from vegetarianism, so many have been avoiding meat for much longer than this.

There are plenty of newbie vegetarians as well, with 46% having cut all meat out of their diet in the last five years. 'Meat-free Monday' and Veganuary promote a change in eating habits, with many environmental organisations calling for a shift to more plant-based eating. Half of vegans (53%) and one third of vegetarians (32%) say their concerns for the planet were a prompt for originally going vegan.

The environmental factor sees the largest increase between how many set out originally because of environmental concerns and how many say it has become a motivation for continuing to do so (79% of vegans and 52% of vegetarians).



The rise of Sushi...

The popularity of sushi has been increasing for several years and continued to surge during the pandemic, driven by delivery services such as Just Eat, Deliveroo, and Uber Eats. In August 2023, Tesco announced that sushi had overtaken the traditional sandwich as the UK's fastest growing premium lunchtime main meal.

In 2024, **Sabert Corporation Europe** launched a full off-the-shelf range of Tray2Go – a fully recyclable packaging solution for sushi, other chilled food-to-go, confectionery and bakery products.

In November 2024, Tray2Go was the National Gold Winner in the Paper & Packaging Innovation category of the Green Apple Awards for Environmental Best Practice 2024, organised by The Green Organisation.



Calorie Labelling

In April 2022, the UK government introduced new calorie labelling rules applying to large businesses such as takeaways, restaurants and cafés, designed to “improve the nation’s health”.

Calorie information is now required to be displayed on menus, online menus, third party apps, food delivery platforms and food labels at the point a customer is making their food and drink choices.

As well as listing the calories for each food item, menus and labels will also need to include daily recommended calorie needs. As part of its drive to improve the nation’s health and tackle obesity levels, the government also encouraged smaller businesses to adopt calorie labelling.

Health is also cited as a key reason by a quarter of vegans (27%) and one in eight vegetarians (13%) starting out on a meat-free diet. The same survey shows that seven in ten vegans and a third of vegetarians say their health has improved as a result of their diet, which could be part of the reason the number of people saying health is a current reason they practice veganism or vegetarianism has increased to 40% and 20% respectively.

On-the-go food trends

According to Bidfood’s ‘on the go food trends 2025’, while over 40% of consumers already eat staples such as wraps and cakes when out of home, the demand to try the lesser eaten options is growing rapidly – including the likes of poke/Buddha/açaí bowls and chia pots – indicating an interest for more innovative options when they’re out and about.

Consumers are also interested in next level on-the-go options to satisfy their needs as 46% said they would like to try hot and cold premium sandwiches when out. However, hot premium sandwiches are the most favourable with a 10% higher appeal (28% vs 18%) and provides an opportunity for menu innovation including explosive flavours, loaded fillings and quality ingredients.

Rethinking packaging

From bans to taxes and ever-tightening legislation, the foodservice packaging landscape in both the UK and EU, has become clearer in the past couple of years: packaging must be reduced, more recyclable, contain more recycled content, and shift toward reuse and refill.

While the last two years has been about laying the legal foundations; the next few will be about costs, enforcement, and redesign – especially for takeaway food.

Mind your language

In marketing so called ‘sustainable’ packaging, there is the ever-present danger of ‘greenwashing’, and businesses and brand owners need to be very careful.

In the UK, the Competition and Markets Authority has issued guidance to help businesses comply with their consumer protection law obligations.

SHC works with its clients to ensure that any claims made are truthful accurate, clear and unambiguous. Where possible, all claims must consider the full life cycle of the product or service, must be fair and meaningful, and must be substantiated.



SHC gained extensive coverage in the UK, France and Germany for the launch of **Sabert's** fully home compostable and recyclable foodservice packaging range with no-intentionally-added-PFAS.



In 2025, **Sabert Corporation Europe** became a founding member of the newly formed Alliance for Fibre-Based Packaging, which has been created to provide an expert voice for the fibre-based packaging industry in the development and implementation of waste and recycling policy the UK.



SHC gained national trade coverage when Mediterranean foods supplier **Dina Foods** introduced smart QR codes on new look packaging for its Paninette® flatbreads range.



In July 2025, Suzanne Howe Communications' founder and Managing Director Suzanne Howe was the Packaging Marketing Excellence Award winner in the Women in Packaging Excellence Awards.



SHC achieved record-breaking coverage in the UK, France, Germany, and Italy, for the launch of **Sabert Corporation Europe's** revised Deli2Go range.

For more news from SHC, visit www.suzannehowe.com

Case study

Flight Club reaches new heights in partnership with Sybron



Overview

Flight Club and its cleaning and hygiene partner Sybron, celebrated their first year of partnership in March 2023. As Flight Club's parent company, Red Engine, renews its contract with Sybron, significant benefits have been identified from their collaboration including 15% cost savings, zero stress, and 100% confidence!

The first contract which was signed in March 2022 was fully mobilised in under four weeks. After the three month 'honeymoon period', there was no dip in the levels of service from Sybron, something which can be prevalent in many new supplier relationships. Indeed, both the purchasing manager and venue managers of Flight Club, are delighted that all it takes is just one call or email to Sybron and any issue is resolved swiftly and efficiently.

The challenge

Flight Club opened the oche at its first social darts venue in Shoreditch in 2015 with its focus on bringing joy, fun and quality time to its patrons. Today, Flight Club has grown to 13

venues across the UK, with two more planned by 2023 year-end.

When David Piazzani joined Red Engine as Purchasing Manager in October 2021, it quickly became apparent that one of his first tasks was to review the supply of consumables for cleaning and hygiene at the Flight Club sites.

"The then supplier of all the cleaning, hygiene and ancillary products caused myself and our Flight Club managers a lot of stress and anxiety every day," explains David.

"With no after-sales service and a poor response to issues and problems, we started to look for a company we could develop a real partnership with. We knew that there must be a better supplier out there with more sustainable solutions, plus the attention to detail, pro-active approach and willingness to be a real business partner to us."

The solution

When David met Sybron he knew immediately that they were the right partner and in March 2022 both



companies began a relationship that still, one year on, astonishes the Flight Club team with its level of service and proactive approach to every day needs.

Hygiene Service Partner, Sybron, provides products such as cleaning and disinfectants, hand towels and toilet paper, as well as janitorial supplies including sponges, mops and brooms to all the Flight Club venues.

However, it is the Sybron ethos of differentiation through a seamless service that has delivered the bullseye for Flight Club.

“Being a buyer can sometimes be very frustrating because everyone offers you the same thing over and over again,” explains David. “Sybron take a completely different approach.”

The Sybron approach

- Regular communication with an open and honest dialogue.
- Sybron deals directly with venue managers, ‘I don’t have to be the middle-man’ says David.
- Problems and issues are dealt with swiftly and efficiently.





Cases in point!

- In 2022 the Bloomsbury Flight Club in central London had a random council and risk assessment. The manager immediately emailed Sybron, who replied within 30 minutes and provided all the additional information requested by the inspector.
- In December 2022 the Bloomsbury Flight Club site had all its sanitary bins unexpectedly removed by the previous contractor, leaving no facilities for that day. Within a few hours of being alerted to the problem Sybron had delivered, set up and installed bins ready for use, so there was no disruption of service.

- Sybron has a pro-active approach to managing our account.
 - The team is consistently taking initiative and provides alternatives if there is a spike in price or a supply issue.
 - Sybron finds the best product, explains why it is better and what the environmental benefit is – they don't just provide a catalogue and ask you to choose.
 - The Sybron approach is to engage with staff to plan and avoid problems before they happen.
 - They do not wait for busy managers to call them with urgent supply issues.

“Usually, Sybron has presented us with the solution before the problem arises,” explains David. “That’s because Sybron is totally aligned and integrated with our business. This gives me and the Flight Club team the confidence that someone is thinking on our behalf.”

“Having a partner that understands the nature of our business means that I don’t have to repeat or re-explain anything. We discuss it once and it is done.”

The results

As a result of its partnership with Sybron Flight Club bagged a cost saving of 15% across all its sites.

But as David says: “We have saved a lot of money, but to me the cost is secondary to the service. A good price is pointless without the service. Sybron delivers zero stress and the fact that I have 100% confidence is equally valuable.”

“When I find a partner like Sybron, it makes my life easy. Now they are completely symbiotic with us in terms of growth and are completely integrated into our operations for the opening of a new venue. I am not even a part of it anymore, it just happens automatically. I don’t have to be the middle-man as with many suppliers. It is a dream partnership.”

Our customers are our partners

“Of course, service is a big part of our business,” explains Brad, director of operations at Sybron. “We are completely focused on both solving any problems promptly, but also on working

to make sure there are no glitches or setbacks in the first place.

“That has always been our take on business. We see every contract as a joint partnership where we help both businesses move forward and grow. That does not happen by being reactive, so we differentiate ourselves by a wholly proactive and integrated approach.

“It is thanks to our team that we have created the synergy with Flight Club, particularly our colleagues in the office and our drivers. Our ethos resonates across the whole company – our customers are our partners, and they have a name rather than a number.”

Sustainable growth

Flight Club has doubled its estate for venues in over three years and by the end of 2023 will have 15 locations, including the first site to open in Scotland.

“With such massive growth, some things can get a bit lost. The partnership with Sybron has enabled us to meet our environmental goals to switch to eco cleaning products,” explains David.

“Moving such a big ship over to using solely sustainable products is not

something that can happen overnight. However, thanks to its proactive attitude and breadth of product range, Sybron is working with us to reach our aim – to move to all eco-cleaning and hygiene solutions by the end of 2023.”

Forward together

“We see this partnership as a joint venture. Long term, we would like to consolidate more and create more fluidity with Sybron that will allow us to grow. Their seamless service gives us the platform to achieve this. All our teams have total confidence in Sybron.

“For me, it is something I don’t even think about any more,” concludes David. “As a Purchasing Manager, Sybron is at the back of my mind, which is the best place to be if you are a supplier.”

“Looking ahead, maintaining a top-class service gets harder as you grow, so more efficiencies are required,” adds Brad. “Our business has a strict growth strategy to ensure we maintain continuity of supply. We continually aim not just to be a box-mover, but to maintain a seamless service and be a real partner to our customers.”



Meet our core Packaging team

SHC's business model is based around using only experienced consultants, including journalists and social media specialists.



Suzanne Howe

Founder and Managing Director

Over the last 26 years, Suzanne has developed a network of highly talented specialists, including PR consultants, social media experts, designers, journalists and photographers.

In her spare time, she enjoys cooking, socialising, dog walking and going to the gym.

Stephanie Sergeant

Account Director

Stephanie has more than 25 years experience in PR. As happy working with big global brands as she is internet start-ups, she approaches all of her work with real gusto to maximise both results and fun. As a Northern lass, she loves a good brew, pie, and woolly hat.



Bill Bruce

Senior Consultant

With 40 years' experience, Bill is an all-rounder who started his career as a graphic designer, before moving into marketing, PR and journalism. For over 20 years, his main focus has been the food and beverage industry with a particular interest in packaging and sustainability.

Ana Radhanauth

Influencer expert

Ana is a versatile and experienced professional in the food, drink, travel, health, and lifestyle sectors, with a proven track record with many top-tier brands. Highly skilled in influencer marketing, Ana has a strong ability to identify and collaborate with the right influencers to align with any brand's vision.



Jonny Sharp

Media Relations Consultant

Jonny has a wealth of experience in B2B and B2C PR across a range of sectors. He is a former national newspaper and magazine journalist, with highly developed 'news sense' and 'selling in' know-how. His expertise includes writing press releases, case studies and thought leader articles.

Philippa Browning

Public Relations Consultant

Philippa is a PR consultant with 25 years' experience with a London agency background. She is a business to business specialist, spearheading launches and on-going programmes for a wide variety of clients, primarily in FMCG, each receiving a tailored service.



Deborah Sparkes

Account Manager

Deborah provides invaluable support to the SHC account teams, helping them to keep up-to-date with press features and key industry events. Having been on the SHC team for more than a decade, she knows the media and key contacts that enable us to maximise all PR opportunities to the full.

Want to start a conversation?

We are *passionate* about building communications strategies and adding value to clients, from *local start-ups* to *global corporations*.

SHC can provide clients with a *broad range of skills*, from marketing to events planning, to meet the needs of a rapidly evolving communications environment.

- We know you're always looking for ways to improve your business.
- Have you thought about getting more expert help to share your messages more effectively?
- We will help take your business to the next level.

Let's talk!

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