

Appetite Direct wins Edinburgh International Festival contract

Appetite Direct has been chosen to cater Edinburgh International Festival venues for the next three years in a five figure sponsorship deal which takes the company one step closer towards its goal of doubling turnover within five years.

The multi award-winning event caterer Appetite Direct provides impressive food for private and corporate events of any size and has had a close working relationship with the EIF since launching eleven years' ago. The Newhaven-based company has increased in size by 20% in the last 12 months and this three-year EIF contract helps secure the future of Appetite Direct's 10 full-time and team of 30 part-time staff while also creating two further full-time jobs.

Appetite Direct owner Nigel Kennedy says: "We are really excited about this prestigious sponsorship deal with the EIF as we have always had a great relationship with the team there. This shows a real confidence in our company while reinforcing our commitment to the arts in Edinburgh, which the EIF does such a brilliant job of promoting.

"It also puts our name in front of some of the key businesses in the city, which is obviously great for our brand, and takes us a step closer to our target of doubling turnover to around £1.4m within the next five years."

Jonathan Mills, Edinburgh International Festival Director, says: "We've enjoyed working with Appetite Direct for a number of years. They have always been a superb natural echo of our commitment to quality, excellence and innovation. I am delighted that our relationship is developing with the company

and look forward to offering our guests and artists our combined hospitality.”

Appetite Direct was awarded Independent Event Caterer of the Year at last year’s CIS Excellence Awards and has also been shortlisted for this year’s Scottish Event Awards, being held on Wednesday 8th October in Glasgow. The company also has an exclusive deal Gilmerton House in East Lothian, plus a contract with the National Trust for Scotland which will see Appetite Direct catering at a number of historic venues across Scotland.

Submitted by [Samantha McKay-Challen](#)

