

# Taste Catering Hospitality at Imperial College – A Fresh Approach to Catering Excellence

## BACKGROUND



In September 2023, Taste Catering launched its KOKORO franchise at Imperial College's South Kensington campus, offering grab-and-go Korean hot and cold dishes alongside sushi. The business quickly distinguished itself by focusing on freshly made, ready-to-eat meals. Within a year, Taste Catering secured a pivotal contract to become the sole provider of same-day-prepared sushi, vegan, and meat platters for Imperial College's hospitality events, setting them apart from previous supplier who could at best provide food made the day before.

# KOKORO

## THE CHALLENGE

Before Taste Catering, Imperial College's catering was managed by suppliers delivering food prepared a day in advance. This practice led to concerns about the freshness, presentation, and quality of the food, especially for high-profile events. The college wanted a partner capable of delivering freshly made meals that catered to varied dietary preferences while enhancing the overall dining experience. Taste Catering saw this as an opportunity to leverage our unique selling point of providing food made fresh on the day of service.

## THE SOLUTION

### Freshly Made, Same-Day Food

After successful negotiations in the summer of 2024, and through rigorous product sampling, Taste Catering secured an agreement with Imperial College to become the exclusive supplier of freshly made sushi, vegan, meat platters and hot food for the colleges hospitality events. Taste Catering also began providing daily sushi boxes to other campus outlets.

Our same-day preparation model, ensuring food was prepared on the day of consumption, resulted in higher-quality offerings than competitors who relied on pre-prepared food. This fresh approach extended beyond sushi to their broader catering menus, which included vegan and meat options customised for various dietary needs, including allergens and intolerances. Today we deliver to an event for a handful of people to street festivals of thousands.



## IMPACT AND SUCCESS

### 1. Enhanced presentation and taste:

Taste Catering's same-day-prepared platters were fresher, better presented, and more flavourful than competitors' offerings. This led to overwhelmingly positive feedback from staff and guests alike, particularly at hospitality events.

### 2. Increased Demand for In-House Catering:

The quality of food and service led to a significant rise in inquiries for Taste Catering to handle Imperial College's internal events, ranging from corporate functions to celebratory staff parties.

### 3. Key Events Supplied:

For two consecutive years, Taste Catering handled Imperial College's staff parties, offering both indoor and outdoor catering options. Our flexibility and ability to cater to specific dietary needs reinforced our reputation as a reliable and premium catering provider.

### 4. Customer-Centric Approach:

Following many failed events and finding caterers every year, Imperial College events team were so impressed by our customer centric approach that they will be using our services for all future events. A one stop shop.

## CONCLUSION

Taste Catering's success at Imperial College illustrates the impact of delivering fresh, same-day-prepared food in a competitive market. By prioritising freshness, quality, and customer satisfaction, we have become the go-to catering provider for the college's events and daily food services. Our story is a testament to how a commitment to innovation and flexibility can redefine food service, resulting in long-term success and growth.



## CLIENT TESTIMONYS

*"At the start of September, the Sargent Centre ran a Summer School; there were around 80 guests.*

*We were considering using Kokoro for a catered evening event, but given the time of year, the bar still closed early in the afternoon. This allowed us to hold our event in the bar, rather than having to deal with the catering in another part of the College. This was a very good option for our event as it made it very easy to provide our guests dinner.*

*From the start Allan and the team were very accommodating. They listened to our requirements and the menu that was proposed suited us very well. We asked to add some starters, which was no problem at all. All the dietary requirements were taken into account without any problems. Throughout the preparation process the team was very flexible.*

*It was easy to amend the numbers of guests (we ended up ordering for 90 guests), until quite late in the process, which suited us very well.*

*During the evening, the staff took care of everything for us. As the restaurant is set up for quick service, there wasn't much waiting time for our guests to get their dinner.*

*The food was very well received by all of our guests, the portions were very generous and everyone left quite full.*

*We would certainly use Kokoro again, as the service and help we received were wonderful.*

*We would like to thank Allan and the team, who helped to make our event such a success."*

**IEKE HILMY** Centre Administrator,  
The Sargent Centre for Process  
Systems Engineering

Roderic Hill Building, Imperial College London

*"from planning to delivery was seamless and extremely professional. The lunch offer during the Festival is a very important aspect for those involved, as everyone is providing their time for free and working long days. To have a hot, tasty and filling meal during their shift is a great boost of morale and it also shows how much we value those who give their time. I would highly recommend working with this team - I will be doing it again."*

**MAEVE O'SULLIVAN**

Public Engagement Assistant Producer,  
Imperial College London

For more information please contact us on:

[info@tastecc.co.uk](mailto:info@tastecc.co.uk)



[tastecateringofficial](https://www.instagram.com/tastecateringofficial)



**TASTE**  
CATERING