

CRAIG ANTHONY HEDLEY

TO WHOM IT MAY CONCERN,

For the last ten years, I have been submerged in the world Formula 1 and contract catering for BaxterStorey and Red Bull Racing. During this time, I have been influential in the growth the business from 300 covers to an average daily feeding of 1300 and now manage 5 kitchens, a Deli bar and two coffee outlets including an offsite location. In the world of engineering and elite motor sports, there are high expectations and standards, so it is essential that as an executive chef I am able to respond to the needs of the business and its staff in a prompt and effective manner. Providing round the clock services that ensure staff working in different time zones, such as the operations and strategy team, have access to nutritional meals as and when required. Our restaurant and outlets have a focus on 'destination' dining, from grab and go sandwiches in our deli bar to street food, bistro classics and a healthy eating offer, allowing our customers a wide range of choice on a daily basis. Alongside this I run internal and external hospitality with a creative brochure designed with all customer budgets in mind, including canapes, sit down dinners and bespoke private dining for sponsors and V.I.P's.

Since starting at Red Bull Racing, I have progressed from senior sous chef to head chef and now executive head chef. During this time, the complexities of the campus offer and services have grown and with it so have my skills, knowledge and experience to meet the needs of the ever-growing business. Between 2016 and 2018, I was trained by 2 Michelin star chef John Campbell at The Woodspeen, in advanced management, research, core values, coaching, leadership, project management, presentation skills, creative thinking and concept design. I utilise these skills daily and they are integral to ensuring the smooth running of all kitchen and a dedicated and happy workforce. In 2018, my cohort and I were awarded the BaxterStorey food innovation of the year award for our Food E.Q (Food Equilibrium) project, designed to teach and encourage chefs to create more nutritionally balanced dishes decreasing meat protein and increasing plant value. This project was integrated into the BaxterStorey business up until Covid-19 prevented it from continuing and is being relaunched now.

This training not only provided me with the tools to personally develop as a chef, but the skills and knowledge to lead and develop a team. Within my current role, I undertake 121 and group training sessions for staff, alongside mentoring and coaching trainee chefs and new academy students. On occasion, I even have the pleasure of working with the Chef's academy team teaching at The Woodspeen cookery school. I am incredibly passionate about personal development and love to learn new skills and keep up to date with the ever-changing world of catering. Over the last few years, I have become especially interested in photography and videography and the role it plays in food. I am self-taught in this area and extremely keen to develop these skills professionally. I believe that with advanced marketing technology and the ever-growing social media arena these skills will be an important part of a creative forward thinking food culture.

When it comes to any successful food business, concept, recipe design, food innovation and consistency are essential to ensure the needs of each client are met. This must also be balanced alongside the need to manage gross profit and ensure quality control on sourced ingredients and produce. When creating the BaxterStorey Mac Shack concept, I used Barber's cheese, a sourced heritage supplier as our key ingredient. My aim was to encourage chefs to cook at a really high standard, by returning to basic cooking techniques using simple and great ingredients. This then became the canvas from which they could build fun and creative dishes. The simplicity of the concept ensured that high quality food could be produced with an exciting twist to engage the audience, keeping profit high whilst improving the skills of the team. As part of day to day food development, I create and oversee the implementation of 4 different (6 weekly) rotational menus in keeping with our destination dining offer. I have designed a template for different recipes that allows a chef to input the number of meals sold, in order to accurately calculate the amount of ingredients needed for future production ensuring kitchen efficiency and purchasing alongside reducing waste food.

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For all dishes, I am then able to calorie count and provide detailed nutritional information if required by the client, along with carbon footprint calculations and PPDS labelling for grab and go products. One of my favourite parts of the job has been creating and delivering pop ups, food festivals and Christmas markets both on campus and externally with the BaxterStorey's development team. These events provide us an opportunity to celebrate those we work with. These events have enabled me to build relationships with a wide variety of teams throughout BaxterStorey as well as nominated and local suppliers and provide a wonderful chance to give back to all those that support the business.

Brand design is an important part of Red Bull Racing and has allowed me to work with the marketing team in creating site specific marketing and sales materials. Factory resources available on campus also allowed me to create coffee stencils and toasted irons to translate that brand into and onto our food. As part of our offer to Red Bull Racing, I create dishes for special occasions such as, weekly race circuit themed dishes, constructors and drivers' championship wins and end of season drinks and food gift receptions. To do this, I work in conjunction with the client to create an exciting daily food offer, benefiting our customers and our team by being fresh and innovative. Red Bull Racing has a hugely diverse workforce with members from all over the world and I do all I can to provide an equal and interesting food offer for all religions, dietary requirements and allergen sufferers.

In all my roles over the years, contract retention has been very important and I pride myself on building strong client relationships. I do this by listening to the client's needs and acting on requests in a speedy and professional manner, whilst being transparent when it comes to communicating restrictions and logistical issues. This has ensured we have maintained our contract with Red Bull Racing and also won the hospitality and banqueting contract in 2019. As the business has grown, I have opened and mobilised all new kitchens and restaurants on site. I have also supported BaxterStorey with sales site visits and mobilisation projects outside of Red Bull, including involvement in pitches to EasyJet and Auto trader.

After a long career in a high profile business, I am excited to be seeking a new career opportunity that will increase my knowledge and skills and take my passion in a new direction. After managing and leading a successful team of over 20 staff to deliver quality and high standards across 5 different accounts, I am ready to increase the scale of my work across multiple business and feel my skills and experience will translate well into a development chef role.

I look forward to hearing from you and thank you for your time.

SINCERELY,

A handwritten signature in black ink, reading 'C.A. Hedley'. The signature is written in a cursive, flowing style with a large initial 'C' and 'A'.

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