

Cardiff catering firm creating 150 jobs in big expansion

A Cardiff-headquartered contract catering firm to the education sector is creating 150 new jobs as it serves up a major expansion strategy.

With the backing of a new six-figure lending facility from HSBC over the next year Cleverchefs is forecasting growing revenues to £12m from the current £7m.

It will also open 40 new catering sites in Wales – which will see investment in the Vale of Glamorgan – and the south of England.

This will allow the firm to provide school meals to 70,000 more pupils per week to state and independent schools as well as colleges.

On the back of the investment Cleverchefs is anticipating the creation of up to 150 jobs, adding to its current headcount of 350.

The vast majority of the new roles, 125, will be created by next month. The remaining 25 will be added in November.

Nick Collins, founder and chief executive of Cleverchefs, said: “Expanding the number of schools and colleges that we serve fresh and fun food to is fantastic for our business, but more importantly it supports our aim of improving food nutrition in the education settings across the UK.

“A chef-led business is what makes this rapidly expanding company different, we live and breathe food, taking creativeness to a new level.

“HSBC’s support has played a crucial part in the expansion process, and the funding has been a central part of our mission to make food the highlight of everyone’s day.

“We are looking forward to delivering creative and nutritious meals to even more children for many years to come.”

Ceri Thomas, relationship manager for business banking in Wales and the West Midlands at HSBC said: “We’re thrilled to be supporting such an innovative business with ambitious expansion plans.

“This growth will allow more pupils to enjoy healthy and balanced meals at school, and for parents/guardians to feel the benefits too.”

Mr Collins launched Cleverchefs in 2015, initially focusing on the wedding and event sector.

However, during the pandemic the business expanded into the contract catering market with a strong focus on education.

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