

Quorn signs multi-year deal with Gloucestershire events company

Meat-free food brand Quorn has signed a multi-year deal with a Gloucestershire-based events company for an undisclosed sum.

The agreement will see Quorn Professionals – the brand’s foodservice development arm – join forces with Gloucester’s Freemans Event Partners to roll out new meat-free menus across Freemans’ event, venue and concessionaire portfolios.

Freemans supports more than 400 of the UK and Europe’s largest events and venues, including Silverstone, Lord’s Cricket Ground and Burghley Horse Trials.

As part of the deal, the companies will also collaborate with Freemans Event Partners brand activation division to “explore opportunities”.

Stephen Freeman, Freemans Event Partners chief executive, said: “Quorn is more than just a food brand, it is synonymous with the meat-free movement, and this is a very exciting partnership for us.

“Through this partnership with Quorn we can explore and develop new additions to our menus giving event goers a greater level of choice and variety. In doing so, we hope to meet some of our own aspirations as a business to reduce impact on the environment. This partnership really is a win for everyone.”

Quorn launched its first product in 1985. The company is aiming to become a net positive business by 2030 and provide eight billion meals a year – one for every person on the planet.

Phil Thornborrow, foodservice director Quorn, added: “We have a clear vision at Quorn, to tackle climate change by serving great tasting food. To do that, making Quorn accessible to all, in or out of the home, is really important to us. That’s why we’re incredibly excited to work with Freemans Event Partners.

“Working with a leading name like Freemans Event Partners will put the Quorn brand directly in front of millions of consumers each year, at some of the most renowned and illustrious events and venues here in the UK and further afield.”

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