
Jamie Oliver's Fabulous Feasts

— case study





Just a thought;
Jamie Oliver's
Fabulous Feasts

Where we've delivered it...

Jamie Oliver's Fabulous Feasts

Why Not have been involved from an early stage in the development of Jamie Oliver's Fabulous Feasts catering and events business.

The business aims to provide exciting, often locally sourced, food for hospitality gatherings and public events or through fixed venue catering. Our role has been to:

- Develop the commercial strategy for the business and advise on target markets;
- Identify specific clients and potential partners and provide advice and leadership to secure contracts with them;
- Advise on the business' financial planning, ensuring that the right structures and staffing are in place to deliver successful and profitable operations;
- Work with potential partners to ensure the Fabulous Feasts offer perfectly fits the goals for their event or venue.

Fabulous Feasts has now delivered fantastic experiences at a series of events/venues including Winter Wonderland at Hyde Park and a number of UK music festivals.

Why Not continue to support Fabulous Feasts in identifying and securing new opportunities – and has led to us working with Jamie on another bold idea for the group.

As with all our work around event and venue hospitality offerings we bring a complementary skill mix which blends creative ideas with practical insights which drive smooth delivery and commercial returns.



Thank you, Why Not get in touch:

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