

11 December 2023: HCL ANNOUNCES NEW BRAND IDENTITY

We are delighted to announce that we've launched our new brand identity. The move towards a new brand identity comes as a result of extensive research conducted amongst you, our valued customers. The research formed part of the business objectives in 2022 to re-evaluate HCL's vision, mission, and values. As HCL came out of the pandemic, a shift in how business and industry operated meant that change was both inevitable and necessary.

Research findings told us that 70% of parents whose children enjoy school meals from HCL, weren't aware that HCL was their child's school caterer. We also found that our schools were asking us to improve the communication with both parents and schools.

Natalie Redington, HCL Marketing Manager said that "with extensive customer research conducted including valuable feedback from our customers on what they know and think about our business, along with exploring our brand perception, refreshing, and reenergizing our business identity was not just wanted, but necessary."

How our customers think and feel about our business is important to us; and how we communicate and deliver our values is just as important. Our new brand identity allows for an even stronger commitment to delivering the highest quality service to our customers. The logo and new strap line **'Nourish. Educate. Inspire.'** represents HCL's values and mission to its core – **"We believe that every child should have access to healthy, nourishing meals that give them the foundations to grow, learn and achieve their potential."**

Our communication plan for 2024 incorporates plans for improved communication channels, with the launch of newsletters and a new and improved website. Our new website will offer blog content, resources for parents (recipes and activity packs) and an easy link to ordering your child's school meals.

On behalf of all of us at HCL, thank you for your support, for contributing through research and being a part of our journey to revitalize our business and offering.

Ian Hamilton, CEO of HCL said ***"As we unveil our new brand identity at HCL, we're not just changing our logo; we're reaffirming our commitment to excellence, innovation, and the wellbeing of those we serve. This transformation signifies our evolution and is a visual testament to our vision, mission, and values. We are excited for what the new brand identity will bring to our business."***

The new branding promises to be future proof, thus providing longevity to the business and paving a new path to a more prominent and visible school caterer with customers at the heart of what they do.

Visit hcl.co.uk to view the new website, brand identity and to find out more about how HCL can help parents and schools with offering delicious, healthy school meals for pupils.