

Stir it up



GET INVOLVED
2027

GOT A STORY?

Send us a few lines and we'll take it from there editor@stiritemapazine.co.uk

KNOW A CUSTOMER WITH A GREAT STORY?

Put them forward.

WE WANT YOUR STORIES, GET FEATURED IN STIR IT UP

GREAT FOOD. BRILLIANT PEOPLE. NEW IDEAS. BUSINESS SUCCESSES.
COMMUNITY PROJECTS. WHATEVER YOU HAVE TO SHARE,
WE WANT TO HEAR ABOUT IT.

WE'RE MORE THAN A MAGAZINE, *we're a community of caterers*

For 18 years, Stir it up has been celebrating, supporting and inspiring the people who make foodservice happen. Reaching around 50,000 industry professionals with every issue, it brings together recipes, menu inspiration, practical advice, industry insight and importantly, real stories from caterers across hospitality, education and health & welfare.

Stir it up has a unique connection with the people at the heart of foodservice. It's a place to share ideas, showcase great work, celebrate brilliant people and learn from others across the industry.



WE NEED YOU!

You don't need a huge announcement or a groundbreaking idea. If it's something you're proud of, something that's working for your business, or something other caterers could learn from, we'd love to hear about it.



WHAT WE WANT TO KNOW:

YOUR FOOD:

RECIPES • MENU IDEAS • SEASONAL DISHES • NEW CREATIONS • CUSTOMER FAVOURITES

YOUR PEOPLE:

CHEFS • RISING STARS • UNSUNG HEROES • LONG-SERVING TEAM MEMBERS • NEW APPOINTMENTS

YOUR BUSINESS:

MILESTONES • REFURBISHMENTS • AWARDS • NEW VENTURES • SUCCESS STORIES

YOUR IDEAS:

TIPS • COST-SAVING INITIATIVES • TECHNOLOGY • TRAINING • INNOVATION • EXPERT ADVICE

YOUR IMPACT:

SUSTAINABILITY • WASTE REDUCTION • CHARITY • WELLBEING • LOCAL SOURCING • COMMUNITY WORK



DON'T SEE YOUR STORY HERE? SEND IT ANYWAY.

If you're proud of it, excited by it or think another caterer could learn from it, we want to hear about it.

Why get involved?

GET RECOGNISED

CELEBRATE YOUR BUSINESS, YOUR PEOPLE AND THE WORK YOU'RE PROUD OF.

SHARE YOUR IDEAS

INSPIRE THOUSANDS OF FELLOW CATERERS WITH RECIPES, ADVICE AND EXPERIENCE.

TELL YOUR STORY

FROM A NEW MENU TO A SUSTAINABILITY INITIATIVE, WE CAN HELP BRING IT TO LIFE.

JOIN THE COMMUNITY

CONNECT WITH CHEFS, CATERERS AND FOODSERVICE PROFESSIONALS ACROSS THE INDUSTRY.

WHAT WE WILL BE TALKING ABOUT *in 2027*

Here are just some of the topics we'll be exploring in Stir it up this year...

- PROTEIN-FORWARD MENUS
- CARIBBEAN CUISINE
- SWEET BAKES & DESSERTS
- WELLNESS ON THE MENU
- KOREAN COOKING
- SUSTAINABILITY & REDUCING WASTE
- SANDWICHES
- BREAKFAST TRENDS
- PLANT-BASED STREET FOOD
- FESTIVE FOOD
- MIDDLE EASTERN FLAVOURS
- SMART KITCHEN TECHNOLOGY



GOT SOMETHING TO SAY?

Are you doing something interesting in one of these areas? Have a recipe, opinion, idea or experience to share? Tell us about it.

KNOW A CUSTOMER DOING SOMETHING WORTH SHOUTING ABOUT?

DON'T WAIT FOR THEM TO SUBMIT IT - PUT THEM FORWARD. SEND THEIR NAME, CONTACT DETAILS AND A FEW LINES ABOUT WHAT MAKES THE STORY INTERESTING.



REAL PEOPLE.

Real Stories.

“IT WAS SUCH A PRIVILEGE TO FEATURE IN STIR IT UP MAGAZINE AND GET A CHANCE TO PROMOTE OUR AMAZING HOME AND THE FOOD WE’RE INCREDIBLY PASSIONATE ABOUT. THE WHOLE EXPERIENCE WAS ALSO A BIG BOOST TO MY CONFIDENCE AND WELLBEING.”

Aileen Fenol | Chef, The Sands Meadows Care Home



“I LOVED BEING PART OF STIR IT UP. THE WHOLE PROCESS WAS SUPER EASY AND IT WAS A GREAT OPPORTUNITY TO PROMOTE OUR BUSINESS AS WELL AS OFFERING ADVICE AND IDEAS TO THE READERS. FOLLOWING THE PUBLICATION, SUPPLIERS HAVE BEEN GETTING IN TOUCH AND ASKING ME TO TRY THEIR PRODUCTS BECAUSE THEY HAD READ THE ARTICLE. THE PHONE INTERVIEW WAS SUPER RELAXED. I EVEN CAME AWAY FROM THE INTERVIEW WITH SOME INSPIRATION, WHICH LED TO ME CREATING AN ELEMENT ON OUR CURRENT MENU.”

Stuart Nichols | Executive Chef,
Kernow Hospitality Group

* Ready to get involved?



1

SEND US YOUR IDEA

Tell us who you are, how we can contact you and a few lines about you, your story or idea.

2

WE’LL GET IN TOUCH

Our editorial team will find out more and see how we could bring the story to life.

3

WE’LL DO THE REST

If it's right for Stir it up, we'll work with you to create the feature.

No article to write. No form to complete. No perfect pitch needed. Just send us a few lines to editor@stirupmagazine.co.uk