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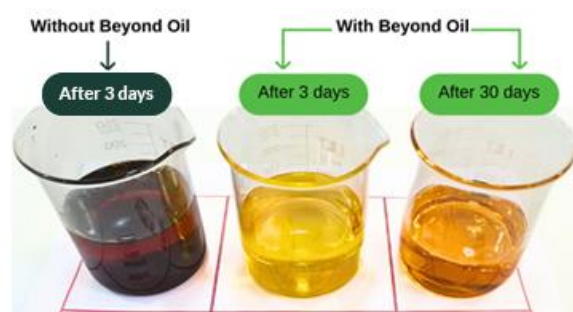
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## Vital Hospitality

Vital Hospitality is at the forefront of providing solutions that help commercial kitchens and bakeries reduce operating costs and carbon footprints. Among their innovative products is Spectank, a stainless steel tank that removes carbon buildup, fats, and grease from metal cookware and equipment and Beyond Oil, a patented breakthrough solution that eliminates free fatty acids from oils, extending oil life and reducing overall consumption by up to 70%. With these solutions, Vital Hospitality enables large food chains and food processing companies to operate more sustainably while cutting costs.



Vital Hospitality recognised that their website and marketing collateral was not effectively showcasing their full range of services. Through the Haringey Business Growth Programme they worked with Liz Ratcliffe, who started by conducting a comprehensive audit of their marketing materials and a competitor analysis.

This work revealed several areas for improvement so Liz then undertook a complete review of the website, particularly around crafting an improved value proposition and better customer persona alignment with the product offering. She recommended how the website structure should be improved with more prominent and easy access to key product information and benefits to help inform purchasing decisions.

The last area of her work focused on how the new website will integrate with other digital marketing tools, such as a regular newsletter and social media platforms, to expand Vital Hospitality's online reach. This will help foster stronger relationships with existing clients and attract new business by sharing valuable content, case studies, and product updates.

Julian Samuels, CEO of Vital Hospitality, expressed his delight with her service.

***"Liz Ratcliffe's recommendations have been incredibly valuable, and the work on the new website is exciting. We're confident that the improved design, with clearer communication of our products like Spectank and Beyond Oil, will help us better engage with our clients and grow our business. The integration with digital tools will also allow us to stay connected with our customers in more meaningful ways."***

With the website redevelopment about to start and the integration of digital tools, Vital Hospitality is well-positioned to continue supporting the hospitality sector to save cost, reduce their carbon footprints and operate more sustainably.