



*DFDS' PR team in BU Short Routes & Passenger saw an opportunity to showcase our produce suppliers: from Field to Ferry.*

Following an internal review of our produce suppliers on our Eastern Channel, Naomi Thornton and Karen Ashwell from our PR team in BU Short Routes & Passenger saw an opportunity to create a fantastic campaign to showcase some of our UK suppliers, with the aim of engaging and informing passengers about where the food served on board has come from.

With the explosion in the UK casual dining scene over recent years, and consumers with a keenness to understand as much as possible about where their food comes from, the Food & Beverage and Onboard teams have worked hard to create an onboard ferry dining experience that shatters any preconceptions of ferry food from bygone years.

Dave Lewis, Category Manager Food & Beverage at DFDS, says: "I am incredibly passionate about food and, from early on in my career as a chef, I understood the importance of good quality ingredients in helping to create the best quality dishes. My job now at DFDS is to

source great ingredients to provide our passengers with the best dishes on board our ships, from Field to Ferry.”

“We have a clear focus on our customers at DFDS, and we take great pride in continuously seeking improvements to ensure those special, memorable experiences of travelling with us. Whether it’s a light bite, a healthy salad or one of our delicious, freshly-made meals, there is something onboard for everyone. I hope that passengers enjoy eating them as much as I enjoyed finding such great produce and ingredients.”

The campaign is focusing initially on five of our UK producers and suppliers. They all have a passion and commitment to producing high-quality food for the food service industry, and have gained multiple awards between them. Each supplier has a strong focus on provenance, traceability and sustainability; all factors that are given key consideration in DFDS’ uncompromising search for quality.



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