



Melissa Robertson

Managing director,
MCBD

One of the worst festival-going errors you can commit is taking too much food. Anyone unfortunate enough to have trekked from car park to campsite at Glastonbury will have rued the decision to pack those tins of baked beans, cooler bag of sausages and travel cooker ('We can do cooked breakfasts!') with the booze. Unless you're a champion weightlifter, it's an arduous task.

The trouble is, rocking up at a festival with just your tent and a rucksack lays you open to the miserable experience that is on-site catering. While things may have moved on a little in recent years, the overall feeling remains one of burger vans that were probably stationed at a largely deserted fair in Gillingham the week before. If the food doesn't make you feel queasy, the aesthetics will.

But festivals are becoming rather more gentrified affairs, and Knifey Spoony is a new catering company designed to cater for the more refined palates of the attendees. It promises to deliver a hearty gamut of culinary categories, and its charming identity is sure to catch the eye. The logo, befitting a company specialising in festival food, moulds a knife and a spoon into the form of a musical note, alongside rounded, friendly looking lettering.

There is something gloriously silly about the name, and its menus and staff T-shirts continue the use of the superfluous letter – 'eggy', 'sausagey', 'fishy', 'salady' and so on. It seems to capture the right balance of appetite appeal without guaranteeing any gourmet credentials.



**KNIFEY
SPOONY**

The Knifey Spoony Catering Company