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# How gategroup is feeding positivity to the industry

By **Jane Hobson** on | Catering



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Vegan Tartar made by gategroup's Communications Specialist Isabelle Schoepflin for social media campaign #LockdownRecipe

Amid the stories surfacing throughout the pandemic, [gategroup](#) is adding a welcome sprinkle of positivity to the news. The company is sharing snapshots of what its employees are stirring up at home around the world through the social media campaign #LockdownRecipe.

The campaign encourages gategroup employees to share their favorite, most delicious or challenging recipes that they have created at home during lockdown, gategroup's Communications Specialist Isabelle Schoepflin tells *PAX International*. The campaign is meant to be fun and to inspire people to

recreate the dishes, improve their skills or just appreciate the beauty, she adds.

“A number of us have tried out some of the recipes our colleagues have posted, to great success,” Schoepflin says, adding that she’s been focusing on improving her vegan and vegetarian dishes, such as Vegan Tartar, made using a type of soy pulp called okara. “It is super easy to make and tastes just as good as beef tartar.”

Created to keep its global employee base engaged through the circumstances of COVID-19, Schoepflin says this campaign fed into the natural increase of people spending more time experimenting in the kitchen. Originating as a private “Culinary Excellence” group on the employee app, the campaign then merged to social media.

“We were thrilled with the positive response by employees - they loved it! They used the opportunity to share recipes near and dear to their hearts, whether a childhood favorite to local cuisines, from Martinique to South Africa to Korea to Ecuador. We literally have the entire globe covered.”