

How Pow Food uses Vuelio to fuel its media presence across top titles



In the world of professional catering and Direct-to-Consumer (DTC) wellness, the competition for share of voice is as intense as the competition for market share. For Pow Food, a company dedicated to nutrition and professional performance, the challenge is not simply getting noticed, but being featured in the right places.

By integrating Vuelio into its communications workflow, Pow Food has turned reactive necessity into a proactive strategy.

The challenge

Pow Food is not a typical catering firm. Operating at the premium end of the market, the company defines itself as a nutrition-first workplace and events caterer. Its mission is built on the scientific link between dietary intake and professional output.

'Everything we do is designed around energy, focus, and overall wellbeing,' explains Alyse Kimsey, Fractional Head of Marketing at Pow Food. 'We use whole, nutrient-dense ingredients and chef-prepared menus to ensure that food helps to fuel productivity within the workplace.'

The company's remit extends beyond the office, however. Its sister brand NUUDA brings this nutritionist-led philosophy to the DTC market, offering meal plans focused on gut health and long-term biological balance. Across both brands, sustainability serves as the operational backbone, influencing everything from ingredient sourcing to packaging.

For Kimsey, the challenge lay in communicating this dual-pronged identity to vastly different audiences. The B2B arm needed to own the conversation around workplace performance and ESG (Environmental, Social, and Governance) standards, while NUUDA needed to establish credibility in a saturated consumer wellness market.

'Our main goal was to consistently build high-quality, relevant media coverage that could strengthen both our brand positioning and our commercial growth,' Kimsey says.

'For Pow Food, that's about owning the space around workplace nutrition and sustainability. For NUUDA, it's about building awareness as a credible, premium nutrition brand. We needed a way to tap into real-time media opportunities and stay visible across both consumer and trade press simultaneously.'

The difficulty with traditional outreach was the inherent guesswork involved. For a lean, high-growth PR function, spending hours pitching into the void was not a sustainable model. It needed a platform that could bridge the gap between the organisation's expertise and the journalists who were actively seeking it.



Solution

To solve this, Pow Food turned to Vuelio, specifically leveraging the ResponseSource Journalist Enquiry Service. The platform serves as a live wire between the organisation and the newsroom, allowing Kimsey to see exactly what journalists are working on in real-time.

The implementation of the platform was designed to be lean and high-impact. Rather than a broad-brush approach, the platform is used as a precision instrument:

'We use the platform as an active, daily tool to identify relevant journalist requests and respond quickly with tailored, insight-led commentary,' Kimsey notes. 'The speed and relevance of the service is what makes it so valuable. It gives us direct access to journalists who are actively looking for input, which removes a lot of the guesswork that you often find with traditional outreach.'

For Pow Food, the solution goes beyond data to the agility the platform provides. In a news cycle that moves in minutes, the ability to see a request for a workplace wellness expert or sustainable packaging innovator and respond immediately is the difference between a lead and a lost opportunity.

'Rather than taking a volume approach, we focus on responding to highly relevant opportunities where we can add genuine value,' Kimsey explains.

'Whether that's expert commentary, product inclusion, or founder insight, it allows us to stay reactive while still aligning with our wider PR strategy and campaign messaging.

'It makes us much more agile; we can respond to live opportunities rather than relying solely on planned, static campaigns. Compared to other solutions we've tried, it feels much more immediate and actionable.'

The platform also allows Kimsey to manage the split between B2B and DTC effortlessly. Filtering enquiries means being able to pivot between pitching NUUDA's health benefits to a lifestyle editor and pitching Pow Food's sustainability credentials to a trade publication within the same session.

Beyond the impressive list of mastheads, the qualitative shift in its PR operation has been equally significant. The platform has replaced the hit or miss nature of cold pitching with a reliable, steady pipeline of opportunities.

'More broadly, the platform has become a vital part of our PR mix,' Kimsey concludes. 'It helps us maintain a consistent flow of opportunities and, crucially, gives us the tools to convert them into meaningful coverage. It has turned our PR strategy from a series of isolated moments into a continuous, high-authority conversation.'

★ Results

The impact of adopting the platform has been both measurable and transformative for the brand's authority. Over the past twelve months, the steady stream of enquiries facilitated by Vuelio has translated into a who's who of high-tier media placements.

The results span the full spectrum of the UK media landscape:

'Over the past year, the platform has supported consistent, high-quality coverage across titles including Vogue, The Standard, SheerLuxe, Women's Health, and The Independent,' Kimsey reveals. These consumer-facing wins have been vital for NUUDA, particularly in securing product placements that drive direct sales and brand prestige.


Simultaneously, the platform has bolstered Pow Food's B2B reputation. The brand has seen significant pick-up in key trade publications such as Public Sector Catering and Facilitate Magazine.

'It's been particularly effective in helping us secure expert commentary for Pow Food,' says Kimsey. 'This allows us to build consumer visibility and industry authority at the very same time.'



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