

## Inn or Out celebrates 10 years



**M**s Lena Björck, founder and owner of top class catering firm Inn or Out, puts her success down to meticulous attention to detail and an 'instinctive' knowledge of what works.

Lena expects a stop-at-nothing attitude from all of her staff and cites it as one of the ways in which her operation remains a cut above the rest.

"I just love serving people, and I want to exceed their expectations. You work so hard putting together an event that you want your clients to walk out and say Wow!" That is why Lena is in this business and the Inn or Out events certainly have that wow effect on people! Lena points out that Inn or Out is not only a catering firm, they are involved in the whole event experience, such as choice of venue, decorating the room, flower arrangements, lighting, etc.

Lena used to have as a goal to serve the Royal Family. She met that target after a successful 2006 and now she is aiming to become purveyor to Her Majesty the Queen.

With her busiest Christmas ever just gone, and a guidebook to hosting parties in the pipeline, thoughts of retirement are far off for this Swedish woman who made London take notice of Scandinavian standards.

For more information, please call Inn or Out on 020 7726 0510 or visit [www.inn-or-out.com](http://www.inn-or-out.com)