

MARKETING NEWS

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Adopting Healthy Lifestyles

It is a fact that Healthy food = Healthy minds... One of the questions asked on the new Ofsted framework NI52 is 'To what extent do pupils adopt healthy lifestyles?' and the two main Ofsted indicators are:- uptake of school meals and selection of healthy food and participation in physical exercise.

We, as the School Food Support Service along with Healthy Schools are a great resource to use in terms of, working towards and demonstrating qualitative and quantitative evidence and ensuring that there is a 'Whole School Approach' to

achieving success in this field

We would welcome more feedback from Head teachers in terms of how best our efforts can be utilized to help your individual school increase the uptake of school meals over the coming year and heighten the profile of healthy school meals.



The 'Tasting Table'

Prior to the new menu coming in October we will be taking the opportunity to talk and consult with pupils & students to seek their opinions on

the new dishes so will be introducing a 'tasting table' in dining rooms—it is hoped this initiative will promote our wish to ensure that young people remain the key drivers when considering the future success and development of the service.

Competition in October to Win Cinema Tickets:-



Another initiative to drive up meal numbers will be a draw in October and all pupils who purchase 4 meals during the week will have the opportunity to win a Vue Cinema Card



Healthy food—Healthy minds...



Win Cinema Tickets in October

Food For Life Partnership

If your keen to transform the food culture in your school then Food for Life is a great vehicle to help you achieve this - As your caterer we can reassure you that we are able to guarantee that school lunches meet all the criteria for the bronze mark if you sign up and Food for Life are currently looking for flagship schools to help drive the initiative— so if your keen get in touch! (enclosed leaflet gives further details)

National School Meals Week 9th-13th November

The Local Authority Caterers Association (LACA) runs each year a themed week of national marketing activities which are pertinent and relevant to the current climate.

Again the 'Whole School Approach' theory is encompassed and throughout the week there will be some great activities for schools to participate in and have fun. For more information visit www.iloveschoolmeals.co.uk

Leicestershire will be concentrating on the Wednesday theme of 'Get Active'. Students can go online and join Colin Jackson, MBE and gain some great tips for getting 'fit for life' and we will also be providing a themed lunch this day too.

If you have got any great ideas as to how we can work with you to make the promotion more significant in your school please let us know!! Contact your School Food Advisor.

New Menu
Coming Soon!!!
Monday
26th October

Try our new dishes at the Tasting Table

Theme Days

We will be running a theme day once a month throughout the term and if you would like us to run a specific theme to coincide with curriculum activities then please speak with your School Food Advisor who will work with you to make the event a success.

Marketing Activities this term

Coming this term to the dining room to excite and entice the young people. We have:-

Winter Warmer - Soup & Roll promotion

Share a Pizza with Friends—great value offer on popular dish

Pasta King —launching a quality pasta bar serving pasta with a choice of sauces—bound to be a hit and went really well in trials



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