

*A fresh and exciting approach
to our Primary School
food offer...*

Chartwells

January 2016



A newer, fresher, more relevant menu...

- Background
- Our vision
- Parent & children insight
- What we have done
- New menu look and feel

Background to the new menu...

Our current menus are focused on traditional hot food...

... and we recognise that, more than ever, parents want a say in the school meals we serve their children.

- The current menu focuses on providing both a hot meat/fish course choice, a hot vegetarian course choice and a hot dessert
- The style of written word on our menus is adult centric
- Menus aren't always fully aligned to the seasons e.g. all hot dishes in the warmer months

Our vision for the new menu was clear...

A child friendly menu that appeals to parents, encourages uptake and is more relevant to today's pupils...

- Utilise our parent and child insight to deliver a menu that engages all
- Innovatively use ingredients/ dishes that parents would like to encourage their children to eat more of at home
- Premiumise the offer in appropriate places (whilst remaining child friendly)
- Retain our integrity around the School Food Plan e.g. cold main dishes for warmer months
- Use child friendly language for dish titles, but support with dish descriptions for parent's reassurance
- Support it with the Food Super Hero branding which children have grown to love

To make sure that the new menu is relevant to children we asked parents what they would like to see on offer ...



In September 2015 we asked 800 parents to tell us about their ideal school lunch menu...

... which gave us clear considerations for the development of the new Spring/ Summer menu...

When developing the new menu we needed to:

- Look to families top 10 high street brands for inspiration
- Continue to incorporate traditional British food/typical 'children – style' food is still really important to parents (and their children!)
- Look at the popular cuisines eaten at home to reflect the diverse eating habits in the lunch menu
- Utilise key ingredients that parents are encouraging their children to eat with the family at home
- Explore a 'deli style' option as an alternative to a hot meal

Our aim: to create a menu that utilises parent & child feedback and is more exciting and engaging for our children, driving uptake.

Looking to the high street for inspiration...

Although many of the dishes which children eat when they are out to dinner with their parents wouldn't comply with School Food Standards, the types of food, and where parents chose to eat allowed us to understand food styles that would prove popular.

The 10 most popular high street brands could be categorised in to:

- Italian – pizza & pasta (Pizza Express, Pizza Hut & Prezzo)
- Chicken (Nando's & KFC)
- Pub Food – traditional fare (Harvester & Toby Carvery)
- Burgers/ American (McDonalds and Frankie & Benny's)
- Noodles – Wagamama's

When we asked parents what their children ate when out with their families, the most popular dishes all featured on the menus from the above restaurants.

We then asked about the cuisine styles children & parents wanted to see on the menu...



Traditional British classics were important to both children & parents...

With British dishes being referenced frequently throughout the survey, it was clear that being able to see dishes cooked and eaten at home on a regular basis would bring a comforting familiarity to their children's school menu.

When asked, both parents and their children made reference to:

- Fish & Chips
- Sausage & Mash
- Roast Dinners

... with the influence of more 'ethnic' cuisines becoming more apparent ...

Beyond the popularity of British Classics, parents frequently referenced cooking more global flavours at home. The five most frequently cooked cuisine styles were:

- Italian
- Chinese
- Indian
- Mexican
- American Style

To further the support the use of these popular cuisine styles in to our menus, when asked what cuisine style parents would like to see on the menu, these clearly linked back to those cuisines cooked at home.

*Supporting parents in
encouraging their children to eat
more varied foods around
their peers...*



Parents wanted to see particular foods on the menu...

... Specifically foods that they try to encourage their children to eat whilst they are at home, because they recognise the power of peer eating. These included:

- Rice & Noodles
- Jacket Potatoes
- Chicken Curry
- Fish Pie
- Roast Dinners

... and they also wanted to see deli-style options on the menu too...

One in two of the parents we asked said that having a deli option or a packed lunch available from the school was an important alternative to a hot school meal. This excludes a packed lunch that is made at home and bought in.

We have taken this feedback in to account for our menu – especially given the time of the year.

*Making sure the new menu is fun
and engaging for children whilst
keeping parents informed to
drive uptake...*



Why we want to utilise the menu to help drive uptake...

At Chartwells, we recognise that school meals are important. They provide children with a nutritious, balanced meal which helps to fuel their bodies and minds for learning.

Working with our schools, we want to drive uptake as we know:

- Afternoon learning is calmer, with more focus and better behaviour
- Children learn new social skills when eating together
- Children become more adventurous with their eating, with a positive impact on fussy eaters
- The impact of more children having balanced school meals on a positive Ofsted report

How we have delivered on our parent & child insight...

What the insight said	What we have done
1. Utilise ingredients that parents are encouraging their children to eat at home	Jacket potatoes, rice, pasta and vegetables (both cooked and salad) are more prevalent on the menu
2. Traditional British food is relevant to this audience	The most loved British classics remain a staple
3. Use the top 10 high street brands for menu inspiration	Menu items are more simplistic in their description and offer familiarity
4. Offer a lighter style option as an alternative to hot meals	Second daily choice is a lighter option compared to the main meal of the day
5. Include emerging and popular cuisines	A Global Adventure day appears on the menu once a week focusing on the most popular cuisine styles
6. Menu's must be child friendly, fun and engaging and not to over complicated	Our menu's use child friendly language (for dish titles) with more detailed dish descriptors for parents and are displayed on the Food Super Hero templates to bring excitement to the daily menus

Why not have a sneak peek of the new menu launching after Easter 2016...

INSERT PICTURE OF YOUR NEW MENU FROM MY DESIGN – BELOW IS EXAMPLE ONLY

Day	Week one	Week two	Week three
Monday	Mega Mozzarella & Tomato Pizza With Jacket Wedges and Chop Chop Salad Creamy Beany Carbonara Borlotti Bean & Mushroom Carbonara with Sweetcorn	Mega Mozzarella Pepper & Pineapple Pizza With Oven Baked Wedges and Appleslaw Barry's Summer Beany Feast Mediterranean Summer Beans with Oven Baked Wedges and Sweetcorn	Veg-Power Pizza Vegetable Supreme Pizza with Oven Baked Wedges and Chop Chop Salad Pasta Packs Veggie Bolognese Vegetarian Bolognese with Pasta and Chop Chop Salad
Tuesday	Bangers with a Mash Mountain Pork Sausages with Creamy Mash Potato, Peas and Gravy Barry Bean's Veggie Chili Vegetable Chili with Soft Tacos	Pasta Pack's Amazing Bolognese Beef Bolognese with a Crunchy Salad Jud's Baked Bean Spud Jacket Potato with Baked Beans and a Crunchy Salad	Fab Fish Pie Creamy Fish Pie Pasta Pack's Mac 'N' Cheese Macaroni Cheese with Crunchy Salad
Wednesday	Roast Turkey and Bud's Crispy Spuds With Carrots, Seasonal Cabbage and Gravy Super Quorn Pie and Bud's Crispy Spuds Quorn Roast with Carrots, Seasonal Cabbage and Gravy	Roast Pork with Bud's Crispy Spuds With Roasted Vegetables and Gravy Cauli Corn Bake and Bud's Crispy Spuds Cauliflower and Creamed Corn Bake with Roasted Vegetables	Roast Chicken with Bud's Crispy Spuds With Carrots, Seasonal Cabbage and Gravy Barry's Butterbean Crumble with Bud's Crispy Spuds With Carrots, Seasonal Cabbage and Gravy
Thursday	Sadie's Sweet & Sour Chicken Sweet & Sour Chicken with Special Rice and Sweetcorn Jud's Spud with Chickpea Korma Jacket Potato with Cauliflower and Chickpea Korma	Sadie's Chicken Tikka With Basmati Rice and Cucumber Raita Brilliant Chinese Veggie Noodles Vegetable Chow Mein	Sadie's Chili Stuffed Taco Chili Beef Soft Taco with Rice and Salsa Jud's Sizzling Beans Spud Jacket Potato with Sizzling Falta Beans and Sweetcorn
Friday	Fish Fingers with Chips Golden Pollock Fillet Fish Fingers with Peas and Chips Cheesy Ploughman's with Vegetable Sticks	Crispy Fish & Chips Crispy Battered Pollock with Chips Barry's BBQ Bean Wrap with Chips and Crunchy Salad	Super Hero Burger Beef Burger with Chips and Baked Beans or Peas The Very Veggie Hero Hotdog Vegetarian Hotdog with Chips and Baked Beans or Peas

There is a vegetarian choice every day... and don't forget that salad is available daily.

Keep yourself topped up with water - it will help you concentrate all day long.

Chartwells EAT LEARN LIVE

Questions

