

CHARTWELLS FOOD AMBASSADORS

The Chartwells **Engagement Team** has been put together to encourage more children to eat a healthy, balanced school meal. Schools, in partnership with Chartwells have an important role to play in defining habits and supporting pupils to make healthier choices. One of the ways we can support is **to encourage more pupils to choose a school meal, instead of a home packed lunch!**

DID YOU KNOW?



We have reduced the sugar in our desserts by 20%!



The average home packed lunch contains 4x saturated fat, 3x sugar and 3x salt of a Chartwells school meal!

From September 2019, you will have a new **Food Ambassador** to help you engage with pupils and parents to drive uptake of more school meals! We would really appreciate your support to work together with them to help make a difference to school meal numbers.

SEPTEMBER THEME **ASSESSING FOOD QUALITY, BUILDING RELATIONSHIPS & ENSURING PACKED LUNCHES ARE MANDATORY**

SCHOOL CATERING TEAM SUPPORT

Take Pride in Food Counter 

Support Engagement Activities with Pupils, Parents & School Staff



SCHOOL GATE CONVERSATION TOPIC

“ Have you heard about our new Chartwells packed lunch menu? ”

Do you know the menu is due to change next month — after the October half-term? ”



DIGITAL COMMS & SOCIAL MEDIA

Marketing Team & FAs to Support


Nutritional Benefits of School Meals

Upcoming Theme Days

KS1 FSM Reminder — Savings per Annum

Good News Stories

OPERATIONS TEAM SUPPORT

Support FA to Build Relationships & Identify Key Contacts 

Address Food Quality Issues Raised 

Ensure Full Menu is Offered Including Packed Lunches & Theme Days 

Ongoing Support From You — The Catering Team

- ✓ **Ensure your food display is looking fresh and appealing!** Ask your manager for copy of ZEST.
- ✓ **Taster sessions for parents and pupils** - we know that often trying our new dishes regularly can help to encourage children to change their mind about a school meal, and even a parent!
- ✓ **Parents evening** - tag onto these where you can, provide some taster pots and have a chat with the parents about the positives of school meals and what we offer.
- ✓ **Parent and pupil interaction in the play ground** (using pop up stands) — chat to parents about the benefits of school meals and answer any questions they have.
- ✓ **Exciting theme days and menus** - something you are very familiar with! Going forward, there will be many more and we want to encourage you to get involved, as these days can really help get more children eating with us.