

FEED



Sharing our mission to give every child the best start in life...



FEEDING EXCELLENCE EVERY DAY

WHAT IS FEED?

FEED stands for FEEDING EXCELLENCE EVERY DAY

We believe that it is every child's right, not privilege to be able to eat a lunch that is freshly prepared everyday using quality, fresh and seasonal ingredients. The food we serve and the environment we serve it in really matters.

Providing a simple but popular meal that balances climate, health, and nature, with affordability gives us a unique opportunity to help close that gap a little bit more, by creating a remarkable experience for each of our diners, irrelevant of their background or circumstance.

FEED
IS MADE FOR
YOUNG
STUDENTS



Everything we do in FEED is relevant to primary school pupils. We have five Key Steps through the service all established based on their experience of getting their lunch from start to finish. Looking at each step through the eyes of the pupils helped us to create the best mealtime journey.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK 1	Katani Casserole & Rice	Margherita Pizza & Garlic Wedges	Mexican Cheese & Garlic Bread	Chicken Fajitas & Mexican Rice	Cheese Bean Puff & Roasted Potatoes
	Sweetcorn & Mince Salad	Green Beans & ColeSlaw	Roast Gammon with Yorkshire Pudding & Gravy	Veggie Rice & Fattussh	Beef Burger & Wedges
	Pear & Berry Crumble with Custard	Coconut & Pineapple Upside Down Cake	Fruit Flapjack	Sweetcorn & Broccoli Chocolate Tiffin	Veggie Ragu & Spaghetti
WEEK 2	Korean BBQ Buns & Rice	Margherita Pizza Caponata & Garlic Bread	Mushroom Caponata & Garlic Bread	Sausage & Mash with Gravy	Veggie Curry & Couscous Rice
	Sweetcorn & ColeSlaw	Peas & Mince Salad	Roast Chicken with Crispy Potatoes, Yorkshire Pudding & Gravy	Cornish Style Beef Pasta Bake & Potatoes	Peas & Baked Beans
	Vanilla Ice Cream with Toppings	Roast Chicken with Couscous	Apples & Berry	Sweetcorn & Green Beans	Pear & Banana Sponge
WEEK 3	Veggie Burger & Wedges	Margherita Pizza & Cajun Wedges	Monocorn Tagine	Beef & Veggie Pie with Mash	Veggie Sausage with Crispy Potatoes, Yorkshire Pudding & Gravy
	Sweetcorn & ColeSlaw	Green Bean & Carrots	Roast Pork with Crispy Potatoes, Yorkshire Pudding & Gravy	Roasted Med. Veggies & Sweetcorn	Pear & Chocolate Sponge with Custard
	Tofee Apple Crumble with Custard	Lemon & Cheesecake Muffin	Peas & Cauliflower Strawberry Jelly	Chicken Musabli in Tomato Sauce & Spaghetti	Cheese & Onion Quiche with Chips

Available Daily: Mils, Salad Bar, Fresh Bread, Fresh Fruit & Yoghurt

Look out for Chef's Special Jacket Potatoes, Pasta & Sandwiches

Menu Key: PB Plant Based | F Fish | V Vegetarian | M Halal version available

SAMPLE



OUR MENUS

We launch our menu twice a year and it is packed with nutritious, tasty and healthy food options to provide essential nutrients with something for every child to enjoy.

The management of allergies and supporting our young customers with their special dietary requirements is our priority. We have a robust dietary safeguarding procedure in place that is designed to not only safeguard children with medical conditions but also support the catering staff involved in the preparation and service of the lunch time meals.

We love to celebrate school food by hosting special pop-up days in our dining halls! It keeps students interested and these theme days offer the opportunity to try new dishes and explore new flavours. From promoting healthy living, curriculum day topics or national days of celebration – we've got a special event planned for each month of the year.



THE FIVE KEY STEPS

To be able to establish the key steps we had to look at the child's experience within the dining room through their eyes:

- To understand what the children need in that environment
- To understand what key parts of their journey interaction are needed
- We are continuously developing and launching ideas and initiatives to enhance specific points along their journey
- And how to get their feedback





KEY STEP
1

MEAL ORDERING

Alongside with the option of using our pre-ordering system we know children find it helpful to have a reminder or visual on the day of what their lunch is going to look like.

We use a picture menu for each service and display the entire menu cycle to create excitement.



KEY STEP
2

QUEUING

We know queuing is inevitable in any dining room but by using some clever engagement tools we can help relieve the boredom and get children behaving better.

We offer healthy snacks while queuing to improve behaviour and alleviate impatience as well as encouraging pupils to try more vegetables.

GETTING FOOD

KEY STEP
3

While we create an environment that makes every child feel comfortable, we also make sure they are able to see all of the food on offer, having a designated salad bar with colourful vibrant options, and making sure the healthiest choice is the easiest.

We also make sure that every child gets the same choice, whether they are first or last in line, so nobody feels deprived or let down at lunchtime.

We are proud to have led the way as an early adopter of the Food for Life programme and were the first caterer to set the minimum standard of Bronze Food for Life Served Here menus in all our schools.

We have in place a supply chain that allows us to procure the best quality at the best price and we have aligned our food procurement policies to the purchasing of certified ingredients with the highest ethical provenance so that we can get those great quality ingredients onto every plate.



KEY STEP
4

SEATING, EATING AND ENVIRONMENT

The environment itself needs to be enticing, having hydration stations to encourage more water consumption, nicely laid tables that are clean and something as simple as smaller cutlery for our younger customers – all have a huge impact on the overall experience.



We use counter visuals to encourage more veggie intake and bring the service area to life.



KEY STEP
5

CLEARING AND LEAVING

The last interaction we have with a child is when they are leaving so not only is it important for us to provide clear signage for waste and easy to use clearing stations, but it is also an ideal time for us to get feedback from pupils about what they liked or didn't on their daily menu.

We use a simple token voting station to get pupil feedback so we can see what is really popular or not and make changes accordingly.



EAT THE STREET RANGE

Our Eat the Street range is a specially created lunch offer for years 5 and 6, a transition between the primary and secondary school menu.

Feedback from pupils, parents and guardians has prompted us to look at how we can adapt our traditional menus to make them more appealing to older year groups. Alongside our existing menus, this selection of street food inspired dishes provide pupils with an additional daily option.

They continue to have access to the main menu, salad bar, bread and desserts but can choose an Eat the Street dish instead of their typical main meal choice.




SUPPORTING FEED BY THINKING BIG!

We constantly evolve and use the inspiration, creative ideas and execution from our teams to evolve and enhance what we do. We listen to their innovative and

creative ideas, and we update our theme day toolkit each year to ensure it suits each and every school and their focuses.

WE ENCOURAGE TRYING DIFFERENT FOOD; IT'S EXCITING AND SOMETHING DIFFERENT TO LOOK FORWARD TO.





Visit: www.feedinghungryminds.co.uk

WELCOME TO YOUR SCHOOL LUNCH

WELCOME TO YOUR NEW MENU

which has been created so your child can enjoy a **delicious, balanced** school lunch every day cooked fresh daily.

All our menus aim to offer **great value**, meet school food standards and are at the heart of the exciting food experiences we strive to create for our young diners.

ALLERGEN INFORMATION

We want all of our customers to feel comfortable when eating with us, so we hold full allergen information for all dishes that are served in our restaurants. If your child has an allergy we can provide a special menu for their requirements. Just ask for further information!


MADE FROM GREAT INGREDIENTS, BY AWESOME PEOPLE!

The menus are accredited by the Soil Association - meaning all our meals are balanced and made from ingredients which are sustainably sourced and better for animal welfare.

OVER 80% OF OUR DISHES ARE FRESHLY PREPARED EACH DAY

ALL OF THE EGGS WE USE ARE FREE RANGE & RSPCA ASSURED

JUST LOOK AT WHAT YOUR CHILD GETS FROM A SCHOOL LUNCH



ALL ADDING UP TO PLENTY OF ENERGY & NUTRITION FOR A PRODUCTIVE AFTERNOON!

DOWNLOAD THE APP!

Designed to make ordering and paying for meals even easier!

Search 'Feeding Hungry Minds' on the App Store or Google Play store.

GREAT VALUE

SAVE £500 A YEAR

FOR KS2 CHILDREN, OUR MEALS OFFER GREAT VALUE

CLICK HERE

If your child is in Key Stage 1 or your family is entitled to certain benefits.

Few places offer homemade two course meals made from great ingredients at such a good price.

to find out if your child is eligible for free school meals

DOING MORE TO HELP PUPILS TOWARDS THEIR 5-A-DAY

We have increased the amount of beans and pulses... that means more fibre & less saturated fat!

The salad bar is packed full of fresh vegetables

Your menu has more vegetable focused meals - making them more nutritious!

Packed full of familiar favourites

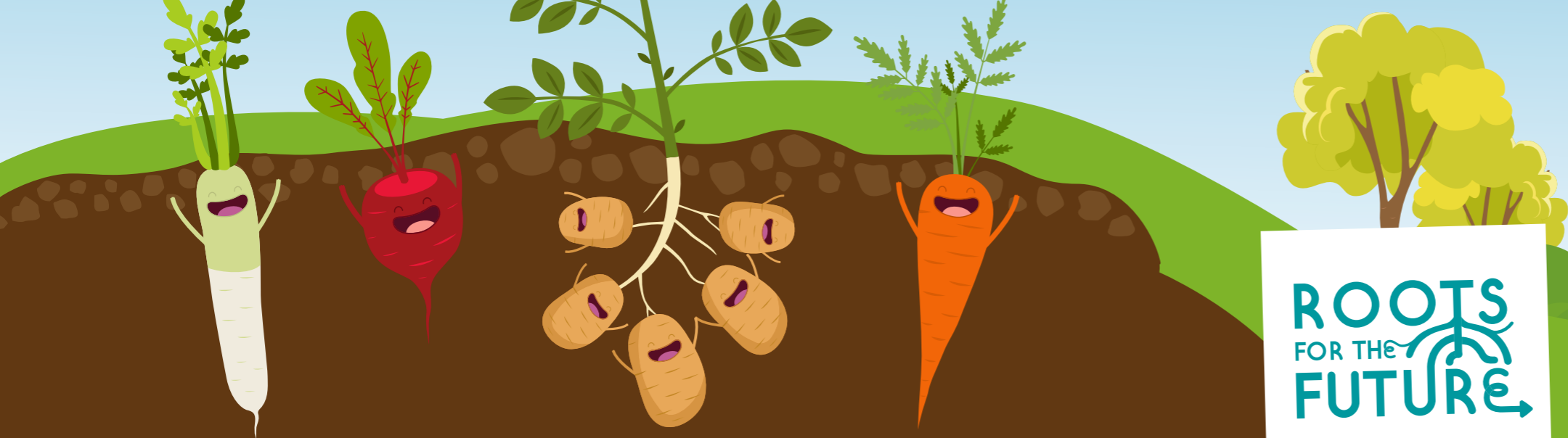
More familiar dishes we know they love

Re-engineered recipes to make popular dishes even healthier

Exciting options for KS2 pupils so the options are as the

CONTACT US

Payments and Meal Ordering



ROOTS FOR THE FUTURE

Our award-winning Education Health & Wellbeing programme, Roots for the Future, is built upon the wider ISS Health & Wellbeing strategy commitments. Split into three distinct pillars, For You, For Life and For the Planet, our programme is tailored to the unique needs of

our young customers - whether at school, home or beyond.

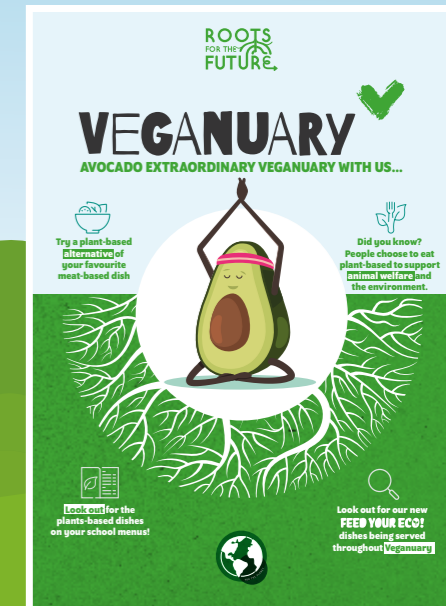
Every child deserves the opportunity to learn. Within this programme we support our catering teams with resources they can use in schools to help run workshops and

presentations and working with various partners and suppliers to deliver exciting activities promoting wellbeing and skills to take through life.



In every term we are highlighting awareness campaigns that carry important health and wellbeing messages for our students.

Our school teams have access to the Roots for the Future toolkit containing promotional material, supporting recipes, activities, hints and tips on how to bring the topics to life in our primary schools.



BRINGING FEED TO LIFE



We start every contract by introducing FEED, making sure your students are our top priority right from the beginning.

We know our approach to school lunches might be new to some of your

current catering team. To help them get comfortable, we hold a pre-mobilisation FEED workshop. Here, we walk them through the FEED process and show how it positively impacts every child's lunch experience. It's crucial they

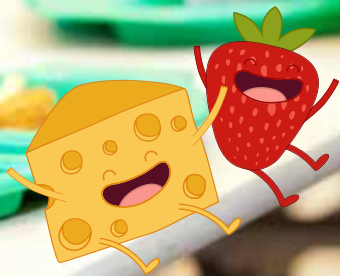
understand how to bring FEED to life in their daily work. Alongside the workshop, we provide a FEED manual filled with principles, promises, tips, and images to help your team implement FEED in their school.

It also includes relevant codes from our Learning & Development Professional Standards and Service with a Human Touch program, showing how they connect. We regularly check how well FEED is being delivered through our operations and senior team, as well as our Catering Service Inspection (CSI) program.

Continuing to Raise Standard of Service

FEED is our ongoing commitment to feeding excellence every day. It's about creating a culture and a school lunch environment that puts children at the very heart of our service. It goes above and beyond serving delicious and nutritious food to incorporate the entire journey so that, from start to finish, we are encouraging independence, confidence, positivity and most importantly – enjoyment in the dining room. FEED is more than just food.





Feeding Excellence
Every Day



Feeding Hungry Minds