

We want to feed 100% of children



Our purpose:
'Nourish every young mind and body with exceptional food and learning.'

Our goal:
Feed 100% of hungry tummies in primary schools.



Understand consumer behaviour like never before.

Develop the optimum, insight-led menu and supporting selector menus.

Re-engineer our recipes to ensure we have 'the best our students have ever tasted' and a plant-forward approach.

We wanted to 'deep-dive' into children's behaviour, to better understand what they wanted to eat for lunch at school.

Times are changing. Children have more influence on the world than ever before. We wanted to know if their eating habits differ from adults and, if so, how.

We wanted to know how likely they are to experiment with new foods, if they like to have something different to eat every day, or if they like to stick to what they know! Most importantly, we wanted to know what specific dishes they like to eat and how frequently they would like to eat them, so that we can ensure that the menu is tailored to their needs.

If we can provide children with the food they want to eat, they will have **FULL TUMMIES**, which will provide **NOURISHMENT** and mean their sugar levels will remain stable. This in turn, will support good **MENTAL HEALTH**, leading to increased **CONCENTRATION** and better results.

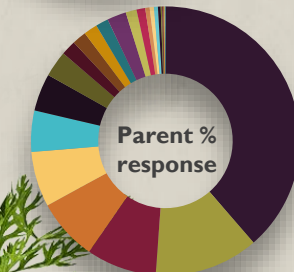
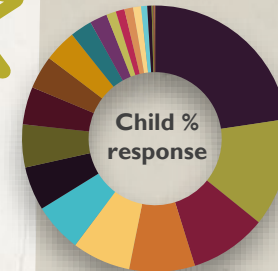
Your new menu was created using **INSIGHT**

The insight was provided by your **PARENTS & CHILDREN**

The menu is compliant to **SCHOOL FOOD STANDARDS**
(at least two of 5 a day, all desserts are compliant to PHE sugar/dessert targets and there's a source of dairy available every day)

Your children will support the re-engineering of the recipes until they vote them as **'THE BEST'**

We asked children and their parents up and down the country and received more than 4,000 responses.



- West Sussex
- Kent
- East Sussex
- Berkshire
- Greater London
- Lincolnshire
- Norfolk
- Bristol
- City of London
- Middlesex
- Hampshire
- Surrey
- Other
- West Midlands
- Humberside
- Staffordshire
- Suffolk
- Warwickshire
- Dorset
- Merseyside
- Derbyshire
- West Yorkshire
- Buckinghamshire
- Cheshire

Parent responses matched child responses **99%** of the time... **everyone's aligned!**



We will produce two selector menus:

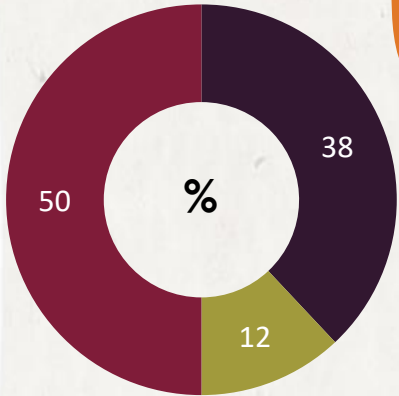
- **North/middle England**
- **South**

For the most popular meals, geography did not affect the results – everyone wanted the same meals! Minor differences can be seen when looking further into the less popular items, and we've incorporated these changes into the selector menus.



Who decides?

Who decides whether your child has school lunches or brings a packed lunch from home?



Our children told us they want more of their favourites, more often.

We found they don't like change – they like to know which food will be on the menu and they don't like this to differ.

Children want consistency

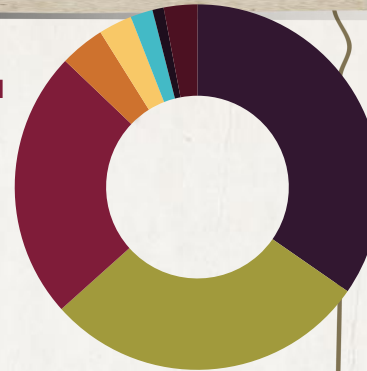


Parents: What's most important?

The most important thing to parents is that their child eats a meal and enjoys it.

59% said the most important thing was that their child ate a meal and enjoyed it.

29% said the most important thing was that their child's meal was nutritious.



- Enjoyment
- My child eats!
- Portion size
- Low sugar
- Other
- Nutrition
- Dietary needs
- Expense
- Cultural needs

Packed lunch



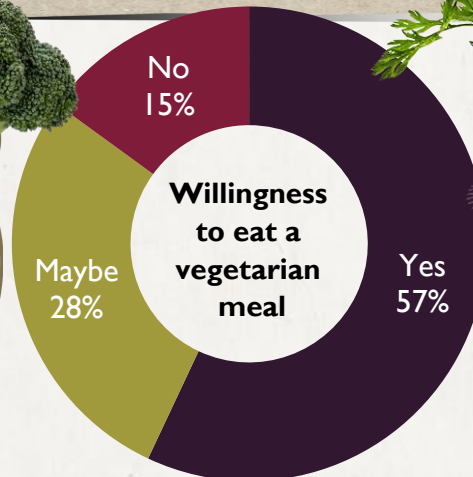
67% of parents told us that they would like their children to have a healthier packed lunch and that they would consider buying one if it was provided by the school.

- The most popular fillings are **ham and cheese**
- The most popular bread carrier is **sliced bread (the bread we use is 50/50!)**
- 98% of packed lunches brought from home are **not compliant to school food standards**
- Chartwells' packed lunches are **compliant alongside our full offer**

Vegetarian meals...

In 88% of cases, the parent is influencing the decision.

However, parents also commented that if their child said they didn't like or eat the food after tasting it, they would not order again. So longer term, the child's opinion becomes more important.



85% of children would eat or may eat a vegetarian option if the meat option was not something they liked.



INNOVATION will be included in addition to the core menu

We have a significant chance to offer more choice to standard eaters (those who eat meat) by providing a vegetarian option which meat-eaters may also like.

Using this data, we can combine the results (standard and vegetarian) and select meal concepts that were chosen as really popular to both meat eaters and vegetarians and offer them in a vegetarian format.

This will increase the choices available for the majority of our students.

Standard meals common to multiple feedback results

This shows, the most popular meals.

