



INSPIRING A LIFELONG LOVE OF GREAT FOOD



SIMPLE, SMART & STIRRING

We've been feeding Independent School pupils across the country for over 20 years and we are a proud member of the CH&CO family. We are inquisitive, we are motivated and we want to challenge the perception of school dining. Our focus isn't school food, it's great food that captures our customers' imagination and just happens to be eaten at school.

FEEDING GENERATION

We're deepening our understanding of our customers. This is the first generation to completely grow up in the digital age – 'Gen Z'. Information is quite literally at their fingertips. They are aware of the connection between food and health, they have a positive sustainability mindset and want to know where their food comes from. They've also grown up eating out regularly with family and friends and know what a great food experience looks like.

They're a savvy bunch and they can't be patronised. We must include them in the process and understand what's important to them and what excites them.



RESPONSIBLY RAISING **THE BAR**



Clarity and transparency are the focal point of our food philosophy and approach to a balanced diet.

Fresh food has been at the heart of our service since the company was founded, and we have constantly evolved our offer in line with new guidance on nutrition and healthy eating for children.

Our menus are created through sustainable, ethical and local procurement which is endorsed by the Sustainable Restaurant Association who have awarded us a Gold 3 Star rating.

FOOD TO FEEL GOOD ABOUT **EATING**



Our food is implicitly and intrinsically nutritious. We champion great food and communal eating experiences that promote health, happiness and wellbeing.

With support from our nutritionist Amanda Ursell, we address issues such as the growing vegan trend and the nutritional challenges for both children and adults.

Our focus is on the big picture of wellbeing and how diet impacts academic and physical performance, and how we feel about ourselves and our surroundings. Eating correctly can improve a child's results by a whole grade – that is how important food in schools is!



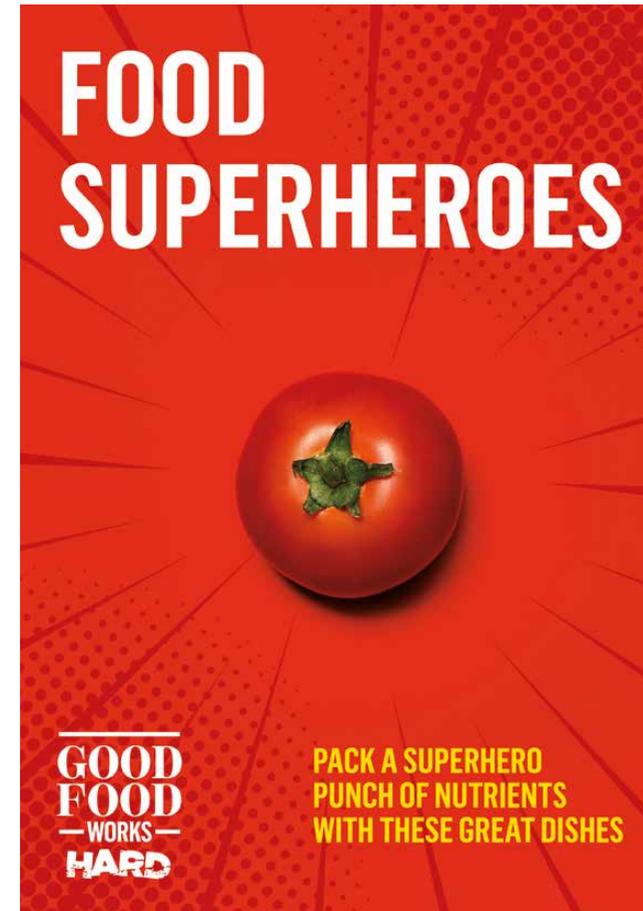
FEEL GOOD FOOD

IT'S ALL ABOUT THE EXPERIENCE



From our research we know that the catering service is no longer judged solely on the food; the whole experience is integral to pupils' enjoyment. We create dining environments similar to those found on the high street for a positive dining experience, the power of which should not be underestimated.

GOOD FOOD WORKS is our series of interactive engagement events designed to highlight the importance good food and good food choices can play in our lives. GOOD FOOD WORKS allows our pupils to become involved in a multi-sensory experience that encourages them towards good foods that they can see, smell, taste and feel in completely new ways while understanding the benefits to them and their future.



EX

MULTI-SENSORY PERIENCE

MENUS THAT **GROW** WITH THE PUPILS

Eat the Seasons introduces our pupils to an assortment of seasonal fruits and vegetables throughout the academic year. The on-site team provide tasters of the various produce in a variety of ways including sweet and savory to ensure we appeal to a variety of tastes, although trying more than one is always encouraged!

Displayed in its raw form and accompanied by nutritional information Eat the Seasons not only introduces pupils to new tastes but also educates on seasonality and nutritional benefits.



Preparatory |



Senior |





PROTECTING THE PLANET FOR
**FUTURE
GENERATIONS**



PLANET MATTERS

**Because we can
change tomorrow**

We have a crucial role to play in protecting the planet for future generations.

Our current focus is the removal of single use plastics from our schools .

This won't happen overnight, but our immediate goal is a reduction of 25% in 2018/19 academic year.





CH&CO

550 Thames Valley Park, Reading,
Berkshire, RG6 1PT

T: 03330 141 777
www.chandcogroup.com