



# WELCOME TO IDSALL SCHOOL NEWSLETTER — From Inside the Kitchen

*We are delighted to be sharing with you our 4th newsletter for the new academic year , keeping you updated with what's coming up & an overview of what's been going on*

## MORE THAN FOOD

*Firstly, we are caterers , but we believe what we do is more than just food*

*We are in a unique position to be able to nurture & educate through the food we serve*

*Forming healthy eating habits is a valuable part of your child's education*

*85% of the food we serve is freshly prepared on site daily & is in line with British Government school guidelines giving your children the fuel to succeed*

## INSIGHT & INNOVATION

*The food that we serve is shaped to reflect the latest world trends & create our own version of high street brands as well as serving the ever popular the traditional menu*

*We have a full calendar of events including seasonal campaigns & theme days*

## A PARTNERSHIP

*Most importantly we are here to be a part of Idsall school community , if your child has any specific dietary requirements, we are more than happy to answer any questions .*

**Above all, we are here to ensure that the food we serve is tasty, the pupils are happy and that we make dining at Idsall enjoyable !**

Warm Wishes,

**Lynsey Harper**

Catering Manager | Aramark  
Harper-lyn@aramark.co.uk

# So, What Have We Been Up To So far This Term ...

*We celebrated with lots of themed foods on a weekly basis  
Valentines was celebrated throughout February with decorations,  
cakes & treats*

*Pancake Day with lots of topping choices*

*National Pizza Day*

*We continue with Aramark Wipeout Waste Ideas*

*Skin on wedges/Cheese Balls/Onion Rings*



# It's Been a Tasty One!



# UPCOMING THEME DAYS

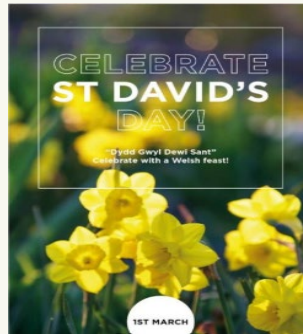
## MARCH EDITION

### IDSALL School Marketing Calendar

#### PROMOTION



#### THEME DAYS



SUPPLIER TASTING	Start of term- menu tasters/samples Week commencing 4 <sup>th</sup> January
ADDED VALUE	Eat the seasons- tactical awareness campaign. Healthy eating and health by stealth nudges.
CIRRICULUM LINKS	To be confirmed, following collaboration with the school
CUSTOMER ENGAGEMENT	Food focus group- Date to be agreed with the school
SCHOOL ASSEMBLIES	To be confirmed, following collaboration with the school
PRODUCT TASTING	Wipe out waste- Veganuary theme. Turning plant based food waste products into new dishes, interruption table. Date to be agreed with the school.
LOYALTY SCHEME	Veganuary buy 9 plant based dishes, get one free!
NEWSLETTERS	Monthly Newsletter to be sent for Ouse News
MYSTERY SHOPPER	To be confirmed, following collaboration with the school
TRY BEFORE YOU BUY	Daily menu samples.

