

NATIONAL SCHOOL MEALS WEEK



Sponsored by
KraftHeinz
FOODSERVICE



**12th – 16th
NOVEMBER 2018**

It all started 25 years ago



Looking back.....

- 1993** The first NSMW. Roger Davis National Chair and Arnold Fewell travelled across the UK publicising the benefits of school meals.
- 1994** Deano the Dinosaur arrives.
- 1995** All LACA regions are given a Deano costume to promote school meals. The Deanos go on an open deck bus tour of London for the launch of NSMW.
- 1996** A link is established with the British Olympic Association. LACA raises money through the sale of Deano biscuits in schools across the country. Pat Fellows MBE presents a cheque to Princess Anne for £25,000 for the British team for the Atlanta Games.
- 1997** LACA takes children and teachers to Disneyland Paris. These are all winners from NSMW competitions.

As we enter the new Millennium...

- 2000** LACA takes NSMW Olympic Winners (children and teachers) on the River Thames to Millennium Stadium for the day.
- 2002** NSMW goes from strength to strength. More school caterers get involved and use NSMW as part of their promotional calendar. NSMW becomes widely accepted as an important PR mechanic.
- 2004** Dean Macey, the British Decathlon athlete, heads up NSMW.
- 2008** New English and Welsh resources produced and sent to all LACA Catering leads with press packs etc to better promote NSMW.

As we enter the new Millennium...

2009 The Olympic Theme continues as Colin Jackson gets involved.



Social media starts to play a role in NSMW with the launch of the Twitter and Facebook pages.

More recent times.....

2012 NSMW recognised with the award of a CATEY.



2013 School Meals are served in the House of Commons.

2014 Launch of some of the current day mechanics (Host a school chef, Cookeditmyselfie etc), School Meals 'street food' is served from a POD on the grounds outside the Palace of Westminster.



More recent times.....

2015 LACA Chair and Vice Chair journey to the top of Snowdon to serve School Food – the press are there in force.



2016 School meals served at both the House of Commons and Senedd Building.



More recent times.....

2017 Kraft Heinz become LACA NSMW lead Sponsor – “Powered by School Meals” sees Karen Robinson run 5 marathons in 5 days.



Which brings us right up to date...

NSMW 2018 Silver Jubilee Celebrations

- Thanks to Kraft Heinz for sponsorship again in 2018
- NSMW 25th Anniversary logo is available for members' use
- Date 12th – 16th November
- A celebration of NSMW and its 25 year landmark will take place at the House of Commons, the Tuesday after NSMW (school food served to MPs and Peers)
- Promotional Video created



Let's take a look at the video ...



A copy of the video is available on the NSMW website

There's lots happening this year

- New resources
- Promotional Video (on NSMW website)
- NSMWeekly (follow on Twitter @NSMW)
- The Nation's Favourite poll
- A cake fit for a (future) King
- #CookeditmySelfie
- National Roast Dinner Day
- Host a School Chef (sponsored by YPO)
- A National Tour – NSMW back on the road
- House of Commons round up
- Endorsements
- Media Advocate (Trinity Mirror)



The National Tour - NSMW back on the road

We will once again visit each region during NSMW (concluding at LACA Autumn Seminar). Building on the strapline “Powered by School Meals”, rather than solely focusing on energy/exercise, we will promote **five** important areas that school meals power, namely:

- Nutrition
- Attainment
- Concentration
- Education, and
- Energy



At each venue we will simultaneously run 5 self-contained activity stations – we also want to serve the nation’s favourite meal in each venue (we are looking for venues now)

Please get involved

- Literature on the LACA Stand (NSMW and Host a School Chef)
- Nominate a school chef to take part in HaSC
- Send meal pics in via @NSMW #Cookeditmyselfie
- Vote for you favourite school meal
- Serve the nation's favourite school meal during NSMW
- Run your own activity to promote the 5 key areas "Powered by School Meals"
- Celebrate NSMW 25th anniversary and invite the press (here to help)
- Take part in National Roast Dinner Day
- Generally promote to your networks or via Twitter:@NSMW or Facebook: schoolmealsweek, Instagram: @NSMW1
- All details at web:www.NSMW.org.uk