

IF NOT NOW, WHEN?

Action for our children's future

FOUR NATIONS 2023

Colm Bradley – Northern Ireland

Anita Brown – England

Judith Gregory – Wales

Chris Ross - Scotland

2023 - 2024

EA CATERING

A NEW CHAPTER





140,000 MEALS PER DAY
4300 STAFF
25 MILLION MEALS PER YEAR

OUR ESTATE
1045 schools

Out of a total school estate of 1,112

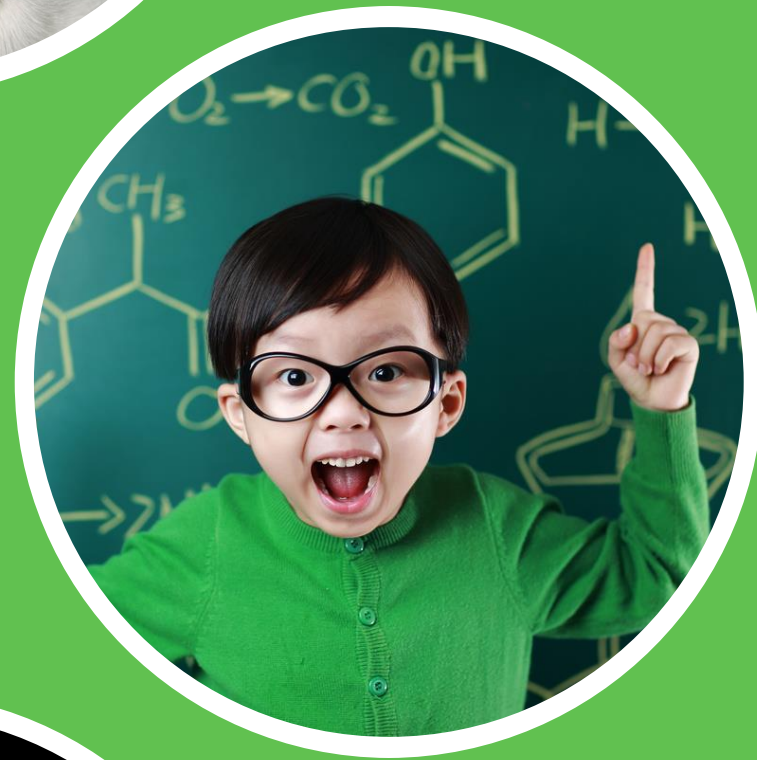


THIS TIME LAST YEAR...

JULY 2022

**WE WERE
LOOKING
AHEAD...**





...**TO LOTS**
OF
LISTENING
LEARNING &
PLANNING

JUST WHO DID WE LISTEN TO?



PRINCIPALS

230



STAFF

270



PARENTS

2,470



PUPILS

1200

NEW FOR SEPTEMBER 2023

MENUS

- **PRIMARY**
- **POST PRIMARY**

BRANDING

- **CORPORATE**
- **PRIMARY**
- **POST PRIMARY**

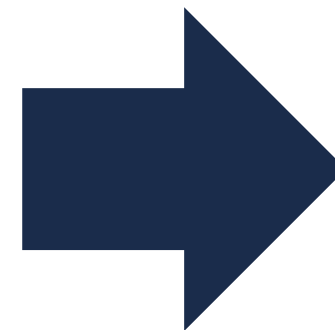


NEW RECIPES

- 10 new recipes for all post primary schools
- 8 new recipes for all primary schools



FOOD DEVELOPMENT NEW MENUS – SEPT 23



MENU MASTERS WORKING GROUP

Led by the Food Development Manager this 'front line' group of catering staff helped designed new dishes and new menus for the school year on September 23

PRIMARY SCHOOL

- 8 'Signature Dishes'
- Promotion on social media over summer



POST PRIMARY SCHOOL

- 10 'Flavours of the World' dishes
- Promotion on social media over summer

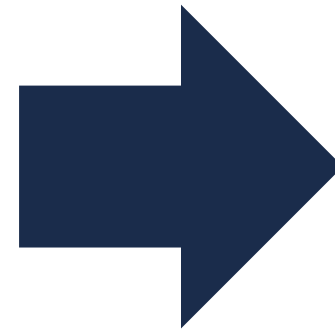


NEW MENUS WORKING IN PRACTICE – PRIMARY SCHOOL



NEW MENUS WORKING IN PRACTICE – POST PRIMARY

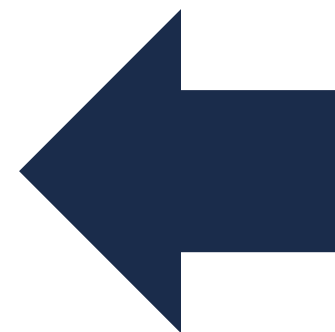
**ALL 136 PP SCHOOLS WILL
SERVE THE SAME FLAVOUR OF
THE WORLD DISH ON THE
SAME DAY**



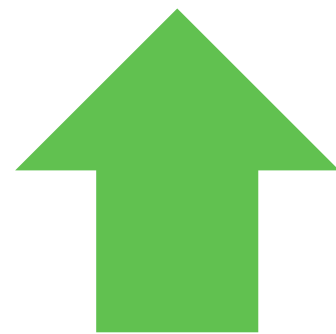
**ALLOWS FOR CONSISTENT
MARKETING ACROSS NI**



**FLEXIBILITY WITH
CONSISTENCY**



**GRAB AND GO AND
OTHER MAIN COURSES
ARE DECIDED BY
INDIVIDUAL KITCHENS**





GRAB & GO

POST PRIMARY

**GIVING PUPILS
WHAT THEY WANT**

- **SOUPS**
- **SALAD BOXES**
- **PANNINIS**
- **BAGUETTES**
- **SANDWICHES**



CONTINUAL LEARNING

- **WE HAVE PLANNED SURVEYS TO ASSESS NEW MENUS**
 - **PRINCIPALS**
 - **PUPILS**
 - **STAFF**

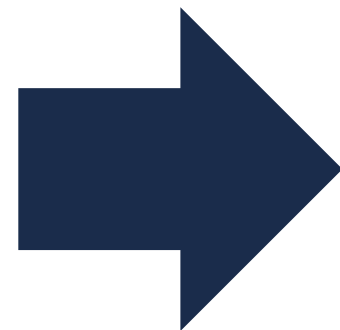




THREE NEW BRANDS

- CORPORATE
- PRIMARY SCHOOLS
- POST PRIMARY SCHOOLS

MARKETING NEW BRANDING



ENGAGEMENT AND REFINEMENT

- Draft concepts brought to stakeholders
- Feedback analysed
- Final draft concepts chosen
- Concepts refined



CORPORATE BRAND

CONVEYS OUR MESSAGE

LINKS BRAND TO SERVICE

FITS IN WITH GENERAL EA
CORPORATE BRANDING POLICY



POST PRIMARY BRAND

**CATERS TO A MARTURING
MARKET**

LINKS BRAND TO SERVICE

**FITS IN WITH GENERAL EA
CORPORATE BRANDING POLICY**



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Main course one	Main course one	Main course one	Main course one	Main course one
Main course two	Main course two	Main course two	Main course two	Main course two
Side one	Side one	Side one	Side one	Side one
Side two	Side two	Side two	Side two	Side two



GRAB & GO

Our Grab and Go selection features hot and cold options including a fresh sandwiches, baguettes, rolls & wraps as well as burritos

We also have fresh salad & pasta boxes and a selection of desserts from muffins and biscuits to hot sweet treats.



FLAVOURS OF THE WORLD

 Italian	 Mexican	 Asian	 Indian	 Peri Peri
Beef Meatballs and Red Pepper Sauce	Spicy Chicken and pepper Fajita	Salt and Chilli Chicken and rice	Chicken Tikka Masala & Rice	Peri-Peri Chicken wrap

SOUPS & SPUDS

Soups made fresh to go. Ask for today's flavour!

And don't forget our delicious jacket potatoes



CAN YOU HANDLE IT?

**CHICKEN STACK
HOUSE BURGER**

**JUST
£2.50!**



HAVE YOU TRIED OUR SALAD BOXES?

**HEALTHY &
TASTY!**

**JUST
£2.50!**



PRIMARY SCHOOL BRAND THE EVOLUTION



**FUN AND
INTERACTIVE**

**LINKS BRAND TO
SERVICE**

**FITS IN WITH
GENERAL EA
CORPORATE
BRANDING POLICY**

**CHARACTER DRIVEN
TO SPEAK TO
PRIMARY SCHOOL
PUPILS**



INITIAL CONCEPT

LUNCH BUNCH
ea catering









FINAL BRAND





EAT SMART WITH THE LUNCH BUNCH

ea catering

WEEK ONE

WEEK COMMENCING:
SEP 11, OCT 9, NOV 6,
DEC 4, JAN 8, FEB 5

MONDAY

MAIN COURSES

Homemade Beef
Mince Pie

Or

Fish Goujon in Soft Shell
Taco with Tomato Salsa

SIDES

Mashed & Baby
Potatoes/Pasta Salad

And

Baton Carrots & Baked
Beans

DESSERT

Banana
Yogurt Pot

TUESDAY

MAIN COURSES

Classic
Margherita Pizza

Or

Italian Chicken & Tomato
Pasta Bake & Garlic Bread

SIDES

Steamed Broccoli/
Coleslaw

And

Chipped Potato/Baked
Potato/Salad

DESSERT

Mandarin Orange Sponge
& Custard

WEDNESDAY

MAIN COURSES

Chicken Curry
& Naan Bread

Or

Chicken Panini
& Coleslaw

SIDES

Garden Peas
& Sweetcorn

And

Oven Roasted Potato
Wedges/Rice

DESSERT

Strawberry Jelly, Ice
Cream & Fruit

THURSDAY

MAIN COURSES

Roast of the Day, Stuffing
& Rich Gravy

Or

Chicken
Casserole

SIDES

Carrot & Parsnip/Savoy
Cabbage

And

Mashed Potato/Oven
Roast Potato

DESSERT

Chocolate Sponge &
Custard

FRIDAY

MAIN COURSES

Hot Dog with Tomato
Ketchup

Or

Cod Fishcake with
Tomato Ketchup

SIDES

Garden Peas/Spaghetti
Hoops/Salad

And

Chipped Potatoes/
Baked Potatoes

DESSERT

Fresh
Fruit Pot

MILK, WATER, BREAD AND
FRESH FRUIT AVAILABLE DAILY

MENU MAY CHANGE DUE
TO DELIVERY CHANGES

IF YOU REQUIRE ANY ADDITIONAL INFORMATION ON ALLERGENS OR
SPECIAL DIETS PLEASE CONTACT YOUR SCHOOL



HALLOWEEN WITH THE LUNCH BUNCH

FRIGHT BITES

HALLOWEEN MENU

Goblins Fingers
Sausages

or

Crispy Piranha Stix
Fish Fingers

or

Spook-etti
Spaghetti in Tomato Sauce

WITH

Monster Mash
Mash Potato

or

Witches Broomsticks
Chips

or

Creepy Crunch
Fresh Salad

AND

Eyes of Newt
Peas

Zombies Eyeballs
Beans

AND TO FINISH

Petrified Pud
Pudding and Custard

Zombies Brain & I scream!!!
Jelly and Ice Cream



EAT SMART WITH THE LUNCH BUNCH

Chinese NEW YEAR

TRY
SOMETHING
NEW!



**BANG BANG CHICKEN
TASTER POT**



Let's Cook TOGETHER

Halloween Edition

Recipes inside
Pumpkin Soup
Pizza
Halloween Biscuits



EAT SMART WITH
THE LUNCH BUNCH



EAT SMART WITH
THE LUNCH BUNCH

Halloween Biscuits

Ingredients

200g unsalted butter , softened
200g golden caster sugar
1 large egg
½ tsp vanilla extract
400g plain flour , plus extra for dusting

20g popping candy (or rainbow
sprinkles for very young children)
For decoration
White, black and grey sugar
paste
100g icing sugar



Method

STEP 1: Heat oven to 200C/180C fan/gas 6 and line a baking sheet with baking parchment.

STEP 2: Put the butter in a bowl and beat with electric beaters until soft and creamy. Beat in the sugar, then the egg and vanilla, and finally the flour to make a dough. If the dough feels a bit sticky add a little more flour and knead it in. Wrap in cling film and put in the fridge for half an hour.

STEP 3: Heavily flour a surface and cut the pastry in half. Roll out one half to 5mm thickness. Using a cookie cutter in the shape of a ghost (or any spooky shaped cutter you like), cut out 12 ghost shapes, which will make 4 cookies. Put the cut shapes on a baking tray lined with baking paper and put back in the fridge. Repeat with the second half of the pastry. Swap into the fridge, taking the chilled ghost biscuits out.

STEP 4: Using a smaller cutter or a knife, cut a ghost-shaped hole in the middle of 4 of the biscuits on the tray, this is the space to store the surprise centre! Put these biscuits into the oven to bake for 10-12 mins, until pale but cooked through. Transfer to a wire rack to cool. Repeat with the other tray.



Share your pictures
#eacatering

PROMOTION SUMMER 23

SOCIAL MEDIA

RECIPES - VIDEOS & RECIPE CARDS
MENU REVEALS
STAFF INTERVIEWS

MEDIA

NEWSPAPERS
RADIO
TV

SCHOOL COMMUNITY

NEWSLETTERS
ONLINE HUB
DIGITAL FIRST CONTENT



A RECAP

**WE LISTENED
WE LEARNED
WE PLANNED**

**AND NOW WE ARE
READY TO
IMPLEMENT**





**SO, AT THE
MINUTE**

**WE ARE
FEELING
A LITTLE...**

BUT ALSO

FEELING

VERY...



THANK

YOU

**IF NOT NOW,
WHEN?**

Action for our children's future