

FEED



Sharing our mission to give every child the best start in life...



FEEDING EXCELLENCE EVERY DAY

WHAT IS FEED?

FEED stands for FEEDING EXCELLENCE EVERY DAY

Great food for growing minds. FEED provides nutritious, delicious meals that support focus, wellbeing, and education, supporting children to learn, thrive, and succeed—every day, in every school.

Providing a simple but popular meal that balances climate, health, and nature, with affordability gives us a unique opportunity to help close that gap a little bit more, by creating a remarkable experience for each of our diners, irrelevant of their background or circumstance.



GOOD TO KNOW...

- A vast range of over 200 dishes to ensure there's something for everyone
- A range of ethnic and cultural meals from the best-in-class suppliers, including Halal, Kosher & Afro-Caribbean
- No kitchen needed- mobile cooking possible and our system requires 25% of the space that a traditional kitchen requires
- Low equipment requirements for low cost maintenance
- Every meal is cooked in a traditional oven, delivering the quality you would expect from home cooked meals
- Eliminates 2/3rds of your kitchen food waste through removal or expiration and overproduction waste
- Exact nutritional information per portion available
- Consistent food quality, regardless of who's cooking

Everything we do in FEED is relevant to primary school pupils. We have five Key Steps through the service all established based on their experience of getting their lunch from start to finish. Looking at each step through the eyes of the pupils helped us to create the best mealtime journey.



WEEK 1 MENU	
MONDAY	TUESDAY
Creamy Macaroni Cheese	The Smarter Slice Pizza with Baked Potato Wedges
Tangy Katsu Curry with Rice	Chicken & Sweetcorn Bake with Baked Potato Wedges
Loaded Spud with Baked Beans or Cheese	Loaded Spud. Choose from Baked Beans, Tuna Mayo, Cheese or Tuna Flakes
Sweetcorn Cut Green Beans	Carrot Tips Cauliflower
Apple Crumble with Custard	Fresh Fruit Salad Yoghurt
WEDNESDAY	THURSDAY
Moroccan Bean Casserole with Golden Roasted Potatoes	Plant Power Penne Lentil Bolognese
Roast Beef served with Golden Roasted Potatoes and Gravy	Chicken Tikka Masala with Rice
Loaded Spud. Choose from Baked Beans, Tuna Mayo, Cheese or Tuna Flakes	Loaded Spud. Choose from Baked Beans, Tuna Mayo, Cheese or Tuna Flakes
Peas Carrot Tips	Mixed Vegetables
Fresh Fruit Salad Yoghurt	Apricot Crumble with Custard
FRIDAY	
Hearty Veggie Gratin with Chips	
Fish Goujons with Chips	
Loaded Spud. Choose from Baked Beans, Tuna Mayo, Cheese or Tuna Flakes	
Peas Baked Beans	
Fresh Fruit Salad Yoghurt	

Menu Key: plant based vegetarian Carbon Score: Low High

OUR MENUS

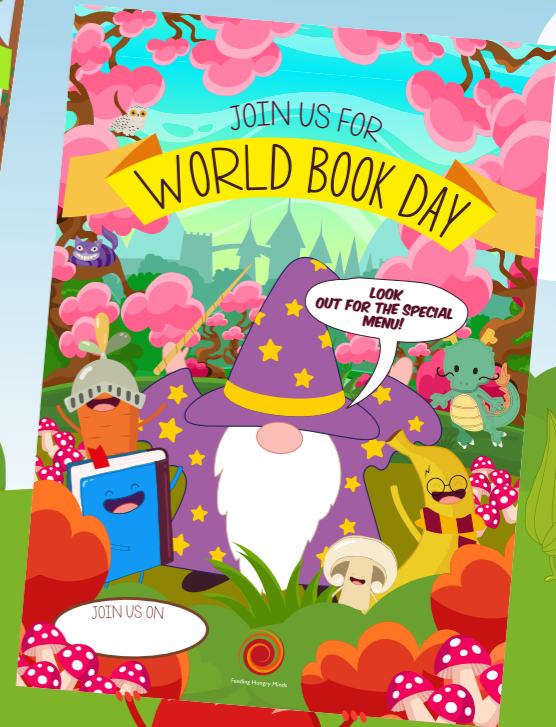
We launch our menu twice a year and it is packed with nutritious, tasty and healthy food options to provide essential nutrients with something for every child to enjoy.

Dietary requirement safeguarding:

apetito provides the safest food on the market.

- World leading in specialist diets. Range of meals free from all 14 EU recognised allergies
- IDDSI meals for SEND children
- Every batch is lab tested for over 30 pathogens
- All meals are X-rayed and metal detected to mitigate any unexpected nasties

SAMPLE





THE FIVE KEY STEPS

To be able to establish the key steps we had to look at the child's experience within the dining room through their eyes:

- To understand what the children need in that environment
- To understand what key parts of their journey interaction are needed
- We are continuously developing and launching ideas and initiatives to enhance specific points along their journey
- And how to get their feedback





KEY STEP
1

MEAL ORDERING

Alongside with the option of using our pre-ordering system we know children find it helpful to have a reminder or visual on the day of what their lunch is going to look like.

We use a picture menu for each service and display the entire menu cycle to create excitement.



KEY STEP
2

QUEUING

We know queuing is inevitable in any dining room but by using some clever engagement tools we can help relieve the boredom and support children behaving better.

We offer healthy snacks while queuing to improve behaviour and alleviate impatience as well as encouraging pupils to try more vegetables.

GETTING FOOD

KEY STEP
3

While we create an environment that makes every child feel comfortable, we also make sure they are able to see all of the food on offer, having a designated salad bar with colourful vibrant options, and making sure the healthiest choice is the easiest.

We also make sure that every child gets their choice, whether they are first or last in line, so nobody feels deprived or let down at lunchtime.

Our procurement policies have sustainability at the heart of our decision making, and our policies are linked to science based targets and low carbon producers.

We have in place a supply chain that allows us to procure the best quality at the best price and we have aligned our food procurement policies to the purchasing of certified ingredients with the highest ethical provenance so that we can get those great quality ingredients onto every plate.

100% of apetito's dishes have been carbon footprinted, allowing customers to measure that Co2e and set measurable reductions in menu planning.



KEY STEP
4

SEATING,
EATING AND
ENVIRONMENT

The environment itself needs to be enticing, having hydration stations to encourage more water consumption, nicely laid tables that are clean and something as simple as smaller cutlery for our younger customers – all have a huge impact on the overall experience.



We use counter visuals to encourage more veggie intake and bring the service area to life.





CLEARING AND LEAVING

The last interaction we have with a child is when they are leaving so it's important for us to provide clear signage for waste and easy to use clearing stations.

Our FEED application obtains periodic qualitative feedback through digital forms and analytics.



SUPPORTING FEED BY THINKING BIG!

We constantly evolve and use the inspiration, creative ideas and execution from our teams to evolve and enhance what we do. We listen to their innovative and

creative ideas, and we update our theme day toolkit each year to ensure it suits each and every school and their focuses.

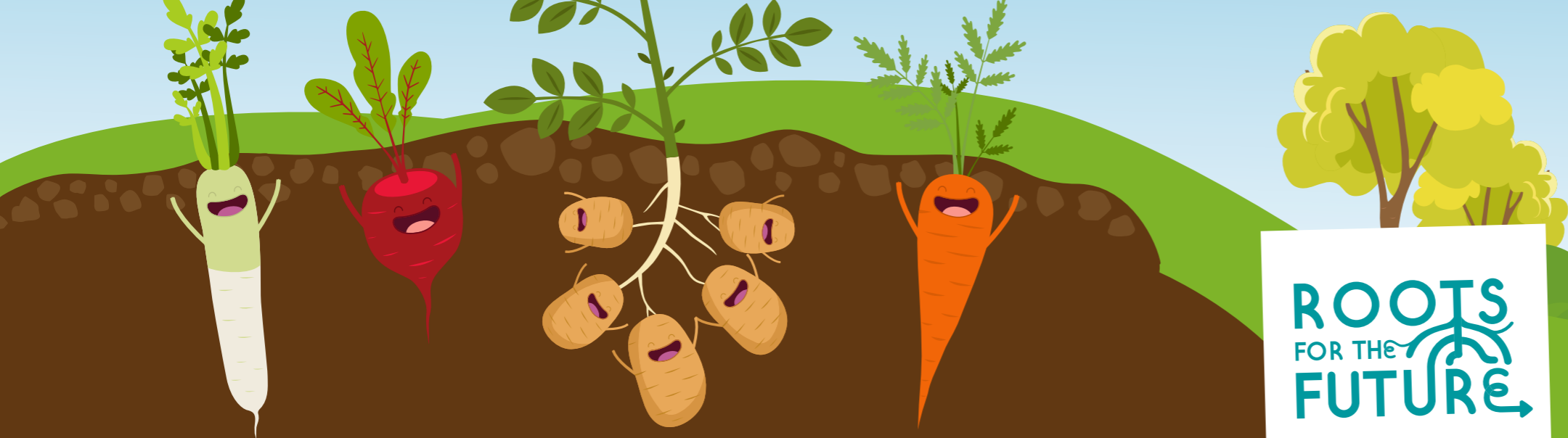


We believe it's essential for children to explore new and exciting flavours from an early age, helping them develop a lifelong healthy eating habit. Our chefs carefully prepare every school meal with kids in mind, using nutritious ingredients, flavours they enjoy, and quality you can trust.

PARENT INFORMATION



We go the extra mile to ensure parents and guardians have all the information they need about our menus and processes. Parent communication is a vital part of what we do and it has a great impact on choosing nurturing meals for them as well on meal uptake.



ROOTS FOR THE FUTURE

Our award-winning Education Health & Wellbeing programme, Roots for the Future, is built upon the wider ISS Health & Wellbeing strategy commitments. Split into three distinct pillars, For You, For Life and For the Planet, our programme is tailored to the unique needs of

our young customers - whether at school, home or beyond.

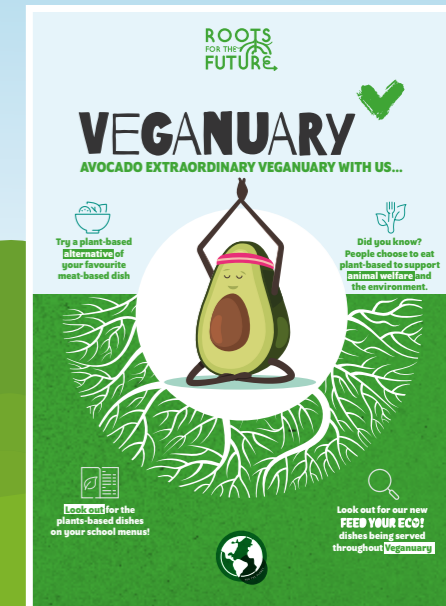
Every child deserves the opportunity to learn. Within this programme we support our catering teams with resources they can use in schools to help run workshops and

presentations and working with various partners and suppliers to deliver exciting activities promoting wellbeing and skills to take through life.



In every term we are highlighting awareness campaigns that carry important health and wellbeing messages for our students.

Our school teams have access to the Roots for the Future toolkit containing promotional material, supporting recipes, activities, hints and tips on how to bring the topics to life in our primary schools.



BRINGING FEED TO LIFE



We start every contract by introducing FEED, making sure your students are our top priority right from the beginning.

We know our approach to school lunches might be new to some of your

current catering team. To help them get comfortable, we hold a pre-mobilisation FEED workshop. Here, we walk them through the FEED process and show how it positively impacts every child's lunch experience. It's crucial they

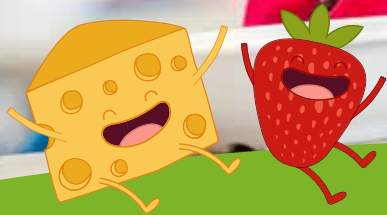
understand how to bring FEED to life in their daily work. Alongside the workshop, we provide a FEED manual filled with principles, promises, tips, and images to help your team implement FEED in their school.

It also includes relevant codes from our Learning & Development Professional Standards and Service with a Human Touch program, showing how they connect. We regularly check how well FEED is being delivered through our operations and senior team, as well as our Catering Service Inspection (CSI) program.

Continuing to Raise Standard of Service

FEED is our ongoing commitment to feeding excellence every day. It's about creating a culture and a school lunch environment that puts children at the very heart of our service. Our students get more than just a meal. They get the variety and nourishment they need to develop their taste palate and thrive every day at school and most importantly – enjoyment in the dining room. FEED is more than just food.





Feeding Excellence
Every Day

