



**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. It's 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**

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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**

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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 a balanced diet can improve a child's results by a whole grade – that is how important food in schools is!



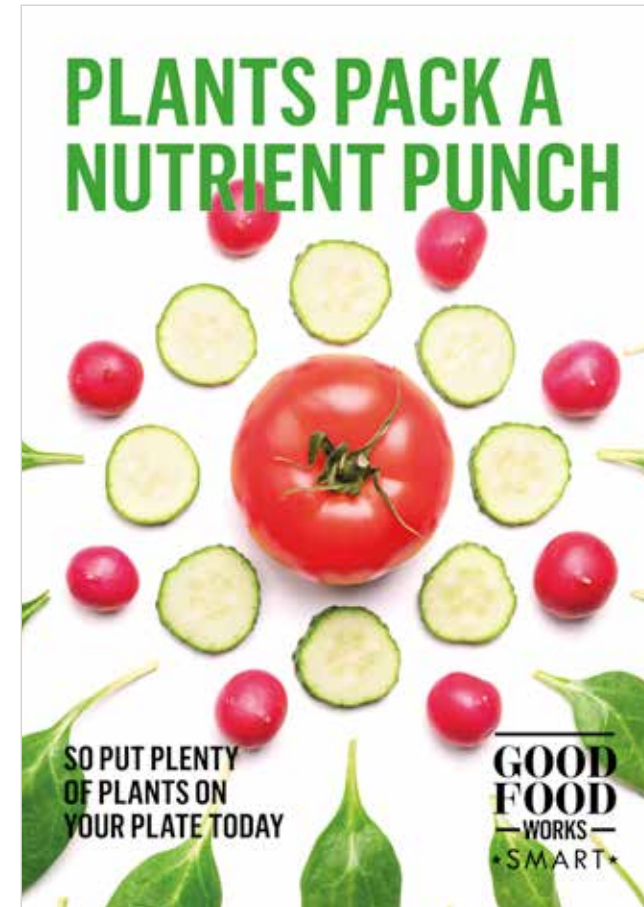
# FEEL GOOD FOOD

# 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.



**GOOD  
FOOD**  
—WORKS—  
**HARD**

**GOOD  
FOOD**  
—WORKS—  
★SMART★

**GOOD  
FOOD**  
—WORKS—  
WITH  
*Friends*



# EX

# MULTI-SENSORY PERIENCE



# PROTECTING THE PLANET FOR FUTURE GENERATIONS



## sourcing



Celebrate Local & Seasonal



Serve More Veg & Better Meat



Source Fish Responsibly



Support Global Farmers

## society



Treat Staff Fairly



Support the Community



Feed People Well

## environment



Value Natural Resources



Reduce Reuse Recycle



Waste No Food



## PLANET MATTERS



Because we can **change tomorrow**

We have a crucial role to play in protecting the planet for future generations. We are very proud of our three star accreditation from the Sustainable Restaurant Association (SRA) who believe that every meal served out of home should not only taste good but do good too.

"As a result of an unswerving commitment from the top of CH&CO down to the kitchen floor, the business has achieved Three Stars in the SRA's Sustainability Rating. A fantastic achievement. Lessons learned in school dining rooms have been transferred to workplace restaurants and vice versa, whether that's healthy eating programmes, food waste reduction initiatives or volunteering schemes for staff. As a result, all CH&CO customers can now enjoy food that does good as well as tasting good."

**Andrew Stephen, Chief Executive of the Sustainable Restaurant Association**



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