

2019/20

MENU & TARIFF REVIEW

This time of year is always a busy one here at Innovate. As well as continuing to serve up our great selection of freshly prepared food, the team have been busy looking at how we make our offer even better for all our brilliant customers. We did a lot of talking to students, visited exciting healthy high street restaurants, toured lively street food markets, and spoke to our suppliers about what innovative new products are out there. All to help us develop our delicious and healthy new menu for you to enjoy from September 2019.

Whilst we love fresh ideas as much as we love fresh food, we also think we know a good thing when we see it, so plenty of firm favourites and best-sellers from the outgoing menu have made it through to our new menu. More than one-third of the products on the new range are either original offers or best-sellers redeveloped to make them healthier and more nutritious, including breakfast options, tasty "grab and go" wraps, and a vibrant salad range.

As well as being passionate about food and the health and wellbeing of children, we also care deeply about the environment and operating a sustainable business. We are determined to serve our food in the most environmentally friendly way possible. We are reducing packaging and are working closely with our partners on creative ways to minimise single-use plastics. Continuing from last year, our commitment to Social Impact will always be a major focus as we seek to promote healthy eating, student and staff wellbeing and sustainability.

As part of continuous menu improvement, we have of course had to consider our tariffs. This year we again have successfully managed to limit our tariff increase to below food price inflation. And by further strengthening our relationships with British suppliers, we've reduced food miles and delivery traffic.

We have kept the majority of our fruit, salad and vegetables at the same tariff; the only increases are seen in items where we have been impacted by key ingredient rises, such as some meat and poultry. Of course, we're always focused on increasing nutritional value within menus, and continued the "health through stealth" strategy through continual recipe development.

We have also further reduced the amount of fizzy drink choices within our Secondary, and 6th form cafes, whilst introducing options for schools that wish to eliminate single-use plastic from their drinks range.

The following are a snapshot of prices for some of our most popular ranges:

Cakes	from £0.30
Drinks	from £0.45
Desserts	from £0.50
Fruit	from £0.40
Main Meals	from £1.20
Pizza	from £1.35
Salads, vegetables & protein pots	from £1.10
Sandwiches, baguettes & wraps	from £1.00

Following on from our continued work with student focus groups, and our constant review of the marketplace, we will be introducing new to the menu;

- New "deli-sub" style breads
- Improved and healthier breakfast items
- Vibrant salad and "grab and go" ranges
- Increased vegetarian choices
- Tasty lower tariff "grab and go" options

Whilst we fully understand the options 6th form students have, we still lead the way in bringing the latest food trends to their very own café environment.

Breakfast and after school clubs will also be enhanced, offering students an all-day dining experience that we and the school can be truly proud of.

This is hugely exciting for us and further cements the truly unique relationships that we enjoy with clients, students and all stakeholders.

If you have any queries, please don't hesitate to call us on 01932 411 110 or drop us a line at hello@innovatefood.co.uk

For now, we wish everyone a relaxing holiday and we very much look forward to welcoming you all back in September.

