

## INTRODUCING YOUR UPGRADED SPRING 2025 MENU!

We're delighted to introduce the refreshed secondary school menus, launching in January 2025, designed to meet the evolving tastes of students while maintaining compliance with the School Food Plan. These updates focus on delivering consistent quality and nutritional balance, while supporting efficiency and clarity for your kitchen teams.

### KEY HIGHLIGHTS

**Main Courses:** Our main course offerings have been refreshed to reflect key trends in the food industry, blending modern classics with world cuisines. We've also kept student favourites, such as "Fry-Yay" Fridays and Roasted Wednesdays, ensuring a comforting, familiar experience alongside exciting new flavours.

**Hot Grab and Go:** A structured menu is now in place to simplify daily production for your teams, ensuring vibrant and balanced options on the hot plate every day. This approach not only enhances consistency but also ensures a visually appealing, colourful, and nutritious offering.

**New! Wrap of the Day:** Inspired by popular food trends, but with a focus on nutrition, we've introduced the Wrap of the Day, featuring fibre-rich raw slaws and reduced-sugar dressings.

**Cold Grab and Go:** We've fine-tuned our cold grab-and-go options by focusing on core, healthier choices. 50% of baguettes are now wholemeal, increasing students' fibre intake whilst driving the most popular filling throughout the week.

**Bakery:** Our bakery items are evolving to become healthier without compromising taste. Sugar content is being gradually reduced, with alternatives like dates used to provide natural sweetness and additional fibre. These changes aim to subtly improve the nutritional profile of these treats over time.

**A Data-Driven Approach:** By leveraging key sales data and other performance metrics, we've streamlined the menu to improve consistency and efficiency in the kitchen. This data-driven strategy ensures menus are both practical to execute and aligned to student preferences.

### Why This Matters

These updates support in providing a balance of nutrition, flavour, and operational efficiency within our food offer that we are proud to serve in your school. Every change we have made reflects our commitment to providing high-quality, compliant, and enjoyable food for all.

We have also recruited a new nutritionist, Charlotte Quick, who joins us with over 10 years' experience in educating catering. As we move forwards, we will send you updates on what's happening on the menu and the dishes we're developing to serve in your schools.

Thank you and best regards,

Alex Hall  
**Food Director**  
**Impact Food Group**