



SS24 PRIMARY MENU LAUNCH

JANUARY 2024





INSIGHT LED

Listening to customers and their parents

At Chartwells, we are passionate about encouraging and enabling more children to make healthy choices and enjoy a nutritious school meal to get the most out of their day.

As an insight driven business, we understand the importance of both qualitative and quantitative data in creating our seasonal menu and educational activities that deliver real value to children everywhere.

85% of parents are involved in or wholly responsible for meal choices

56% of parents say they prefer to choose cold spooned desserts in summer

Top 5 dishes chosen:
Pizza | Burger | Fish Fingers & Chips | Roast Dinner | Bolognese

Summer
fun!





SPRING SUMMER 2024

SERVING UP FUN FOR EVERYONE

- Fresh, seasonal flavours
- Crowd-pleasing classics
- Credible, vegetarian options
- Focus on minimising waste
- PLUS vibrant new imagery and design!





NEW RECIPES

FRESH FLAVOURS, MAXIMUM NUTRITION

TERMINOLOGY:

Plant based vegan

Plant forward reduced animal protein, replaced by plant-based protein

CHICKEN & BROCCOLI PASTA BAKE

Extra nutrition:

- Increased variety of vegetables with broccoli and peas
- Wholewheat pasta = more fibre for slow-release energy.
- Cheese topping = source of calcium

Sustainable: Plant forward

TOMATO & HERB LENTIL PASTA

Extra nutrition:

- Extra legumes is a great source of fibre content as well as 1 of your 5 a day
- Wholewheat pasta = more fibre for slow-release energy.
- Cheese topping = source of calcium
- 1 portion of 5 a day

Sustainable: Plant forward

VEGGIE BURRITO

Extra nutrition:

- Baked beans adding flavour and extra fibre for a healthy gut
- Wholegrain rice + 50|50 wrap adding more fibre for slow-release energy
- Cheese topping = source of calcium
- 1 portion of 5 a day

Sustainable: Plant forward

The image features a vibrant, multi-colored geometric background with sections in shades of teal, light blue, yellow, and pink. Scattered across this background are several round cookies, some light brown and some dark chocolate. Interspersed among the cookies are small white bowls containing liquids in various colors: yellow, red, and pink. Several spoons in matching colors (teal, light blue, yellow) are also scattered throughout the scene. A prominent pink horizontal banner is centered across the image, containing the text "THANK YOU" in white, bold, uppercase letters.

THANK YOU