



EAT

LEARN

LIVE


Chartwells

TRADING FAIR

ISSUE 4 WINTER 2010 STATE SCHOOLS

WELCOME

As we head into 2010, the economic climate is still tough and we know that as a supplier to your business we can play a vital role in helping you manage the challenges that come your way. I know that the Chartwells operational teams are working day-in, day-out to manage costs and drive extra value into your school.

Behind the scenes, my team is also playing its part in driving value – as well as ensuring food safety and quality. We work hard to get a good deal for our customers and clients from the purchasing deals that we make and, even in difficult times, we look to manage price increases that can not be avoided; minimising the impact for our operation and yours.

At the same time we set high ethical trading standards and work to a Compass Group global standard that ensures we trade sensibly and fairly with all of our suppliers; creating mutually beneficial relationships with them and encouraging them to match our high standards in respect of quality, food safety, working conditions, trading practices, health and safety and environmental protection.

We're not only focused on value, but indeed, creating value with values. Inside you will read much more about our approach to ethical sourcing and the menus our chef teams are developing to deliver food with added provenance. I'm proud to say that my team plays an integral part in that offer as well.

They are passionate about sourcing great food and have a wealth of expertise that allows us to take industry-leading positions on Fairtrade; ensuring animal welfare and supporting British and local sourcing. You can read more inside on our support for Fairtrade Fortnight this spring and our work on British sourcing.

For too long, there have been a number of misleading claims in the marketplace around British and local sourcing. In some cases, companies have claimed they source locally when in fact they source from a local wholesaler and there are no guarantees that the products are genuinely British or local.



We've taken the lead in this area; setting our own definitions about what British and local sourcing means to us. You will see more about 'Truly British' products throughout the year. Whenever you see this term, you know we mean we can guarantee British provenance and trace back to the source where the food is grown and harvested or born and bred.

We are also in the very early stages of introducing, across the Compass portfolio, a distinct supply chain for those clients who are happy to pay a premium for products which are 'Truly Local.' When we provide such products you can be assured that they have been sourced from within 50 miles of your site; that they are made from locally produced ingredients (i.e. that the food has been grown and harvested or born, bred and slaughtered locally); such goods are likely to be from a family run business with strong links to the local economy.

Whichever definition applies, you can be assured that we can trace back to source any and all of our goods. That's what sets us apart from our competitors and should give you peace of mind about the quality and safety of the food you are eating.

My colleagues and I are very proud of the role we play in supporting the Chartwells team. I hope this brief introduction and the information inside give you a flavour of what we do and how we support our colleagues and clients. If you would like to know more about our work, please speak to your on-site manager in the first instance.

A handwritten signature in white ink that reads "Mike". The signature is stylized with a long, sweeping underline that extends to the right.

Mike Walden
Executive Director, Purchasing & Supply Chain



Welcome to Eat, Learn, Live! I trust you are enjoying the start of 2010 – despite the somewhat snowy weather with which many of us have had to contend!

Who knows what the year will bring! What we can guarantee is that for us, 2010 will be about continuing to strengthen and develop the philosophy that sits behind 'eat, learn, live' and ensuring you and your pupils continue to benefit from the skills development, continued innovation and demanding levels of service we set ourselves.

In this issue, we draw upon the added value we're bringing to clients this year with continued menu development that allows you to support British farmers more easily; celebrate the provenance of the food you share with us and know that ethical sourcing is important to our business.

We also introduce some more of our team who are supporting our clients and drawing upon the fantastic

resources that sit at the heart of our business. Indeed, I am delighted to welcome Mike Walden, executive director purchasing and supply chain, Compass Group UK & Ireland to share his thoughts on how our business – and in turn our clients – can benefit from the resource and expertise his team brings to Chartwells.

We're also heading for the lofty spires of Oxford this spring! Inside you can find out more about our partnership with the Oxford Literary Festival.

Tony Byrne
Business Director, Education

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PUTTING THE FUN BACK INTO FOOD

Helping customers get the facts on healthy eating

OUR COMMITMENT

EAT

LEARN

LIVE

EAT

Our commitment to delight our customers with great tasting food that contributes to their own well-being.

LEARN

Our commitment to enhancing the understanding, fun and experience of our customers and teams; creating the knowledge they need to lead a healthy life.

LIVE

Our commitment to a safe and sustainable environment that supports the health and well-being of our customers, clients and the wider community.

MEET OUR PEOPLE

Having started with us as a chef 14 years ago, Joanne Nunney has responsibility today for 18 contracts in the North West.

Such experience gives Joanne a fantastic understanding of the support her colleagues and clients need from her:

“Communication is key,” she says, “and I ensure we have regular contact to share ideas, review the business and support each other. Looking after my team and clients is my number one priority. After all, a great team, who are passionate about giving a great quality service, is key to keeping our clients and customers happy.”

The team’s passion for great service, great food and healthy eating touches every part of the school day. From school assemblies and student councils to cookery classes and taster sessions, the team can be found interacting with pupils throughout the day. And with a national team of chefs and nutritionists to call upon, there’s additional support available which many other catering companies simply can not call upon.

And if it means getting ‘mucky’ to get the message over, Joanne and her team are just as willing to roll their sleeves up! Chartwells group manager, Craig Bland, for one has been known to take food waste from the kitchen into the school hall for pupils to learn more about our work to minimise surpluses and better manage our impact on the environment.

“We’ve a great in-house system called ‘Trim-Trax’,” says Joanne, “which allows us to see, measure and then act upon any waste we generate. It’s had a positive impact on our teams and business, allowing us to understand better what we do and how we can

cut waste in the future. The visual impact isn’t lost on our customers either and gives them a much clearer idea of how we are acting on our responsibilities to the environment, as well as managing costs.”

Joanne and her team have found a simple and fun way to encourage customers to try foods and therefore minimise waste. Using an induction hob, on-site teams are able to cook up main meals and provide tasters to choosy students as they queue. “It’s a great way to get students to try new dishes,” says Joanne, “and much less of a gamble for them than spending their lunch money on something they aren’t sure they will like – although they usually do!”

Similarly the team has used on-site demonstrations to great effect to introduce Chartwells’ new hospitality menus and used cost effective ‘eat, learn, live’ branded signage to enhance the dining area in a number of schools this autumn.

As Joanne leaves the interview, she gets a call from Paula, one of her team, to tell her that together the regional team has raised more than £3000 for Cancer Research UK, Compass Group’s adopted charity whom you can read more about on page eight. “On top of everything else, that just shows the team’s passion and commitment, says Joanne, “and also shows how strong our partnerships are with our clients and customers – we couldn’t have undertaken the fundraising we’ve done without their support. What a great way to end the day!”

JOANNE NUNNEY



Job title: Operational Performance Manager North West.

Time with Compass Group: I’ve been with Compass Group for 14 years.

Best thing about the job: Dedication and commitment of our teams.

Typical day: Visiting sites, meeting clients, interacting with students.

Best piece of advice: Always share ideas and good communication is essential at all levels.



SOIL ASSOCIATION'S STAMP OF APPROVAL



Chartwells has developed a suite of new menus which have been awarded the Soil Association's bronze 'Food for Life' accreditation.

To qualify, menus had to meet the following criteria:

- Meals contain no undesirable food additives or hydrogenated fats
- 75% of dishes are freshly prepared
- Meat meets UK welfare standards and eggs are from cage free hens
- Menus are seasonal
- Well trained catering staff
- No GM ingredients

This is a great offer for schools who are simply looking for an accredited menu or can be used by schools who want to gain the wider Soil Association 'food for life partnership'.

To achieve this accreditation, schools must show progression in:

- Food leadership (taking a whole school approach and food policy)
- Food quality & provenance (using seasonal, fresh, local and organic ingredients)
- Food education (ensuring pupils have the chance to cook, and grow food and make the most of links to farms/ educational visits)
- Food culture & community involvement (making the most of the dining experience and community links)

Once again Chartwells can offer wide-ranging support in each of these areas. We already work extensively with school councils and SNAG groups to involve everyone in decisions about their food; we also make our operational, chef and nutrition teams available for assemblies; to lead interactive food-focused workshops and to work with our clients to make the most of the dining facilities which are available.

The Food for Life menus, which meet the government's nutritional standards, are currently available for primary schools and include dishes such as Moroccan spicy lamb and rice; Italian tomato risotto and Shepherd's pie – all served with a choice of fresh, seasonal vegetables and tasty, nutritious desserts!

Schools which are interested in finding out more about this approach and using these menus, should speak to their on-site manager in the first instance.

Meet the Growers!

Our teams are particularly geared up to help you bring that 'whole school approach' to life. From school assemblies to our 'Meet the Growers' programme, we're able to bring fun and learning into your everyday curriculum. 'Meet the Growers' has seen us put some of the many suppliers who work with us into direct contact with our young customers.

These fun-filled, thought-provoking events give children the chance to interact directly with our growers and producers; finding out how the produce they enjoy each day gets made – even to the extent of milking a pretend cow!

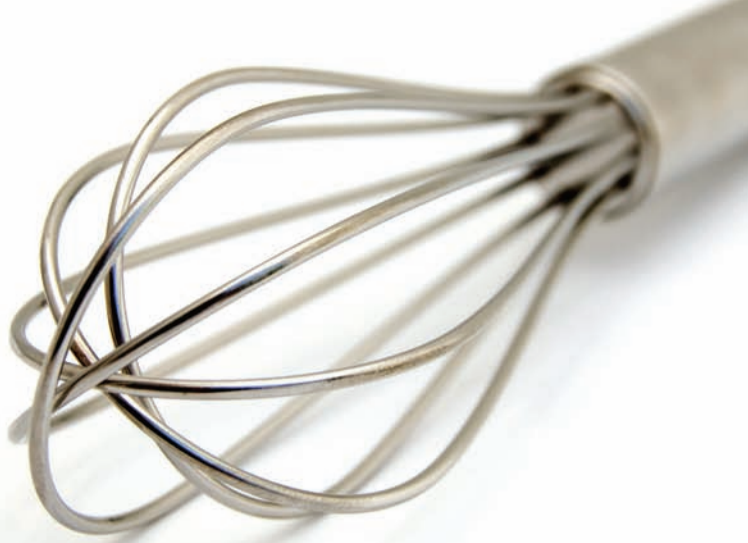
Fiona Lynch, one of the Chartwells team to lead on the development of these days, said: "Meet the Growers is the ideal way to teach children that everything we do – including eating school meals – affects the environment and communities in which we live."

If you'd like to find out more about the opportunities we can provide for your pupils to learn about great food and its origins, please contact your operations manager.

"Our 'Meet the Growers' event is the ideal way to teach children that everything we do – including eating school meals – affects the environment and communities in which we live."

Fiona Lynch





FUN

INTO FOOD

...with Darren Tinkler

'Putting fun back into food' is a focus for the whole Chartwells team. Everyday, somewhere, a Chartwells manager will be talking at an assembly, supporting a food technology class or holding a food tasting session for our customers! It's a way of life for us and a key part of our 'eat, learn, live' strategy.

But only one man in the business has 'putting fun back into food' as a job title and that's Darren Tinkler – a chef who has worked for Chartwells for four years.

When you meet Darren you can't help but be bowled over by his energy, enthusiasm and passion for great tasting, healthy food! It's totally infectious and within minutes of any event starting, Darren has his audience cheering and shouting out answers!

He says: "I probably have one of the best jobs in the business! What could be better at the end of the day than knowing that you've really got young people thinking about what they eat and eager to try new foods and to eat healthily?"

"At Chartwells we know that our role extends beyond just the lunchtime service. It's about engaging with young people at every opportunity and working with our clients to support the core curriculum and the Every Child Matters agenda."

Reading Local Authority client, Colin McIntosh, has been working with Darren and the local Chartwells team to run 'On Your Marks' events in schools across the area. He says: "These sessions provide a great opportunity to engage with children in a structured, yet fun way. Darren really got them listening and learning whilst they had fun. And the real benefits could be seen in the positive impact on meal numbers! Darren's work reminds us why we are passionate about school food and education.

"Our school meal strategy goes way beyond the lunch hour: it's about educating our pupils to make healthy choices around what they eat. We have a chance to really engage with the wider community in this area and Chartwells has an important part to play in helping us deliver on that activity."

With repeat bookings pouring in, we are further enhancing our 'putting fun back into food' programme with the appointment of a second chef who, like Darren, will be dedicated solely to running fun, educational activities in schools across the UK and working with Darren to further develop the activities already on offer.

If you are interested in finding out more about the events our chef teams can run, or getting Darren to your school, please speak to your local manager in the first instance.



WHAT'S ON THE MENU?

Here's some of the popular activities we run in schools:

On Your Marks!

Supported by our professional chefs, two teams of pupils compete against the clock in front of an audience of fellow pupils to create the best-tasting, healthiest dish they can from mystery ingredients. Our chefs promote the benefits of healthy eating as they help the school's catering team serve up the winning lunch dish.

Fun, Fitness and Food

Fun, Fitness and Food ensures primary school pupils understand the benefits of good nutrition and also of moving their bodies.

Taste the World

More than just 'theatre cooking', audience participation is the name of the game, as Chartwells chefs promote the importance of healthy eating while demonstrating various cooking techniques.

Funky Food Days

Students get a hands-on chance to experience new and different tastes from the UK and around the world.

Healthy Eating School Assemblies

Supported by a Chartwells nutritionist and executive chef who lead a 15 minute session for the whole school on why good nutrition is important and how pupils can incorporate healthy eating into their daily life.

Food Survival Guide

Perfect for students who are about to move out of home or join university, the Food Survival Guide is a short cooking course, led by a Chartwells executive chef, that teaches students how to cook easily, healthily and within a budget.

Junior Chef Superstar

Students compete to win the title of their school's Junior Chef Superstar in this Chartwells event. Over a series of weeks students compete in heats to find two contenders ready to fight it out for the title of Junior Chef Superstar.



FROM THE LOFTY SPIRES OF OXFORD

Chartwells encourages a hunger for reading

Chartwells is taking up residence in Oxford later this spring, as the city takes up its books once more for the annual Sunday Times Literary Festival.

Taking place from March 20 – 28, Chartwells is delighted to sponsor this year's children's category. (Last year's event included popular writers such as teen author Louise Rennison; author/illustrator, Emma Dodd and Terry Deary of 'Horrible Histories' fame!).

Chartwells business director, Tony Byrne, said: "Supporting the children's category was an obvious, and very natural, fit for Chartwells. Learning is an integral part of our business philosophy and it is fantastic to have such a great opportunity to encourage young people's learning and development."

"We like to think that our approach to learning about good food and nutrition is fun and in the same way, I know that many children derive great pleasure from reading. Even in today's hi-tech world, there is still nothing to beat the enjoyment that people of all ages can get from a good book."

We'll be bringing you more details on our involvement in the coming weeks and further news on a great way for you and your pupils to help us celebrate at this year's event, through a special letter writing competition, with some fantastic prizes for pupils and students of all ages!



RISING TO

THE CHALLENGE FOR CANCER RESEARCH

The start of 2009 saw us set a challenge across Compass Group to raise £250,000 for Cancer Research UK. And we're delighted to say we've done it; raising £267,562 in just 12 months!

Deciding which charity to choose for our Compass-wide partnership was tough but there were three key reasons why we chose Cancer Research UK:

- 1 in 3 people will develop cancer at some point in their lives
- Adopting a healthier lifestyle is thought to reduce the risk of cancer by 50%! As a foodservice company, this was a great opportunity to involve our culinary teams in promoting a healthy lifestyle and educate our teams
- Over 90% of the population lives within 30 miles of a charity funded project.

Everyone has been involved across the business; starting with our executive directors who kicked off the year with their very own (highly competitive) challenge which raised over £78,000 in just one month!

Since then, Chartwells colleagues have raised funds in all manner of ways including quizzes, donating their time, cake-bakes and sporting events. Thanks to everyone who has supported our fundraising.

The heat is certainly going to be on to match our efforts to date as we head into the second year of our fundraising!



ETHICAL SOURCING

As our teams gear up for Fairtrade Fortnight (February 22 – March 7), we thought it was worth taking a quick look at more of our activities to support ethical sourcing.

Across our business we are seeing more and more consumers asking for not only good value products but also products with good – and ethical – values! And there is a lot we can bring to the table!

Our parent company, Compass Group is the largest supporter of Fairtrade in the UK contract catering business, spending over £6m on Fairtrade products each year. This gives us an in-depth understanding of what's available in the market and a broad range of products to draw upon that will be right for our consumers – everything from snacks to coffee and muffins to bananas (did you know for example that all of our bananas are Fairtrade without exception?).

The Fairtrade Foundation's vision is a world in which justice and sustainable development are at the heart of trade structures and practices, so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full potential. Compass fully supports the Fairtrade Foundation and we are working with them to understand how we can further our commitment to this cause.

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