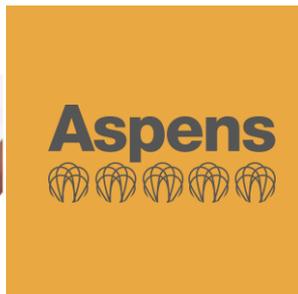
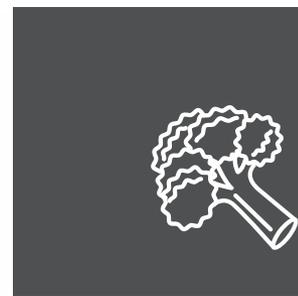


Winter/Spring Menu Launch 2019- 2020



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Introduction to Menu Development

Pupils **attitudes and expectations** around food continue to change with young people eating a much wider variety of food than ever before.

Additionally, as a nation we are **more multi-cultural** than ever before and more open to trying different foods.

Our **school menu survey** allows us to engage with our school cooks and chefs with the “**Boiler Room**” empowering them to influence these menus using pupil feedback, insight into **market trends** and of course **school food standard** guidelines.

Our **October launch date** allows us to support clients with a smooth return to school at the beginning of each term with children's **Favourite recipes** appearing for longer on the menu

Seasonal recipes, supported by a marketing calendar keep the menus fresh, engaging and on trend

Market Insights 2019

Telling a Story



Good For Me,
Good For You



Great Britain



Modern
European



The Middle East



Gourmet
Get Together



Awaken
My Senses



Americas
Discovered



Asian Appetites



Afro-Caribbean



See these influences throughout our menu, promotions and guest offers.

Fabulous Facts about this Menu

Our gravy is gluten free. This includes both the Knorr and the Everyday Favourites product. This allows more dishes to be suitable for coeliac sufferers.

The core menu has been compiled with the School Food Plan and our own 10 point checklists in mind. This incorporates wholemeal recipes, 50% fruit desserts and an oily fish choice.

The selector menu allows you to flex your menu accordingly. For example, we have included like for like swaps, different serving ideas, dietary and Halal alternatives.

Fresh Fruit and yoghurt should be available daily as an alternative dessert and we continue to develop more dessert and home bake recipes with reduced sugar.

We have recommended a daily fresh vegetable (see the back of house menu). This will help you hit our 10 Point Plan. If you make additions to this, be mindful of portion sizes to maintain your GP target.

Many recipes link to our new *monthly seasonal ingredients* calendar which will show you how to promote that ingredient using tasting tables, fact sheets and recipes.

We have taken feedback on board to ensure this menu meets your needs plus we are in line with the high street trends with our insight data, keeping us at the forefront of school food development.

Fabulous Facts about this Menu

Our World Kitchen menu includes a whole host of exciting dishes with key themes.

The number of vegans in the UK has quadrupled between 2014 and 2018 and this number will continue to grow. 35% of British consumers make a point of regularly having meat-free days. We have therefore incorporated lots of vegetarian options plus a 'vegan' and 'free from' dish every week, plus vegan options in the Selector Menu. These are highlighted clearly on the menu.

We are continuing to introduce our Guest Offers so that customers will have concept recognition when you run the theme for a week. This will help to create awareness and excitement in your restaurants. Remember to use your Guest Offer Acetates when these appear in the menu cycle – we'll be looking out for them!



Why our menus are great!



Frequency
&
Seasonality

Menu refreshes twice a year linked to seasonal ingredients and theme day calendar



Free
From

Free from ingredients including gluten free gravy and dairy free margarine as standard



Themes
&
Guest
Offers

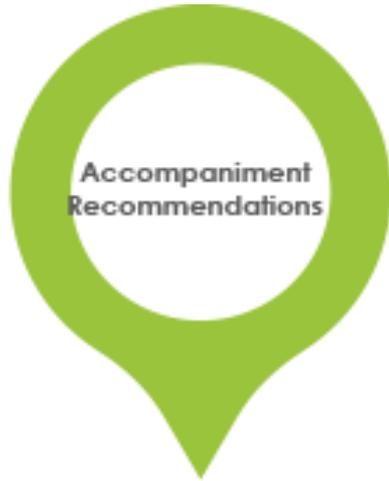
Additional guest offer dishes included in core menu allowing for theatre style presentation



Selector
Menu

Selector menu allows flexibility whilst retaining the integrity of the core menu

Why our menus are great!



Appropriate accompaniment recommendations ensure a balanced nutritious meal is available for every child



Clearer identification of vegetarian and vegan dishes plus meat free days support our environmental pledges and sustainability commitments



Aligned meat and vegetarian dishes improves utilisation of ingredients and reduces wastage

**** Many units have specifically requested this in past menu cycles ****



Quick Start Mondays and cold dessert Wednesdays give our teams the best opportunities on their most hectic days

Seasonality

By highlighting seasonality, provenance and the environment when it comes to eating, changing our menus twice a year - makes sense. A much more noticeable menu change will occur generating a real buzz around the food on offer at this time.

We have recommended vegetable accompaniments to ensure that we are using ingredients when they are at their best and most plentiful. This gives us the best flavours, optimum nutrient content and helps us to reduce food miles. **As a daily minimum, ensure you have the recommended fresh vegetable on offer. Where schools offer a choice of vegetable, please take into consideration colour, texture and avoid repetition. Different colours on a counter and plate will not only make the dishes more appealing to children, but also provide a variety of nutrients.**

To support awareness of seasonal produce, we will soon be launching our new Seasonality Programme.

October



November



December



January



February



Food Standards



The School Food Standards

Eating in school should be a pleasurable experience: time spent sharing good food with peers and teachers.

These school food standards are intended to help children develop healthy eating habits and ensure that they get the energy and nutrition they need across the whole school day. It is just as important to cook food that looks good and tastes delicious; to talk to children about what is on offer and recommend dishes; to reduce queuing; and to serve the food in a pleasant environment where they can eat with their friends.

As a general principle, it is important to provide a wide range of foods across the week. Variety is key – whether it is different fruits, vegetables, grains, pulses or types of meat and fish. Children love to hear the stories behind their food. Use fresh, sustainable and locally-sourced ingredients (best of all, from the school vegetable garden), and talk to them about what they are eating. Go to www.schoolsplan.com/news to find examples of what other schools are doing to encourage children to eat well.

Remember to see Government Buying Standards for Food and Catering Services alongside these standards to help reduce salt, saturated fat and sugar in children's diets.

** This Standard applies across the whole school day, including breakfasts, morning breaks, tuck shops, and after school clubs*



Fruit and vegetables

One or more portions of vegetables or salad as an accompaniment every day

One or more portions of fruit every day

A dessert containing at least 50% fruit two or more times each week

At least three different fruits and three different vegetables each week



Milk and dairy

A portion of food from this group every day

Lower fat milk must be available for drinking at least once a day during school hours



Starchy food

One or more wholegrain varieties of starchy food each week

One or more portions of food from this group every day

Three or more different starchy foods each week

Starchy food cooked in fat or oil no more than two days each week*

Bread - with no added fat or oil - must be available every day



Foods high in fat, sugar and salt

No more than two portions of food that has been deep-fried, batter-coated, or breadcrumb-coated, each week*

No more than two portions of food which include pastry each week*

No snacks, except nuts, seeds, vegetables and fruit with no added salt, sugar or fat*

Savoury crackers or breadsticks can be served at lunch with fruit or vegetables or dairy food

No confectionery, chocolate or chocolate-coated products*

Desserts, cakes and biscuits are allowed at lunchtime. They must not contain any confectionery

Salt must not be available to add to food after it has been cooked*

Any condiments must be limited to sachets or portions of no more than 10g or one teaspoon*



Meat, fish, eggs, beans and other non dairy sources of protein

A portion of food from this group every day

A portion of meat or poultry on three or more days each week

Only fish once or more every three weeks

For vegetarians, a portion of non-dairy protein on three or more days each week

A meat or poultry product (manufactured or homemade, and meeting the legal requirements) no more than once each week in primary schools and twice each week in secondary schools*



Healthier drinks*

Fresh, fresh drinking water at all times

The only drinks permitted are:

- Plain water (still or carbonated)
- Lower fat milk or lactose reduced milk
- Fruit or vegetable juice (max 150 ml)
- Plain soya, rice or oat drinks enriched with calcium; plain fermented milk (e.g. yoghurt) drinks
- Combinations of fruit or vegetable juice with plain water (still or carbonated, with no added sugars or honey)
- Combinations of fruit juice and lower fat milk or plain yoghurt, plain soya, rice or oat drinks enriched with calcium; cocoa and lower fat milk; flavoured lower fat milk, all with less than 5% added sugars or honey
- Tea, coffee, hot chocolate

Combination drinks are limited to a portion size of 300ml. They may contain added vitamins or minerals, and no more than 150ml fruit or vegetable juice. Fruit or vegetable juice combination drinks must be at least 45% fruit or vegetable juice

Food provided outside lunch

- Fruit and/or vegetables available in all school food outlets
- No savoury crackers and breadsticks
- No cakes, biscuits, pastries or desserts (except yoghurt or fruit-based desserts containing at least 30% fruit)



11 September 2011 1/25

Eating in school should be a pleasurable experience: time spent sharing good food with peers and teachers. These school food standards are intended to help children develop healthy eating habits and ensure that they get the energy and nutrition they need across the whole school day.

It is just as important to cook food that looks good and tastes delicious; to talk to children about what is on offer and recommend dishes; to reduce queuing; and to serve the food in a pleasant environment where they can eat with their friends.

Our core menu and recipes follow these standards.



Ten Point Checklist

10 Point Checklist

1. Do not offer starchy food cooked in oil more than twice a week, examples include roast potatoes, chips, fried rice.
2. One or more wholegrain starchy foods should be offered each week.
3. Minimum of one appropriate fresh vegetable or salad accompaniment available daily.
4. Manufactured (including homemade) meat products to be available on no more than two days per week
5. Coated and Deep-Fried products available no more often than twice a week.
6. Confectionary, chocolate and chocolate coated products should not be available, but cakes, biscuits and traybakes are allowed at lunchtime.
7. No additional salt to be available to be added to food after cooking.
8. Condiments should be limited to sachets or servings of no more than 10g.
9. Fresh Fruit should be available daily (whole, cut or potted).
10. Water should be the default drink avoid drinks containing preservatives, flavourings, colourings and sweeteners.

Eatwell Guide



The Eatwell Guide shows how much of what we eat overall should come from each food group to achieve a healthy, balanced diet.

You do not need to achieve this balance with every meal, but need to encourage the balance right over a day or even a week.

The Eatwell Plate is a visual representation based on five food groups.

World KITCHEN

w/c 7th October, 28th October, 18th November, 9th December,
30th December, 20th January, 10th February

Aspens


WEEK ONE

AUTHENTIC ITALIAN
MONDAY

Pasta Pomodoro

Wholewheat penne
with the ultimate
roasted tomato
sauce



Quorn Meatballs

Spicy tomato rrau
with wholewheat
spaghetti



FAMILY FAVOURITE
TUESDAY

All Day Breakfast

Grilled sausage,
tomato, egg, hash
brown, beans &
wholemeal toast

All Day Breakfast

Grilled veggie
sausage, tomato,
egg, hash brown,
beans & wholemeal
toast

BACKING BRITISH
WEDNESDAY

Roast Beef

Served with mash
& seasonal
vegetables
or in a giant
Yorkshire wrap

Quorn Roast

With mash, seasonal
vegetables, sage &
onion stuffing &
gravy

STREET FOOD
THURSDAY

Chicken Makhani

Marinated chicken
thigh pieces in a
buttery curry sauce
with spiced rice

STREET FOOD
MARKET

Cauli Jalfrezi

Stir fried
cauliflower with
Persian spices
& dhal



FISH FRIDAY
WITH A TWIST

Fish & Chips

Fiery battered fish
fillet with chips
and crushy peas

MEXICANO

BBQ Pulled Jackfruit Burrito

Louisiana style rice
with jackfruit &
beans in a flour
wrap



TRADITIONAL
DISH

VEGGIE
DISH

Hot DELI

DELICIOUS
DESSERTS

Italian Crumble
Cake

Winter
Sponge

Fruit-Tea
Loaf

New York Baked
Cheesecake

Giant Lemon
Cookie

SERVED WITH SEASONAL VEGETABLES OR SALAD

World KITCHEN

14th October, 4th November, 25th November, 16th December,
6th January, 27th January, 17th February

Aspens


WEEK TWO

**AUTHENTIC ITALIAN
MONDAY**

Spinach Calzone

Healthy fresh dough filled & folded with spicy tomato sauce & spinach



**FAMILY FAVOURITE
TUESDAY**

Beef Lasagne

Beef bolognese with pasta, cheese with garlic bread

**BACKING BRITISH
WEDNESDAY**

Sausage & Mash

Pork sausage with mash & seasonal vegetables

**STREET FOOD
THURSDAY**

Shawarma

Marinated chicken, & pickled red cabbage in Khobez with hummus



**FISH FRIDAY
WITH A TWIST**

Fish & Chips

Tempura battered fish fillet with chips & Katsu sauce

**TRADITIONAL
DISH**

**VEGGIE
DISH**



Leek & Mushroom Risotto

Classic risotto served with green leaf salad

Veggie Lasagne

Roasted vegetables with pasta, cheese with garlic bread

Quorn Sausage & Mash

Quorn Sausage with mash & gravy

Quorn Fajita

Marinated Quorn with sliced vegetables, rice & a wheat wrap



Tofu Drunken Noodles

Udon noodles, broccoli & sugar snap peas with Sriracha chilli sauce



Hot DELI

**DELICIOUS
DESSERTS**

Our Hot Deli Range includes fresh dough pizzas, pasta & noodle pots, filled jacket spuds & panini, hot chicken wraps, wings & dusted wedges. We rotate our range throughout the week.

**Tiramisu
Trifle Pot**

**Winter Fruit
Brulee**

**Apple & Berry
Crumble**

**Mexican
Chocolate
Pudding**

**Giant Ginger
Cookie**

SERVED WITH SEASONAL VEGETABLES OR SALAD

World KITCHEN

w/c 21st October, 11th November, 2nd December, 23rd December,
13th January, 3rd February, 24th February

Aspens


WEEK THREE

AUTHENTIC ITALIAN
MONDAY

Mac n Cheese

Baked cheesy pasta
with a crunchy
topping



Quorn Bolognese

Quorn mince with
vegetables &
wholewheat pasta



FAMILY FAVOURITE
TUESDAY

Minced Beef Pie

Minced beef &
carrots with
homemade
shortcrust & mash

Sticky Onion & Cheddar Quiche

Wholemeal pastry
with a caramelised
onion & cheddar

BACKING BRITISH
WEDNESDAY

Roast Chicken

With roasties, stuffing
& seasonal
vegetables

Quorn Roast

With roasties,
stuffing, seasonal
vegetables & gravy

STREET FOOD
THURSDAY

Philly Dogs

BBQ chicken
sausage with
Memphis slaw,
gherkin & American
mustard



Vegan Dogs

Loaded veggie hot
dogs served with
top sliced bun



FISH FRIDAY
WITH A TWIST

Fish & Chips

Crispy battered fish
fillet with chips
& mushy peas

Kimchi Burger

Spicy chickpea
burger with Kimchi &
avocado aquafaba
mayo



TRADITIONAL
DISH

VEGGIE
DISH

Hot DELI

DELICIOUS
DESSERTS

Our Hot Deli Range includes fresh dough pizzas, pasta & noodle pots, filled jacket spuds & panini, hot chicken wraps, wings & dusted wedges. We rotate our range throughout the week.

Lemon Drizzle
Flapjack

Ginger Sponge
with Custard

Chilled Rice
Pudding with
Caramelised
Pineapple

Vanilla &
Blueberry Blondie

Giant Oat
Cookie

SERVED WITH SEASONAL VEGETABLES OR SALAD

Recent APL Changes

As inflation continues, we must be smart with our purchasing to continue to buy the most appropriate ingredients for all of us. Lots of things affect the cost of ingredients from the price of fuel to exchange rates and wages to weather. The core categories to look out for are Meat & Fish, Dairy, Bakery and Produce. Some changes might seem strange but the decisions we make take into account quality, consistency, pack size and suitability, and where possible even add an additional benefit, for example fewer allergens.

We send out regular communications with a "switch to" list showing the existing product with code and supplier details and the new products to switch to. Here are recent examples:

Vegetable Oil – Pack size change only. Same product, same amount but in more manageable size containers.

Sausages – Switching into a single meat sausage with higher meat content. Additional nutritional benefits including 15% reduction in Saturated Fats plus a saving of 6%.

Green Beans – There is an 11% saving available by switching from sliced green beans to cut green beans. They look nicer and are more suitable for children as they are smaller. As they are cut rather than sliced they retain their colour better too so your counter will look greener!

Chips – We're also consolidating the number of variations of similar products to drive better value. So julienne and steakhouse fries are now going into a shoestring fry. A standard chip will still be available.

Top Tips for Visual Merchandising

Food is at the heart of Aspens and we are judged daily on how we perform.

This means maintaining the highest of standards every day, not only in the appearance, taste and quality of our food but also in the way we present it, serve it and respond to our customer needs. We want an Aspens unit to be instantly recognisable for its delicious, innovative food, consistently high standards, friendly positive staff and satisfied customers.

Lead by Example:

- Make sure staff are briefed before each service and are clear about what each dish is.
- Does your menu and tariff on show today reflect what is available?
- Always have impulse products such as homebakes by the till.
- Do your customers and our staff clearly understand what is available and how much it costs?
- Is everything priced at the point of sale?

How to Enhance your Displays



Risers

Using height is a great way to present your food and create depth to your display.

Simply use balls of cling film under dishes or wooden risers.



Link Purchases

Think of which accompaniments will complement your meal. This could be a sauce for roast meats, cheese for pasta toppings or naan breads for curries.

Ensure they are offered at a different price point to increase sales.



Counter Layout

World Kitchen should be the first option our customers see and we should encourage them to purchase a full main meal at all times.

Keep main meals items together so customers can see what's part of the meal.



Props

What props could you use to make a difference to your counter displays?

Large tins are great to display your garlic breads, wooden boards break up your slate tiles and balti dishes make your curries look more authentic.

Front of House Checklist



Front of House Unit Checklist

Area	Yes	No	Action	Date to be Completed
Signage Boards				
Are all frames full with current information?				
Are tariffs displayed?				
Are the correct black and grey acetates and templates used?				
Counters				
Are A5 frames displaying tariff and product?				
Are the correct black and grey acetates and templates used?				
If a promotion is running, did the counter show the menu?				
Are white dishes and plates used on the counter?				
Ticketing				
Is every dish ticketed and priced where appropriate using the correct acetate and template?				
Home Bakes and Fruit				
Are wooden display boxes used?				
Are they displaying the correct tickets with product and price information?				
Cold Deli				
Is the display following the planogram within the manual?				
Does it have shelf edge strips, product tickets and pricing information?				
Are the sandwich labels straight and professionally produced?				
Is there tariff information displayed in frames/menu board?				
Fill Points				
Are there any impulse buys near the fill points?				
Are comment cards available?				
Backing British				
Does the unit have 3 x A2 (or A4) Backing British posters on display?				
Does the unit use the Backing British acetates to communicate local purchasing?				
Promotions				
Does the unit have the current and following month's promotion on display using the coming soon strips?				
Are the promotional acetates used to advertise what the customer can expect in terms of food and menu?				
Does the unit have the poster versions of the digital promotions on display?				
Is the Aspens App poster displayed?				
Plasma Screens				
If the unit has access to plasma screens, do they feature our menus and forthcoming promotions?				
Are the new digital promotions displayed correctly?				
Cleanliness				
Are counters clean? (fronts and walls)				
Are counters in good repair?				
Are barriers clean or not broken?				
Is the fill and fill point area clean?				
Is metal cutlery clean, polished and available? (PLASTIC FOR TAKEAWAY ONLY)				
Allergens				
Is the allergens poster displayed?				
WOW Facebook Page				
Has the unit posted on our Facebook page in the last week?				

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Make sure that you use your Front of House Checklist to ensure that you are continuing to work in the Aspens Way.

The operations team will be checking compliance during visits.

If you have any marketing materials, signage or equipment missing, please address with your Operations Manager.



Promotion Calendar

HOT
OF THE
PRESS!

PROMOTION CALENDAR

Aspens

2019-2020

SEPTEMBER
OCTOBER
NOVEMBER
DECEMBER

THIS IS
ENGLAND



INCREDIBLE
INDIA



TASTE OF
ITALY



ALL THINGS
CHRISTMAS



JANUARY
FEBRUARY
MARCH
APRIL

VEGANUARY



LOVE YOUR
FOOD



PLANT
POWER



5 A DAY



MAY
JUNE
JULY

TO THE
MEX



ENERGY



SAVE THE
PLANET



LOOK OUT FOR OUR GREAT VALUE RETAIL DEALS
PLUS MANY MORE TASTY THEMES DAYS!

Promotions / Theme Days / Census Days - A great chance to decorate, dress up, have fun and increase sales too!

We have some exciting plans for next year which align well with current hot topics and food trends.

Don't forget to get inspiration from the WOW page and share photos from your events too!

Guest Offers

We are continually developing and expanding our range of guest offers and so if you want to have a special 'pop-up' offer in your unit please contact your Operations Manager who has access to a number of promotional materials. Most recent additions are **Voulez Poulet** and **Vegan Kitchen**.



Stickers to brand your serving containers



A4 Printed Menu



A2 and A4 Voulez Poulet Offer Posters and Menus

Editable Vegan Kitchen Plasmas & Posters to use during the offer period



Promotion Poster

Pop-up Menu Acetate



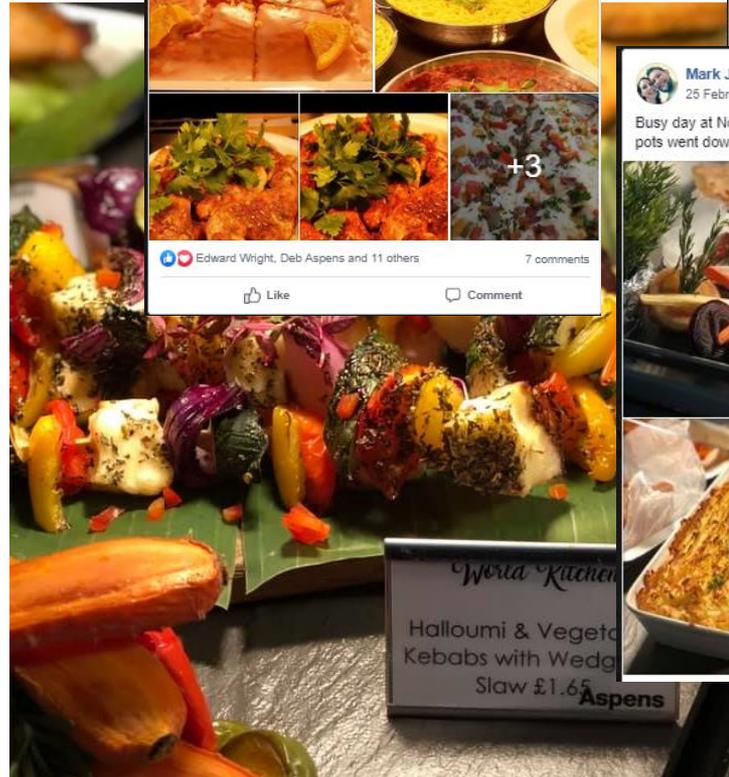
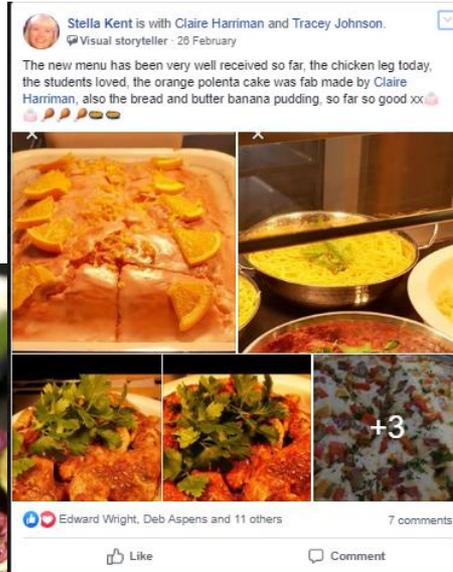
A4 Daily Special Posters



Set of tickets



WOW Page



The best place for showing off your WOW Moments, cheering on colleagues and a great source of inspiration too.