

PRIMARY SPRING 'NEW MENU' RESOURCE PACK

MARCH 2026

Innovate

This document includes **downloadable marketing** materials **for schools** to use to **promote the new menu and wider catering service to students and parents.**

Please download them and share via school channels – websites, newsletters, social media, etc.

If you have any problems accessing the files, or have any questions, please contact **marketing@impactfood.co.uk**

This Pack Includes:

- ✓ **New Menu Parent Letter**
- ✓ **Menu Overview Flyer**
- ✓ **Food Map**
- ✓ **Social Media Content**
- ✓ **Service Welcome Flyer (New Families)**
- ✓ **Free School Meals Postcard**

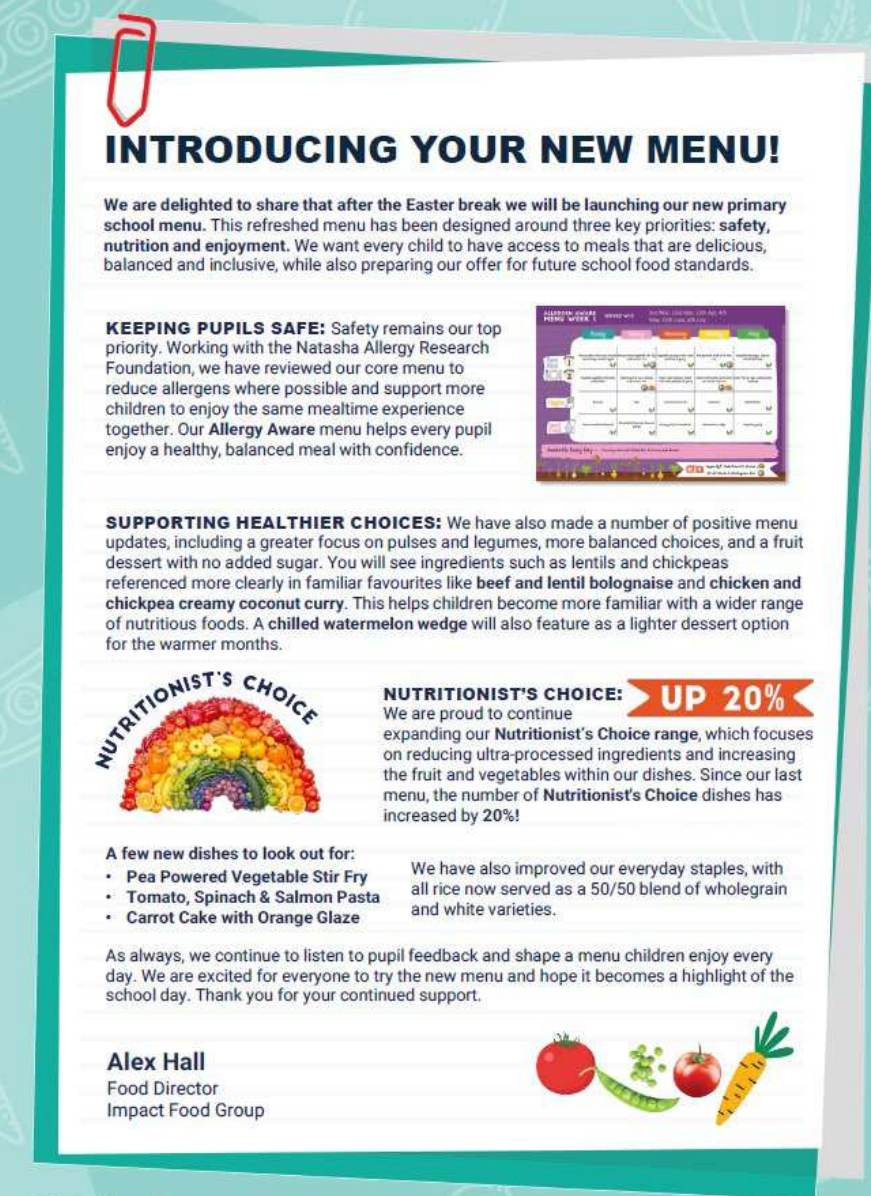
NEW MENU PARENT LETTER

New Menu Letter for Parents & Carers

Please **download** and share alongside your new menu.

- Email out / attach to newsletters
- Display on your school website


If you would also like the text and images to upload to your catering web page, please let us know by contacting: **marketing@impactfood.co.uk**



INTRODUCING YOUR NEW MENU!

We are delighted to share that after the Easter break we will be launching our new primary school menu. This refreshed menu has been designed around three key priorities: **safety, nutrition and enjoyment**. We want every child to have access to meals that are delicious, balanced and inclusive, while also preparing our offer for future school food standards.

KEEPING PUPILS SAFE: Safety remains our top priority. Working with the Natasha Allergy Research Foundation, we have reviewed our core menu to reduce allergens where possible and support more children to enjoy the same mealtime experience together. Our **Allergy Aware** menu helps every pupil enjoy a healthy, balanced meal with confidence.



SUPPORTING HEALTHIER CHOICES: We have also made a number of positive menu updates, including a greater focus on pulses and legumes, more balanced choices, and a fruit dessert with no added sugar. You will see ingredients such as lentils and chickpeas referenced more clearly in familiar favourites like **beef and lentil bolognese** and **chicken and chickpea creamy coconut curry**. This helps children become more familiar with a wider range of nutritious foods. A **chilled watermelon wedge** will also feature as a lighter dessert option for the warmer months.

NUTRITIONIST'S CHOICE: **UP 20%**
We are proud to continue expanding our **Nutritionist's Choice** range, which focuses on reducing ultra-processed ingredients and increasing the fruit and vegetables within our dishes. Since our last menu, the number of **Nutritionist's Choice** dishes has increased by 20%!


A few new dishes to look out for:

- Pea Powered Vegetable Stir Fry
- Tomato, Spinach & Salmon Pasta
- Carrot Cake with Orange Glaze

We have also improved our everyday staples, with all rice now served as a 50/50 blend of wholegrain and white varieties.

As always, we continue to listen to pupil feedback and shape a menu children enjoy every day. We are excited for everyone to try the new menu and hope it becomes a highlight of the school day. Thank you for your continued support.

Alex Hall
Food Director
Impact Food Group



IMPACT FOOD GROUP *Innovate* *Cucina* **Hutchison**

MENU OVERVIEW FLYER

Welcome Flyer for Parents & Carers

Please **download** and share alongside your new menu.

- Email out / attach to newsletters
- Display on your school website

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WELCOME to your new menu!

Crafted by expert chefs and nutritionists, this menu is designed to provide children with tasty, appealing and nutritious lunches that support a healthy, balanced lifestyle. Each school day features a variety of hot and cold meal options, with menus rotating on a three-week cycle to keep things fresh and exciting. Curious about what's on the plate? Keep reading to explore the delicious details!

Innovate IFG

Smart Standards, Tasty Plates

We follow a supercharged set of food standards that turn every school meal into a powerhouse of nutrition and deliciousness. Here's the scoop:

FRUIT & VEG every day? Absolutely! We pile on the colour and crunch to make sure every plate has the goodness kids need. And we make sure every child is able to help themselves to our fresh salad bar for those extra vitamins and minerals.

WHOLEWHEAT - the slow-release superheroes that keep energy levels steady and minds focused. Look out for the wholewheat icon across our menus!

PROTEIN power? Naturally. We serve up high-quality sources with every meal to help those growing bodies thrive.

And the not-so-fun stuff? Foods loaded with salt, fat, and sugar don't make it onto these plates – so the spotlight stays on goodness. It's all about creating menus that support learning, development, and a lifelong love of balanced eating.

These standards aren't just rules - they're the perfect recipe for healthy, happy learners.

NEW! **LOOK OUT FOR THE ICON**

Nutritionist's Choice

Nutritious, delicious, and bursting with bonus goodness! Introducing our Nutritionist's Choice meals - the superstar picks from our expert team that go above and beyond! These dishes aren't just healthy... they're next-level nourishing. Packed with plants: colourful veggies, hearty beans, and wholesome wholegrains. Crafted to support gut health, sharpen focus, and supercharge development. Perfect for fueling brilliant minds and bouncy energy from playground to classroom!

DID YOU KNOW? **OUR SAUCES HAVE A SECRET! TO INCREASE NUTRITIONAL CONTENT...**

WE'VE ADDED EXTRA VEGGIES And we didn't stop there - they're also hiding in our desserts!

MEET OUR Allergen Buddies

DOWN WITH SUGAR! We've increased fibre and reduced sugar across all our menus by swapping sugar for naturally sweet fruit and veggies!

ADDED FRUIT & VEGGIES EQUALS ADDED FIBRE

ALLERGEN AWARE MENU

We believe every child deserves access to healthy, delicious meals - no matter their dietary needs. That's why we've created the Allergen Aware Menu, designed for children with allergies to gluten, milk and soya.

KEEPING YOUR CHILDREN SAFE BY GIVING THEM A FRIENDLY FACE WHO WILL ENSURE THAT THEY GET SERVED THE RIGHT MEAL EVERY TIME.

Menu	Monday	Tuesday	Wednesday	Thursday	Friday
Monday
Tuesday
Wednesday
Thursday
Friday

FOOD MAP

Food Map for Students, Parents & Carers

This can be **downloaded** and shared alongside your new menu and welcome flyer.

- Email out / attach to newsletters
- Display on your school website
- Print and display in school where relevant



SOCIAL MEDIA CONTENT

Social Media Posts & Copy

PDF document with suggested social media post wording for x4 posts linked to the below.

1 Nutritionist's Choice

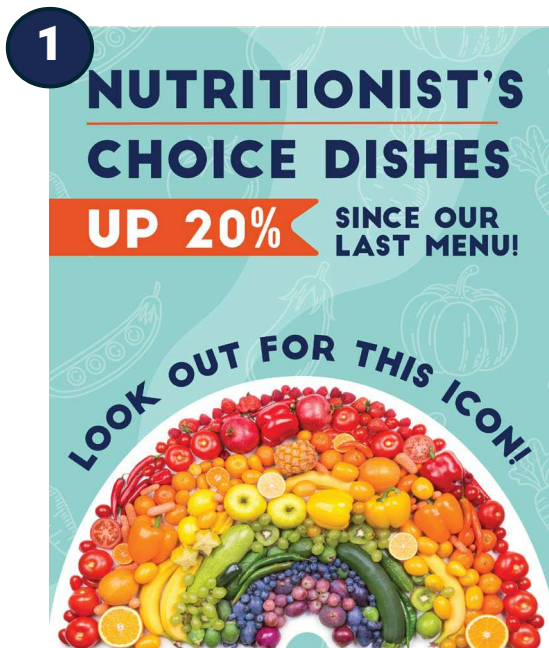
2 Free School Meals

3 Allergen Buddy

4 Made with Care

5 What's for Lunch?

Tip: Click on the images to view and download the jpeg files. Upload the jpegs (to your chosen social platform) and copy and paste the text from the PDF document into the body copy.



WELCOME LETTER & FSM POSTCARD

These are for Parent & Carers

This **letter** and **postcard** (previously shared in earlier toolkits) focus heavily on promoting Free School Meals. Please share them with parents via emails, newsletters, websites and other school channels.



GREAT FOOD
BIG SAVINGS!

Your child could enjoy a tasty, balanced meal every day – and you could save up to **£500** a year

SCHOOL MEALS ARE FREE
IN RECEPTION
YEAR 1
& YEAR 2!

AM I ENTITLED? If your child is in Reception, Year 1 or 2, they are automatically entitled to free school meals. From Year 3 onwards, you may still qualify if you receive certain benefits – saving your family over £500 a year and supporting your school. Check eligibility and apply today via the QR code, at www.gov.uk/apply-free-school-meals, or through your school.

SIGN UP

HERE



HELLO!
From your school's caterer



At Innovate, we believe that great food fuels great learning. Our menus are specially designed for primary school children - offering tasty, nutritious meals that support healthy growth, curious minds, and happy lunchtimes.

DESIGNED FOR YOUNG APPETITES: We use simple, child-friendly language and offer familiar, comforting meals that help children feel confident trying new flavours.

HEALTH & NUTRITION FIRST: We're passionate about creating meals that taste good and do good. Our menus are packed with the nutrients growing children need and meet all School Food Standards.



SCHOOL MEALS ARE FREE
IN RECEPTION
YEAR 1
& YEAR 2!

SAVE £500 A YEAR WITH FREE SCHOOL MEALS: All children in Reception, Year 1 and Year 2 get a free hot lunch every day. If your child is in Year 3 or above, you may be entitled if you receive certain benefits. It's worth checking – families can save over £500 a year per child, and applying helps your school too. Apply at: www.gov.uk/apply-free-school-meals

FOR EVERY CHILD: We want every pupil to enjoy lunch with confidence. Our Allergen Aware Menu offers meals free from gluten, dairy, eggs, and soya – without compromising on taste or nutrition.

SUSTAINABLE & SMART: We're committed to reducing food waste. By using every part of the ingredient – from cauliflower leaves to stalks – we create meals that are planet-friendly and still full of flavour.



GET IN TOUCH! If you have any questions or suggestions we'd love to hear from you. Send us a message at hello@impactfood.co.uk to share your views.