



WHAT GOOD LOOKS LIKE & SERVICE READY EVERYDAY

Presentation and Marketing Points

caterlink
feeding the imagination

This brochure has been put together using photos from around the Caterlink Business.

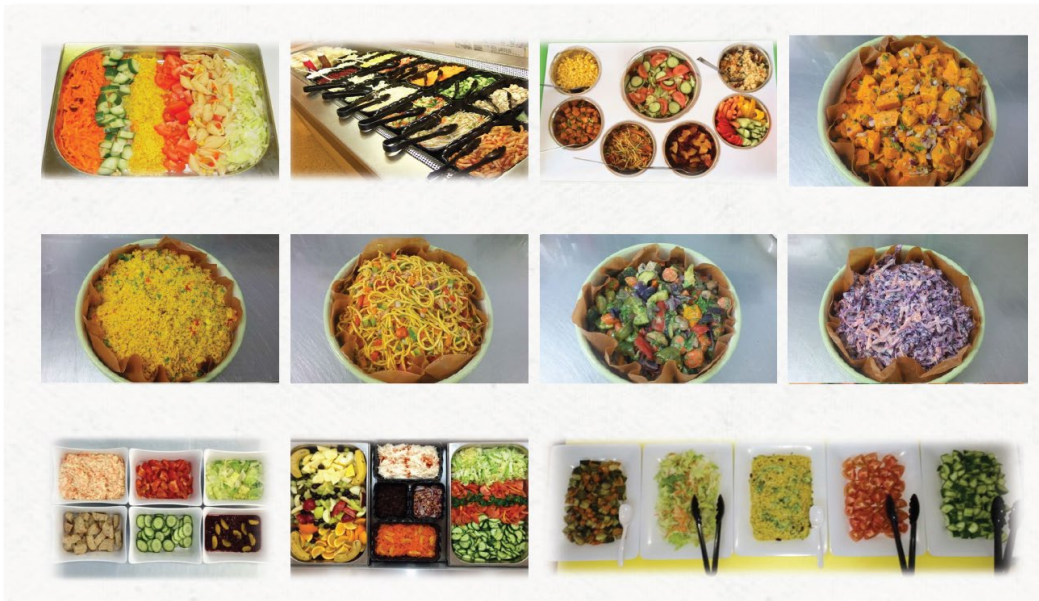
Our Customers eat with their eyes and the more appealing we make our counters and dining areas, the more our customers will be enticed to spend their money with us.

We do not always have the privilege of new dining facilities, but we can always use light equipment, marketing and our enthusiasm to make our counters look the best they can.



Salad & Dessert Station - Primary

Within our Primary business, we have many ways we display our salads; in a salad cart, salad bar or just on a table, but whatever it is we can make them look exciting and appealing.



Salad Bars - Secondary & College

Secondaries and Colleges can also be challenging with equipment but follow some simple tips and ideas here to make it look enticing

- For smaller sites use shallow containers to look full
- Use variety of different containers if you don't have a full matching range – adds interest too visually
- Use 80:20 rule – 80% Raw and naked and 20% composite salads (see Min stand Salad bar template for full details available on the Vine)



Salad Bars - Secondary & College

- Offer selection of dressings and oil separately
- Arrange with contrasting colours next to each other
- Offer protein pots (predominantly in Colleges) adjacent to salads – clearly labelled and priced
- Fresh herbs in pots on display , adds colour and can be used in salads, soups etc after



Dessert & Fruit Bars - Secondary & College

Fruit and dessert bars can be available throughout the day to encourage customers to choose a healthier option:

- At breakfast with selection cereals, nut free muesli and seeds
- Keep some of the fruit at lunch too so customers can still choose this option but remove cereals etc
- Left over fruit can be put into pots and on the Grab and Go chillers the next day
- Dessert pots can be offered with a fruit topping/coulis
- Overnight oats and muesli pots are also visually effective and healthy.



Hot Counter Display - Primary

Whether serving from a table or a hot counter, the presentation of our food should be at the forefront of what we do. Use garnish to enhance or create additional colour on the counter, but be mindful of adding allergens.

We should, not use 'Grundy' tins and do not use foil to cover trays or food. Put yourself in the shoes of your customer and look at your counter before service. Also, where possible have a show plate available which will give a visual of the dish and portion size. Does it look appealing? Think about having a box of fresh fruit and vegetables by the counter to enhance the colour.



Our equipment guide is on the Vine



Hot Counter Display - Primary



Hot Counter Displays



- Counters should look colourful
- Use different height containers to lift the counter
- Ensure you check your counter from the customer's view and check throughout service.
- Remember to complete a daily briefing on allergens with all service staff.



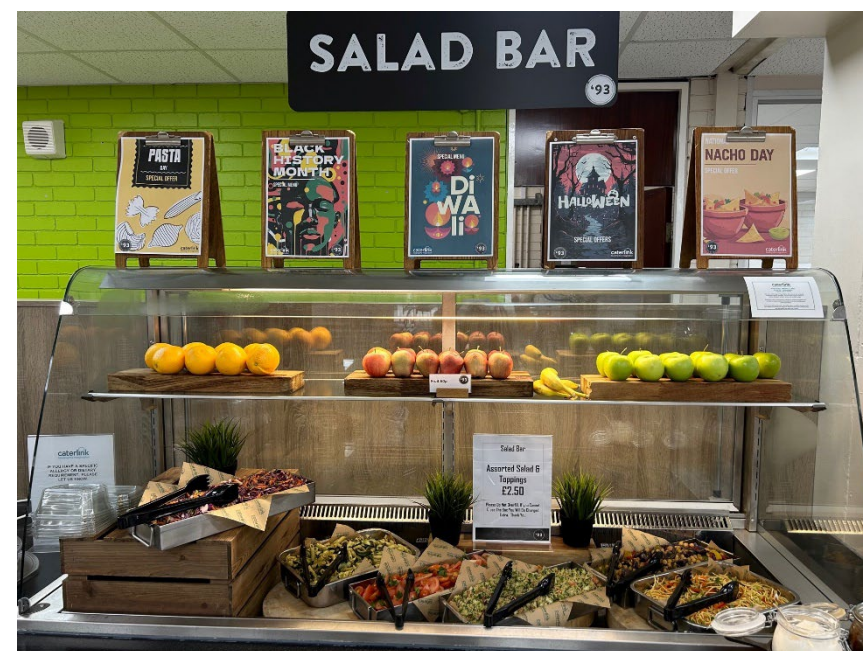
Hot Counter Display – Secondary & Colleges

- Arrange food in dishes, pots etc neatly not piled up
- Do not over garnish – keep it simple
- Any garnish or display foods should be relevant to the dish – think about allergies when adding garnish
- Containers, pots etc clean, crack and chip free
- Keep food topped up during service use smaller containers towards end of service
- Use large ceramic tiles in older insert bain marie type serveries
- Offer self-help accompaniments if appropriate to dish
- Offer “add ons” for additional linked sales
- Different concepts try different containers such as woks
- Clear signage – what it is and what’s included in meal price
- Write on counter glass with white or coloured pens – cheap, easy and effective (as long as legible!)



Grab & Go / Cold Chiller Display - Secondary & College

- Ensure all covered items have a PPDS label that are front facing
- Ensure products are within date
- Keep well stocked so always look full – pull to front
- Use correct shelf edges
- Clear product detail & pricing
- Keep food groups together ie all meat sandwiches , all veggie ones and so on
- Premium items – higher RSP (retail selling price) and GP (gross profit)– at eye level where possible.



Grab & Go / Cold Chiller Display Examples Secondary & College



Concept & Innovation - Secondary & College

- Advertise these days in advance so our customers know about it before the day.
- When running a promotion or a concept day make sure you have the relevant marketing positioned with it
- Allow space on your counters for bolt on and impulse purchases
- Encourage staff to offer and actively "sell" these bolt on's
- Check out the Concept Pages on The Vine.



Theme Counter Display



- Theme days are a great way to get customers into the dining rooms
- Ensure you advertise, build up enthusiasm
- Check The Vine for supporting material
- Dress up your counters a few flags make a big difference



Marketing Boards

- Ensure boards are clean, in good condition and create the right first impression
- Ensure all posters are current and correct
- weekly menu is displayed
- Depending on size of board have a mix of posters to make it interesting and relevant



- For example - Promotions coming up , Food Hero, waste poster (alternate), Loyalty or meal deal and what's coming
- This should not be our only source of advertising – plasmas around site, intranets, emails etc.
- Remember to have an allergy poster/sticker at every counter

Marketing Boards - Primary

It is essential that our marketing boards are kept up to date at all times. The information displayed should be relevant and reflect what is on offer within the site.

For our primary schools, the correct menu should be on display. Our waste board should be updated weekly.

The menu holders should be clean and free from smears.

Our Caterlink Lunches

Over 75% of our meals are cooked from scratch on site by our kitchen teams

We use red tractor certified meat

Our fruit and veg is locally supplied

We use Fairtrade cocoa powder

All contain a portion of carbohydrates and a portion of protein

Many of our dishes contain hidden wholegrains to increase fibre

Salads are available daily, with freshly baked 50/50 bread

Fresh Fruit is available alongside our dessert of the day

Apple sponge & Custard

Example lunch & dessert

Our menu features MSC certified sustainable fish

We use eggs from free range chickens

We use RSPCA Assured poultry

We serve fresh drinking water with every meal

Allergy statement

IF YOU WOULD LIKE TO KNOW ABOUT PARTICULAR ALLERGENS IN FOODS PLEASE ASK A MEMBER OF THE CATERING TEAM FOR INFORMATION. IF YOUR CHILD HAS A SCHOOL LUNCH AND HAS A FOOD ALLERGY OR INTOLERANCE YOU WILL BE ASKED TO COMPLETE A FORM TO ENSURE WE HAVE THE NECESSARY INFORMATION TO CATER FOR YOUR CHILD. WE USE A LARGE VARIETY OF INGREDIENTS IN THE PREPARATION OF OUR MEALS AND DUE TO THE NATURE OF OUR KITCHENS, IT IS NOT POSSIBLE TO COMPLETELY REMOVE THE RISK OF CROSS CONTAMINATION.

WEEK ONE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Option one	Chickens and Tomatoes with Pasta Sauce	A choice of Burger with Potato or Veggie with Potatoes and Potato Wedges	Roast of the Day, including Roast Potatoes & Gravy	Vegetarian Bolognese with Spaghetti	Portuguese with Chick & Tomato Sauce
Option two	NEW Chef Selection Vegetarian Casserole	Vegetables of the Day	Vegetables of the Day	Vegetables of the Day	Vegetables of the Day
Dessert	Lemon Cheesecake	Hot only with Muesli	Pastry Cheesecake with Muesli	NEW Jam and Custard Buns	Only Cooks

WEEK TWO

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Option one	Tomato Pasta	Sausage Roll with Potato Wedges	Chicken & Potato	Portuguese with Chick & Tomato Sauce	Portuguese with Chick & Tomato Sauce
Option two	Cherry Soup with New Potatoes	NEW Chicken Jacket	A choice of 50/50 or Veggie with Potatoes and Potato Wedges	Vegetables of the Day	Vegetables of the Day
Dessert	NEW Camp Cake	Apple Cheesecake with Custard	Hot Muesli	Chocolate Cheesecake with Custard	Vanilla Biscuits

WEEK THREE

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Option one	NEW Chicken & Potato	Sausage, Chicken and Gravy with Potato Wedges	Sausage, Chicken and Gravy with Potato Wedges	Chicken Pie with Mashed Potatoes	Portuguese with Chick & Tomato Sauce
Option two	Cherry Soup with New Potatoes	Vegetables of the Day	Vegetables of the Day	Vegetables of the Day	Vegetables of the Day
Dessert	NEW Camp Cake	Apple Cheesecake with Custard	Hot Muesli	Chocolate Cheesecake with Custard	Vanilla Biscuits

Menu Key

Available Daily: Freshly cooked (except potatoes) with a choice of things. Bread freshly baked on site. Daily salad selection.

Roast Turkey Dinner

Fruit & Vegetables

Fruit and vegetables are an important part of a balanced diet

Fresh, frozen, tinned and dried fruits and vegetables all count towards your 5 a day

Learn with **caterlink** feeding the imagination

The Five Food Groups

A healthy balanced diet includes eating foods from all five food groups. Aim to eat a variety of different foods from within each food group to help you get a wide range of nutrients for your body to stay healthy.

Fruit & Veg

Fruit & veg are full of vitamins, minerals and fibre.

Eat at least 5 portions of different fruit and veg every day.

Fruit and vegetables should make up 1/3 of the food we eat!

Carbohydrates

Are our main source of energy

Carbohydrates should make up another 1/3 of the food we eat!

Choose wholegrain varieties for added fibre, such as wholewheat pasta and brown rice.

Protein

Protein is essential for our body to grow and repair.

Beans, pulses, fish, meat and eggs are good protein sources.

Fats

Some fat in our diet is essential, but we don't need much!

Choose unsaturated fats (healthy fats) e.g. olive oil, nuts, seeds and avocado.

Dairy

Dairy foods such as milk, cheese and yogurt, are important for our bone health and are a good source of calcium.



OUR WASTE WAR

Join our mascot JoJoe and become a waste warrior!

Did you know?

1KG = 250G CARBON EMISSIONS (CO2)

THAT'S THE SAME AS BURNING 200 SHEETS OF PAPER

2.5KG = 625G CARBON EMISSIONS (CO2)

THAT'S THE SAME AS WATCHING CARTOONS FOR 10 HOURS!

5KG = 1250G CARBON EMISSIONS (CO2)

THAT'S ABOUT HALF AN HOUR ON A TRAIN!

IF WE SAVED 1KG PER WEEK FOR 1 YEAR (500G FOOD WASTE) = 1250G CARBON EMISSIONS (CO2)

THAT'S THE SAME AS 254 CAR JOURNALS TO SCHOOL!

Last WEEK our food waste was []

This WEEK our food waste is []

This has added [] carbon emissions (CO2)

FACTS

Over a third of all food goes in the bin

70% of all the food that we waste in the UK was still good to eat before it went in the rubbish

Help us make a change and support reducing throwing away good food!

caterlink feeding the imagination

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The App is the way we will be promoting and “communicating” with our customers in Colleges more and more moving forward so:

- Make sure you, your managers and as many of your staff as possible have the App downloaded for their respective site
- This way you stay informed of offers etc
- Advertise awareness with the App poster displayed in A4 and A5 posters at the Tills, Welcome Boards, in café's and to clients for their website etc
- Encourage staff to actively highlight it to customers especially the benefits
- Use posters which include the QR codes for the app, available through the Vine.
- '93 Guide is available on the Vine

SAMPLE FULL COLLEGE MENU WEEK 2

WEEK 2	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
THE HOT PLAYS Peckish	BANGERS & MASH BANGERS & MASH SERVED WITH GRavy & PEAS SIDES CAULIFLOWER CHEESE, FRIED ONIONS	STREET FOOD STREET FOOD KEBABS (GYROS, HALLIDIUM, DINNER OR SHISH) SIDES SERVED WITH SALAD & PITA, CHOICE OF SAUCE	BEEF LASAGNE MAC & CHEESE SERVED WITH SALAD & GARLIC BREAD SIDES GARLIC MUSHROOMS, TOMATO SALAD	#KATWRAP CHICKEN KATL WRAP TOSTO THAI GREEN CURRY SERVED WITH RICE SIDES PRIMA CRACKERS, SPRING ROLLS	BATTERED FISH OR SAUSAGE VEGAN SAUSAGE ROLLS BOTH SERVED WITH CHIPS & PEAS SIDES TARTARE SAUCE, CURRY SAUCE, BUTTERED ROLL
CHICKEN ON THE GO A SELECTION OF DIFFERENT FLAVOURED MARINATED WINGS & DRUMSTICKS, 1 COATED CHICKEN OPTION & 1 HANDHELD OPTION SERVED EVERYDAY ALONGSIDE SPICY RICE, CHIPS & TATER TOTS					
BOULED	PASTA BAR CHEESE SAUCE TOMATO & BASIL SAUCE SERVED WITH GARLIC BREAD & SIDE SALAD	PASTA BAR CHEESE SAUCE TOMATO & BASIL SAUCE SERVED WITH GARLIC BREAD & SIDE SALAD	PASTA BAR TOMATO & MASCARPONE ARABAKATA SERVED WITH GARLIC BREAD & SIDE SALAD	PASTA BAR PESTO & SPINACH BOLDONAGNE SERVED WITH GARLIC BREAD & SIDE SALAD	PASTA BAR PESTO & SPINACH BOLDONAGNE SERVED WITH GARLIC BREAD & SIDE SALAD
STREET FOOD	PIZZA MARKET	Load it	PIZZA MARKET	Load it	PIZZA MARKET
chilled	READY FOR YOUR CONVENIENCE A SELECTION OF FRUIT POTS, CHEESECAKES, YOGHURT & MUESLI, PASTA SNACK POTS, SALADS & MORE				

THE '93 COLLEGE GUIDE

THIS MENU IS AN EXAMPLE OF HOW OUR '93 MENUS LOOK

RECIPE SPECS AVAILABLE ON VINE FOR EACH DISH WHERE YOU CAN EDIT YOUR SELL PRICE AND THIS WILL REFLECT YOUR GP% FOR THAT DISH.

'93 CATERLINK APP



AVAILABLE ON:

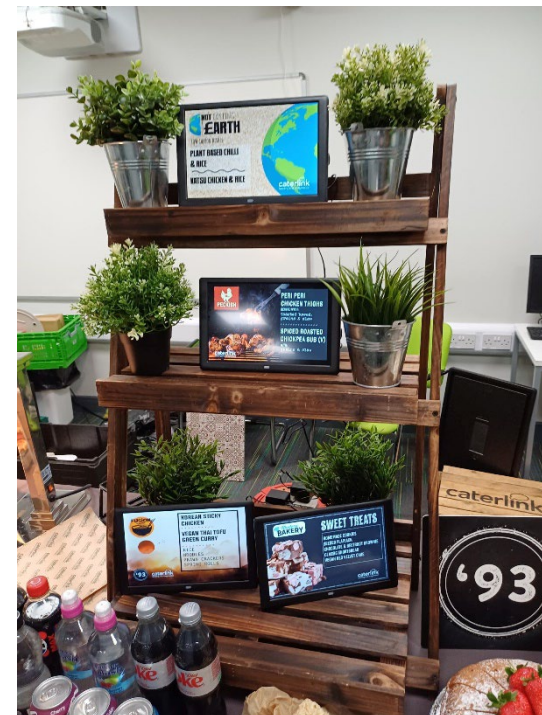


THE '93 COLLEGE GUIDE

OUR CATERLINK APP IS DESIGNED FOR US TO ENGAGE WITH CUSTOMERS IN THE DIGITAL WORLD.

MANAGERS AND KEY STAFF MUST CHECK THE APP DAILY TO BE AWARE OF THE PROMOS ON OFFER

THE CUSTOMER MUST CLICK THE REDEEM OFFER BOX, AND USE WITHIN 20 MINUTES



Available from Better Printing

Order as hang boards – use butchers to hang or Foamex with sticky back Velcro for wall fastening



Food Hero Displays - Examples



Overall look



Coffee Bar Visuals - Unbranded



In many cases, especially in Colleges, our cafes compete directly with the High Street.

Whether branded or unbranded, they need to be more reflective of the high street in terms of their look and feel.



Coffee Bar Visuals - Branded

- Clear Hot drink menus and pricing is essential
- Plenty of indulgent cakes and bakes in this area
- School Cafes should have good displays of cakes, homebakes, muffins and so on
- Colleges to have a mix of homebakes, whole cakes and retail pre-wrapped items
- Impulse lines at the tills , use Kilner jars to help display unwrapped sweets
- Ensure you have the seasonal promotions well advertised to encourage uptake
- Ensure back bar is clutter free
- Have re-usable hot drink mugs available to purchase



Uniform

- Staff Uniform should be purchased through Denny's
- Check appearances before service
- Ensure teams have the correct uniform for their job role.
- Smart and happy staff will give our customers a friendly experience
- Make sure all staff have completed the 'Customer Service' Training module.



College Freshers Stands



Parent & Pupil Interaction Set Ups – Primary



Secondary Opening Evening – Set ups





- A great way to gain additional sales and present in a different way Hospitality Brochure on the Vine

- Keep up to date by visiting The Vine <https://wshgroup.sharepoint.com/sites/TheVine-Caterlink>
- Send over your pictures to info@caterlinkltd.co.uk so they can appear in the news section

The screenshot displays the 'The Vine' SharePoint site for Caterlink. The top navigation bar includes 'Home', 'Documents', 'Pages', 'Site contents', and 'Edit'. Below the navigation bar, there are options for '+ New', 'Page details', and 'Analytics'. The main content area features a grid of six images with captions: 'Food, Nutrition & Marketing' (a child in a school uniform), 'People & Development' (two women in aprons), 'Food, Health & Safety' (a woman in a kitchen), 'Finance & IT' (two women in a kitchen), and 'General Company Information' (a sign that says 'Come in WE ARE OPEN'). Below the grid, there are two sections of links. The 'Links - Food & Health & Safety' section includes 'PRIME', 'Monthly Audit...', 'HS8 Monthly Safety Audit', 'FS9 Monthly Food Safety..', and 'Navitas Safety'. The 'Links - Primary' section includes 'Primary Lunch...', 'Primary online...', 'Caterlink Meals System', and 'COINS Login'. At the bottom, there is a section for 'Other Useful Links' with four icons representing different services.

Home Documents Pages Site contents Edit

+ New Page details Analytics

Published 18/11/2024 Share Edit

Food, Nutrition & Marketing

People & Development

Food, Health & Safety

Finance & IT

General Company Information

Links - Food & Health & Safety

PRIME

Monthly Audit...

HS8 Monthly Safety Audit

FS9 Monthly Food Safety..

Navitas Safety

Links - Primary

Primary Lunch...

Primary online...

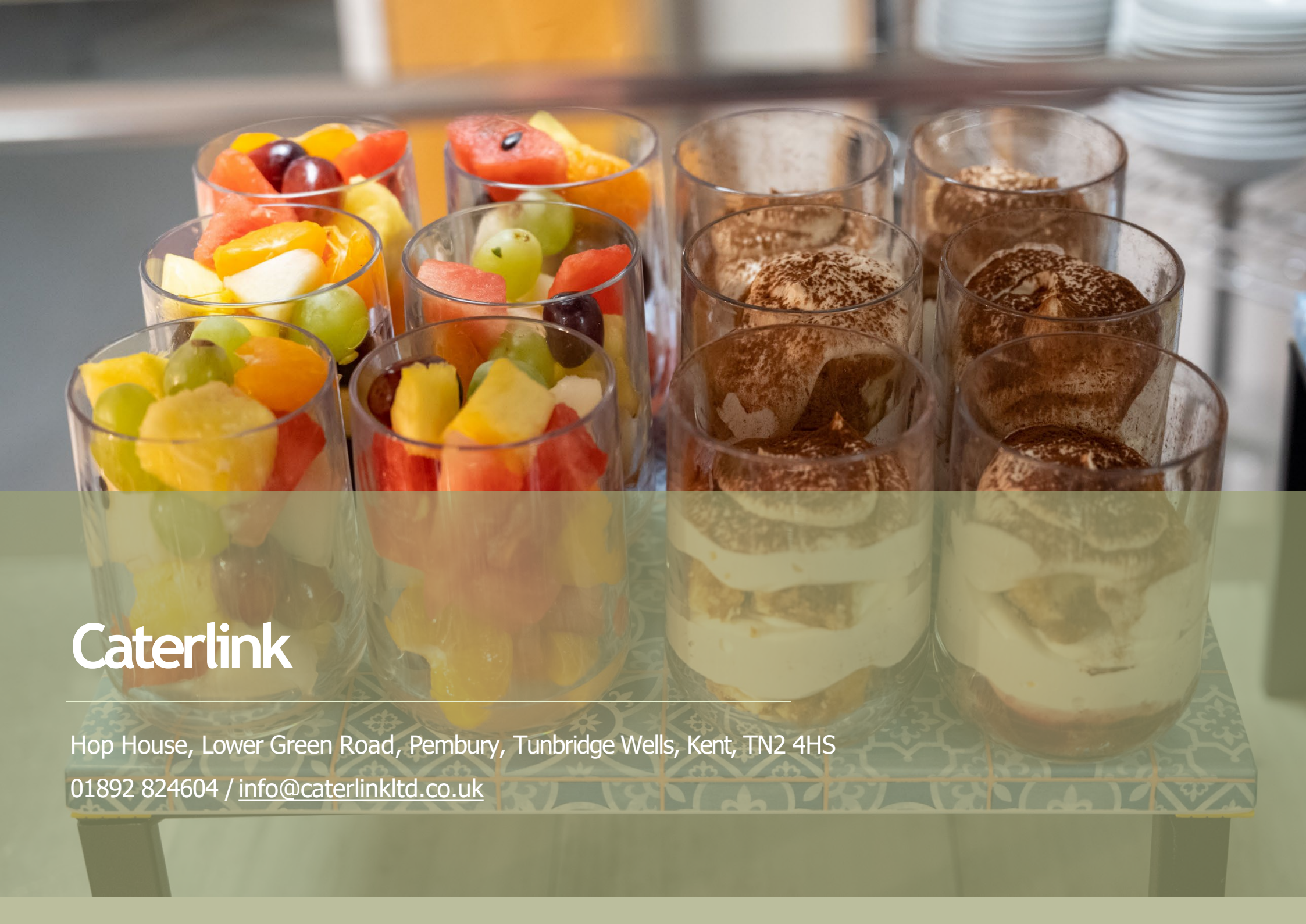
Caterlink Meals System

COINS Login

Other Useful Links

The links/information below will take you to relevant helpful pages on the Vine

- The Vine – Main Page - <https://wshgroup.sharepoint.com/sites/TheVine-Caterlink>
- Marketing Section – Posters, Theme Day information etc [Marketing and School Activities](#)
- Uniform Supplier information [Supplier PLOFs and Pricelists](#)
- Display Equipment - [Display Equipment List for all Sectors 2024.xlsx](#)
- News and Features section - [Caterlink - Picture Library - Tile View - ALL PHOTOS](#)
- Concept Pages – Spice & Rice, Modern Bakery etc - [Concepts - Primary, Secondary & Colleges](#)
- College '93 Guide - [College Range and Marketing](#)
- Primary Lesson Plans - [Lesson Plans](#)
- Primary Menu & Messaging Boards ordered through – info@caterlinkltd.co.uk
- Pull ups and Concept Boards & College Marketing – ordered through Better Printing by your Ops Manager
- What good looks like guides and supporting information - [What Good Looks Like & Service Ready Guide](#)



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