



Fresh food, fresh made, fresh minds

Kai-Hong Tan Heart Foundation

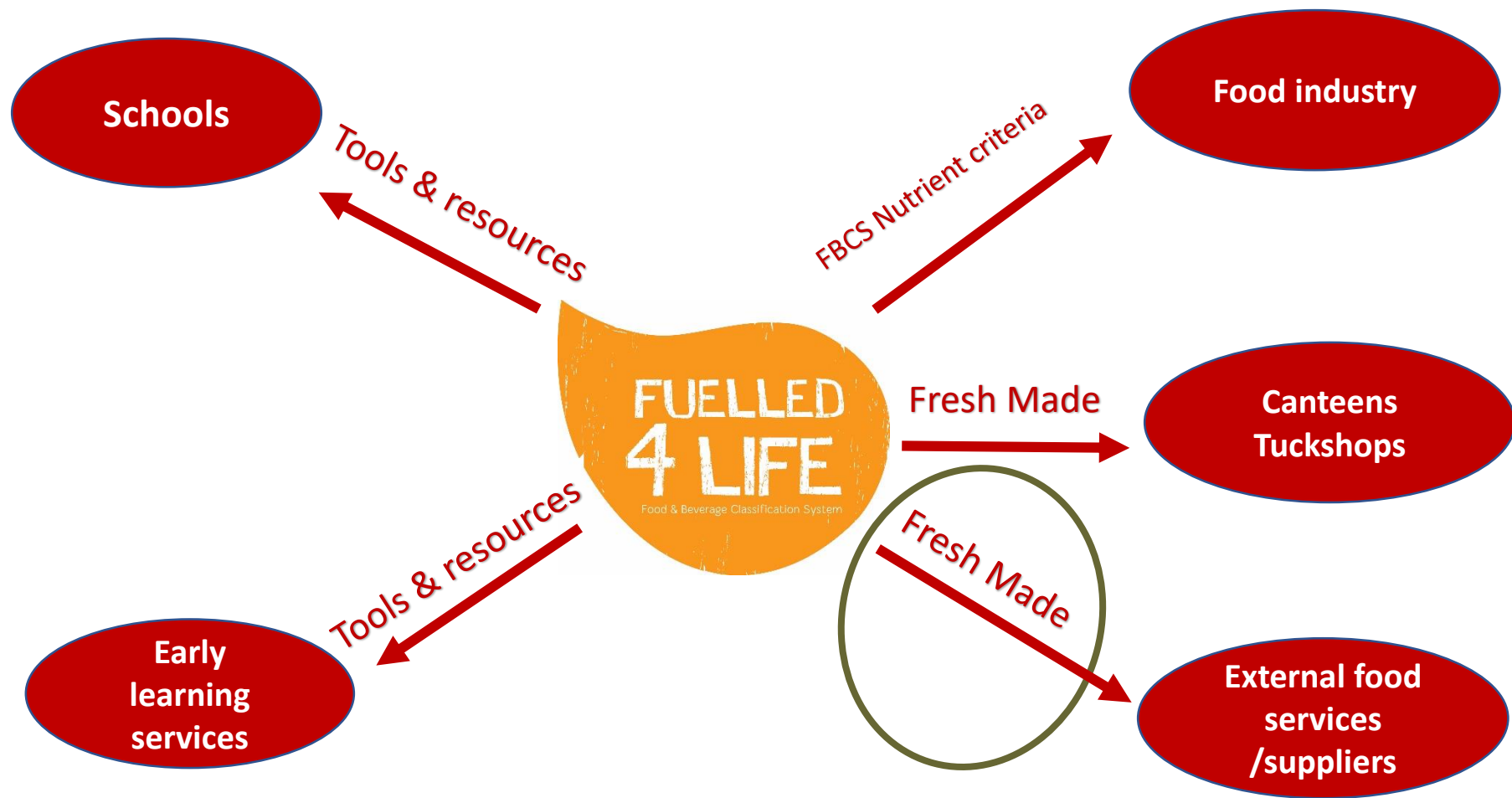


Fuelled4Life



- Focus on the food environment of schools and early learning services
- Aims to inspire schools and early learning services to provide tasty, nutritious products for children.
- Based on the Ministry of Health Food and Beverage Classification System (FBCS), foods and beverages are classified as either 'everyday' or 'sometimes' according to FBCS.
- Involves the education, health, food service and food industry sectors working together.





Fuelled4Life Fresh Made

- Individualized nutritional support and advice to school food caterers and canteens to make their foods healthier
- Fresh Made registration scheme –
 - underpinned by the Food & Beverage Classification System (FBCS)
- Supporting resource: Food based, easy to use and visual

Benefits to food suppliers

- Meet the growing demand for healthier freshly made foods.
- Lunch providers are able to advertise that they are Fuelled4life registered and use the Fuelled4life/Heart Foundation logo on marketing material.
- Marketing exposure through the Heart Foundation school network
- Gain market advantage through targeted advertising opportunities of Fuelled4life.

FUELLED4LIFE PACKAGING IDEAS
FOR SCHOOL CANTEENS

CHOCOLATE MUFFIN MAKEOVER



Traditional chocolate
muffins are high in
sugar and fat.

Make it smaller.

Or only sprinkle chocolate
chips on top of fruit (banana,
blueberry, apple) muffins.

Ren:
Teas,

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Foundation

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Current partners and their coverage

- External suppliers of schools and ECEs
 - Nine companies registered, supplying to 250+ NZ schools and early learning services
- Boarding school food services
- High school tuck shop operator
 - Libelle Group – a national school tuck shop operator in 60 high schools with around 50,000 students
- Out-of-school care providers
 - sKids -- national out-of-school care provider (65 franchisees, 174 sites with around 6500 children)

The work with Libelle Group

- Nutritional support to assist Libelle on menu transformation which resulted in
 - 1) recipe reformulation of their standardised recipes,
 - 2) healthy substitution of ingredients and foods on offer,
 - 3) reduction of sugary drinks and snacks
 - 4) removal of pastry items.
- The Eat Smart national menu has gained Fuelled4life Fresh Made approval in Term 4 2018 and trialled in Nelson & Marlborough schools.
- The new menu rolled-out nationwide (60 schools) in term one 2019

CHAMPION TUCKSHOPS MENU

WINTER COMBOS

Chicken Pesto Combo

w/brownie bite/slice, Grain Waves and apple



Pasta Combo

w/milk or Calci Yum, muffin & apple



Salsa Nacho Combo

w/water & apple



Veggie Roll Combo

w/milk or Calci Yum, Grain Waves & apple



Chicken Burger Combo

w/muffin & apple



Cheese Burger Combo

w/Grain Waves, muffin & apple



Hot Dog Combo

w/milk & apple



Hot Dog Combo XL

w/popcorn, muffin & apple



Hunger Buster Combo

w/wedges & apple



Butter Chicken Wrap Combo

w/milk or popcorn & apple



Crispy Chicken Combo

w/Primo & apple



Crispy Chicken Combo XL

w/popcorn, brownie bite & apple



CHAMPION Tuckshops

EAT SMART

Combos

Crispy Chicken Roll Combo

w/milk, yoghurt & apple



C01

Italian Pasta Combo

w/milk, yoghurt & apple



C02

Cheeseburger Combo

w/water & apple



C03

\$2 Sandwich Range Combo

w/muffin, water & apple



C04

Teriyaki Chicken on Rice Combo

w/muffin & apple



C05

Butter Chicken on Rice Combo

w/water & apple



C06

Chicken Burger Combo

w/yoghurt & apple



C07

6pc Dumpling Combo

w/water & apple



C08

\$3 Sandwich Range Combo

w/Grain Waves, muffin & apple



C09

Veggie Pocket Combo

w/milk & apple



C10

Pesto Pasta Combo

w/Grain Waves, yoghurt & apple



C11

Butter Chicken Wrap Combo

w/yoghurt & apple



C12

\$4 Sandwich Range Combo

w/milk & apple



C13

Sushi Sandwich Combo

w/water & apple



C14

1/2 Wrap Combo

w/milk & apple



C15

Chilli Bean Wrap Combo

w/water & apple



C16

PLACE AN ORDER, READY FOR LUNCH. SEE [FACEBOOK.COM/CHAMPIONTUCKSHOPSNZ](https://www.facebook.com/championtuckshopsnz) FOR MORE INFORMATION.

Menu changes

2018 – Drinks removed from 2018 range

300ml Carbonated Sugar Free PET bottle range
350ml Keri Juice
500ml Barista Bros Flavoured Milk
500ml Fuze Ice Tea
500ml Lipton Ice Tea
400ml Reduced Sugar Isotonic Powerade
500ml Deep Spring Light
750ml Pumped Flavoured Water
350ml Up&Go
325ml Primo Range 40% Reduced Sugar
500ml Mammoth Flavoured Milk Range

2019 – Drinks on offer

750ml Pump Water
400ml Pump Water
250ml KB Lightly sparkling Canned Water
450ml Kiwi Blue Sparkling Water
300ml/250ml Blue Top Milk
250 ml CalciYum
500ml Lite Ice Tea/Infused water

Menu changes

2018 – Treats removed from 2018 range	2019 – Treats on offer
Raspberry Rolls 100gm caramel slices Mrs Higgins slices 80gm Brownie 85gm Cookies 40gm Cookies Choc Mouse Cups Icy Twists Paddle pops Cyclones Cookie Crumble Calippo	30gm Brownie Bits 30gm Popcorn Fruit & jelly cup 40gm Caramel Slice Free Fresh Fruit Juicies

Apple \$2
Cinnamon
+ Walnut
Muffins

SELECTED
PLANNING

TERIYAKI
CHICKEN RICE
ASSORTED
SALADS
\$14
CUPS \$1



A photograph of a display case containing various items, including a bowl of food and a container of snacks, with handwritten labels like "Rice Pudding" and "Cinnamon Spices".



Some feedback from the Libelle Menu Makeover

“My girls are loving my pesto pasta & chicken wraps. Big compliments today.”

“Staff have also expressed the positive uptake from our customers and say the students are really liking the changes we have made.”

“This year we have found that parents have also come to us with positive feedback on the overall menu.”

“The Eat Smart Menu has taken off quite well, we have not experienced a loss of sales of which we were expecting to a degree. Instead we are seeing sites that are much better off this year compared to the last. ”

Some feedback from the Libelle Menu Makeover - Challenges

“Deleting a lot of the drinks has had a negative impact to our sales compared to last year.”

“Fonterra’s assets are running on negative return and they are looking at removing all free of loan fridges from our 45 sites they have assets in. ”

“The new menu is more labour intense compare to last year”

“Students throwed away the salad from the burgers.”

“We have had petitions for food items to come back.”

Learning

- Collaboration is all about exploring differences and finding common ground and solutions
- Speaking the language of clients / customers is important when negotiating a win-win approach
- Flexibility allows you to evolve your service and increase reach





Thank you