



## A LITTLE MORE ABOUT FRESH START

### PARTNERSHIP

*We believe that we offer an opportunity for Schools to work with true partners who have the same ideals. We are a local company who buck the trend, using fresh locally sourced ingredients all cooked from scratch daily in each kitchen.*

*Fresh Start believe that offering a personal service is the key to retention and happy clients, pupils, and parents.*

*If there is a problem, we are close by and on hand to resolve this quickly and effectively. We do not have shareholders demanding a higher yield on their investment year after year. Fresh Start is an owner managed business. This makes a real difference when it comes to opening and operating new schools. We do not have a commissioned sales team selling services and then moving on to the next sale. Our operations team help with the sales process and then open and operate the service. This allows for a more realistic bid as the promised then must be delivered.*

### FOOD

*Our fundamental philosophy is working with great local suppliers for everything we produce fresh on site. Not many other companies can say that some of their fresh produce comes from their very own local farms.*

*We understand that cooking from scratch is not as cost effective as using frozen or convenience food but the difference this makes is more than worth the extra cost. This means we are not the cheapest catering supplier.*

### COMMERCIALS

*We understand that we need to be competitive whilst delivering a best-in-class catering service.*

*We are acutely aware that Fresh Start need to get the commercials right across all Schools. We make no apology for our higher food costs compared to competitors. Our founding principal was never to cut corners on quality. We foster strong working relationships with all our suppliers paying them promptly for the high quality produce they supply. They understand our ethos and appreciate we will not compromise on quality.*

### SUPPORT

*We will deliver un-paralleled support to your on-site teams. We always propose a local operational team structure. Our operations managers have a wealth of experience including operating local primary schools.*

*Culinary training will come from the area team. All our senior management team are qualified chefs ready willing and able to step in should we have any short falls in our schools.*





## A LITTLE MORE ABOUT FRESH START

### INNOVATION

*Critical to any catering operation is the innovation and the ability to keep our food and service offers exciting. Our operations teams will work tirelessly to keep the services fresh and exciting. I have outlined within our proposals our recommendations for each school.*

### SUMMARY

*In summary, we believe that Fresh Start can really add value to catering services. We combine the very best of both worlds as an owner-managed independent company which will give you a personal service that is innovative and proactive in developing catering services. Our uncompromising high standards sometimes means we do not fit with all schools especially if cost saving is high on the list of priorities.*

Andrew Howarth  
Managing Director

### Fresh Start

## MEAL MANAGER Late Orders



**JACKET POTATO  
OR DELI COUNTER**



**MEAT, FISH, VEGETARIAN  
OR VEGAN DISHES**



**SAME DAY**  
Make your order by  
**9am Monday to Friday**  
for same day meals



**NEXT WEEK**  
Make your order by  
**12noon Thursday of  
this week** for next  
week's meals

**0 DAYS SAME DAY**

**7 DAYS NEXT WEEK**

REMEMBER TO PLACE YOUR ORDER ON MEAL MANAGER  
[mealmanager.freshstartcatering.uk](http://mealmanager.freshstartcatering.uk)



# AUTUMN TERM 2021

## WEEK A

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Red Pepper & Tomato Pasta (Ve)	Salmon & Broccoli Pasta Bake	Roast Chicken, Roast Potatoes & Stuffing	Sausage with a homemade tomato Sauce & Savoury Rice	Fish Fingers & Chunky Chips or Pasta Twirls
Tomato & Cheese Pizza (V)	Cheesy Vegetable Burger & New Potatoes (V)	Quorn Toad in the Hole, Roast Potatoes & Stuffing (V)	Cheese & Potato Pie with Baked Beans (V)	Roasted Vegetable and Rice Wraps (Ve)
Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)
Deli Option with a choice of; Egg mayonnaise, Coleslaw, Cheese or Tuna Mayonnaise	Deli Option with a choice of; Egg Mayonnaise, Ham, Cheese or Tuna Mayonnaise	Deli Option with a choice of; Egg Mayonnaise, Ham, Cheese or Tuna Mayonnaise	Deli Option with a choice of; Egg Mayonnaise, Ham, Cheese or Tuna Mayonnaise	Deli Option with a choice of; Egg Mayonnaise, Ham, Cheese or Tuna Mayonnaise
Apple Flapjack (Ve)	Red Fruit Sponge and Custard (V)	Fruit Jelly (V)	Gingerbread Biscuits (Ve)	Chocolate and Banana Brownies (Ve)

Fresh Seasonal vegetables are served with all meals as well as unlimited access to the salad bar along with our home-made bread, baked in your school kitchen. There's always a delicious dessert on offer, as well as fresh fruit and organic yoghurt.

Where possible we buy locally sourced produce. All our meat is high welfare and our eggs are free range. Please see our Allergens page on our website for information on each meal.

# AUTUMN TERM 2021

## WEEK B

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Quorn Bolognese (V)	Pepperoni Pasta Bake	Roast Turkey, Roast Potatoes & Yorkshire Puddings	All Day Breakfast	Fish Fingers with a Bap or Pasta Shells
Margherita Pizza (V)	BBQ Quorn & Savoury Rice (V)	Cheese Topped Cauliflower & Broccoli Bake, Roast Potato & Yorkshire Puddings (V)	Sweet & Sour Noodles (V)	Quorn Cottage Pie (V)
Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)
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Shortbread with Orange Smiles (Ve)	Granola, Yoghurt & Fresh Fruit (V)	Rice Pudding and Fruit Compote (V)	Fruit Cookie (Ve)	Apple & Sultana Sponge (V)

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# AUTUMN TERM 2021

WEEK C

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Cheese Omelette (V)	Chicken Korma & Rice	Sausages, Roast Potatoes & Yorkshire Puddings	Spaghetti Bolognese with Garlic Dough Balls	Breaded Cod & Chunky Chips or Pasta Twists
Cheese & Tomato Pizza (V)	Pasta Spirals with Roasted Vegetables (Ve)	Quorn Fillet, Roast Potatoes & Yorkshire Puddings	Vegetarian Hot Dog in a Roll (V)	Vegetable Lasagne (V)
Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)	Jacket Potato with a choice of; Baked Beans, Tuna Mayonnaise, Coleslaw and Cheese (V)
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Rock Cakes (V)	Zesty Citrus Sponge (V)	Fruit Salad & Yoghurt (V)	Fruit Crumble & Custard (V)	Honey Bee Cookies (V)

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Fresh Start



# SAMPLE THEME DAY

# Calendar

## UK EVENTS AND THEME DAYS

### SEPTEMBER

Farmhouse Breakfast Week  
Burns Night  
National Popcorn Day  
Blue Monday



Burns Night Main Meals  
Farmhouse Breakfast Week Promotions  
Winter Warmer's theme day



## LOCAL SUPPLIERS

At Fresh Start, our vision is simple: to provide fresh food, prepared carefully by people who care. Professionally presented and served with a smile to each and every one of our customers. We endeavour to source the finest ingredients from local suppliers and look for produce that has a special link within the community and its surrounding areas.

## IN SEASON

### SEPTEMBER

#### VEGETABLES

Beetroot, Brussels sprouts, carrots, cauliflower, celeriac, celery, chicory, horseradish, Jerusalem artichoke, kale, kohlrabi, leeks, onions, parsnips, potatoes (main crop)

#### FISH

Bell, clams, cockles, conger eel, crab, dill, Dover sole, eel, haddock, halibut, hake, John dory, langoustine, lemon sole, mackerel, merfish, mussel, oysters, plaice, scallops, sea trout, skate, squid, turbot, winkles

#### FRUIT

Apples, Clementine's, kiwi fruit, lemons, oranges, passion fruit, pears, pineapple, puna grapes, satsumas, tangerines

#### MEAT

Beef, chicken, duck, goose, guinea fowl, hare, minked, partridge, pork, rabbit, venison, wood pigeon

### OCTOBER

#### VEGETABLES

Beetroot, Brussels sprouts, carrots, cauliflower, celeriac, celery, chicory, Jerusalem artichoke, kale, kohlrabi, leeks, onions, parsnips, potatoes (main crop)

#### FISH

Bell, clams, cockles, conger eel, crab, dill, eel, haddock, halibut, hake, John dory, langoustine, lemon sole, lobster, mackerel, mussel, oysters, salmon, scallops, shrimp, skate, turbot, whitefish, winkles

#### FRUIT

Apples, bananas, blood oranges, clementines, kiwi fruit, lemons, oranges, passion fruit, pears, pineapple, puna grapes, satsumas, tangerines

#### MEAT

Beef, chicken, guinea fowl, hare, minked, partridge, pork, rabbit, turkey, venison, wood pigeon

## WINTER WARMER

JOIN FRESH START FOR A WINTER WARMING THEME DAY IN JANUARY.

Choose from some of our favourite warming meals!

#### OPTION 1.

Sammon, Roast Potatoes and Yorkshire Puddings

#### OPTION 2.

Quorn Sausage Toad in the Hole and Roast Potatoes

#### OPTION 3.

Jacket Potatoes with a selection of fillings

#### OPTION 4.

Deli with a selection of fillings

To order your meal just log into Meal Manager before Tuesday 8 January and choose your favourite winter warming meal. If you don't normally have meals with Fresh Start but would like join in our Theme Day call us on: **01869 226675** or email: [support@freshstartcatering.uk](mailto:support@freshstartcatering.uk)



## ARE WE GETTING IT RIGHT?

If not we'll try and change it. Why not get in touch and tell us your views and opinions (good or bad)? We can take it, honest... and will endeavour to look into your feedback and get back to you.

E-mail: [support@freshstartcatering.uk](mailto:support@freshstartcatering.uk) or see your Unit Catering Manager who will be more than happy to help.

