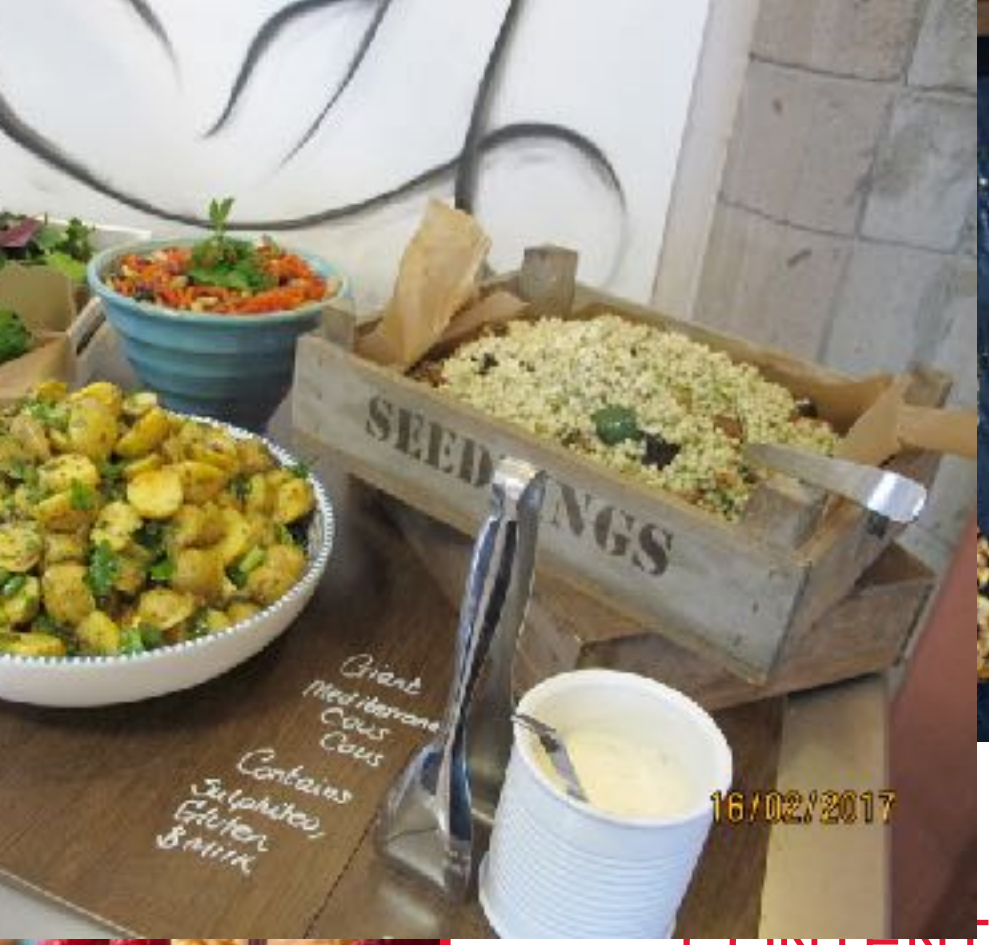
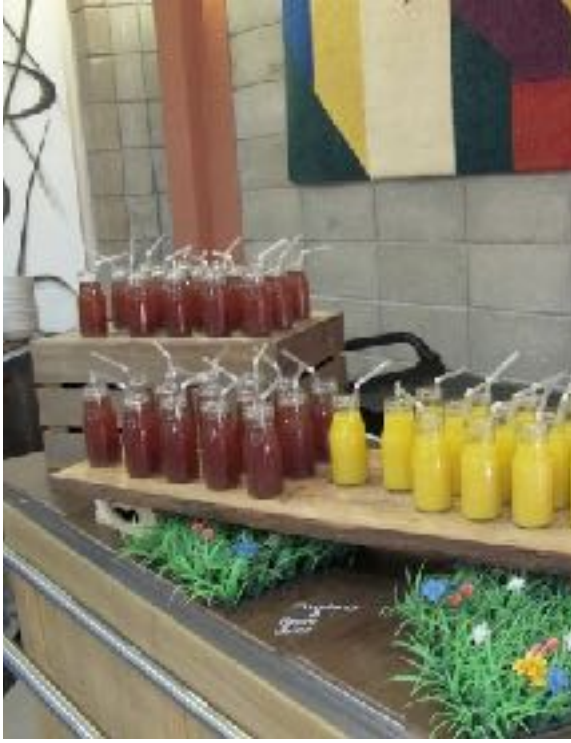
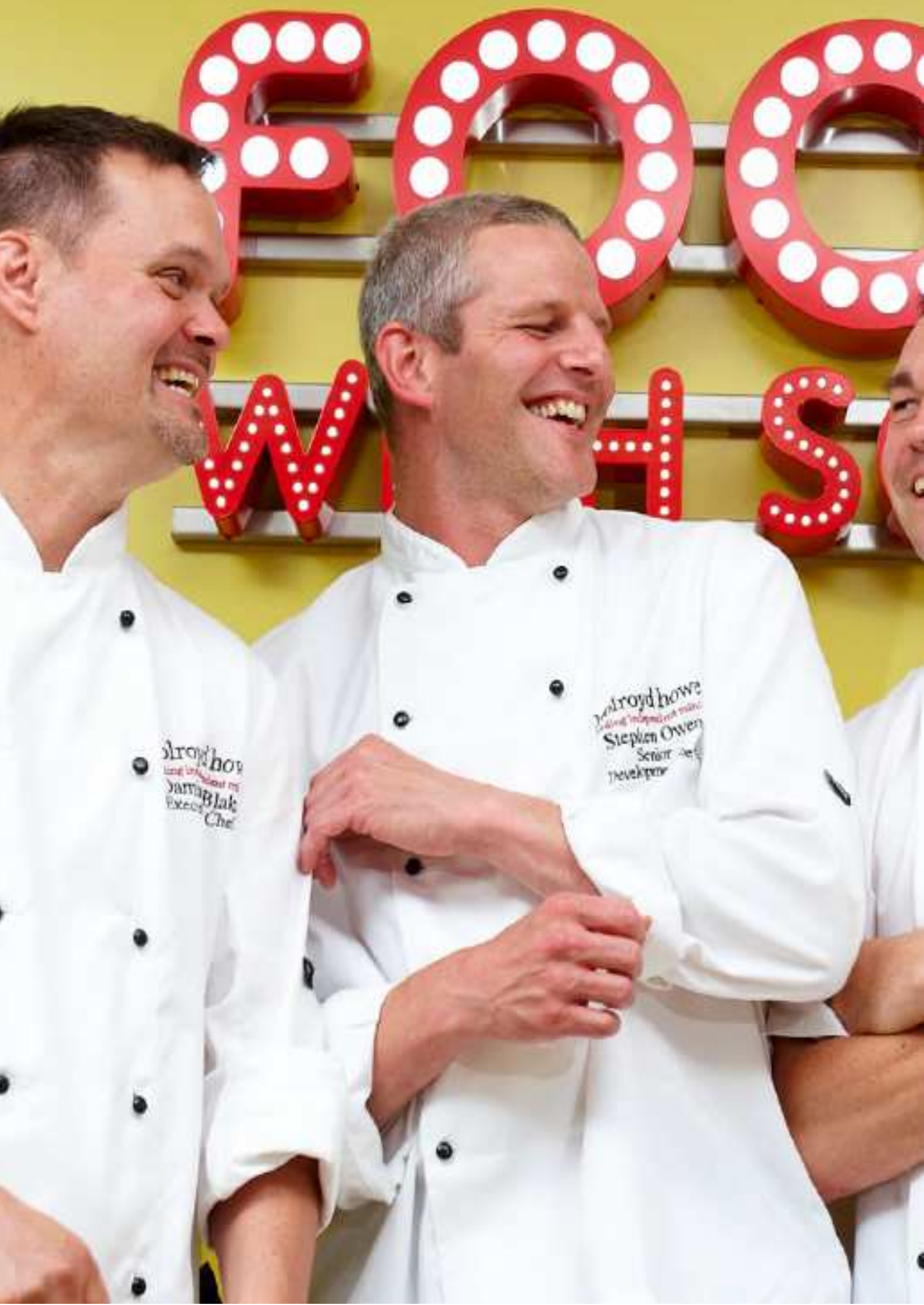
baxterstorey

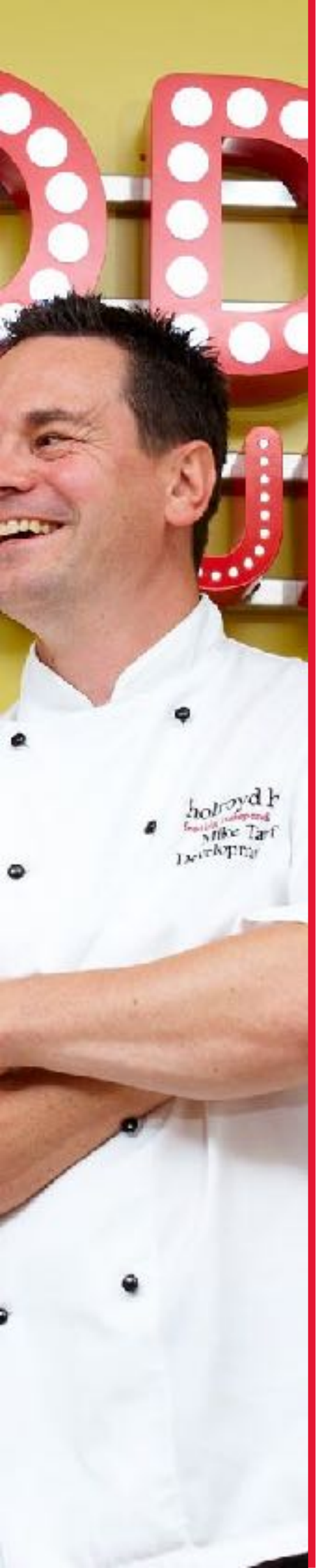
# FEEDING YOUR CHILDS INDEPENDENT MIND



# CONTENTS


FOOD
WITHS
Stephen Owen

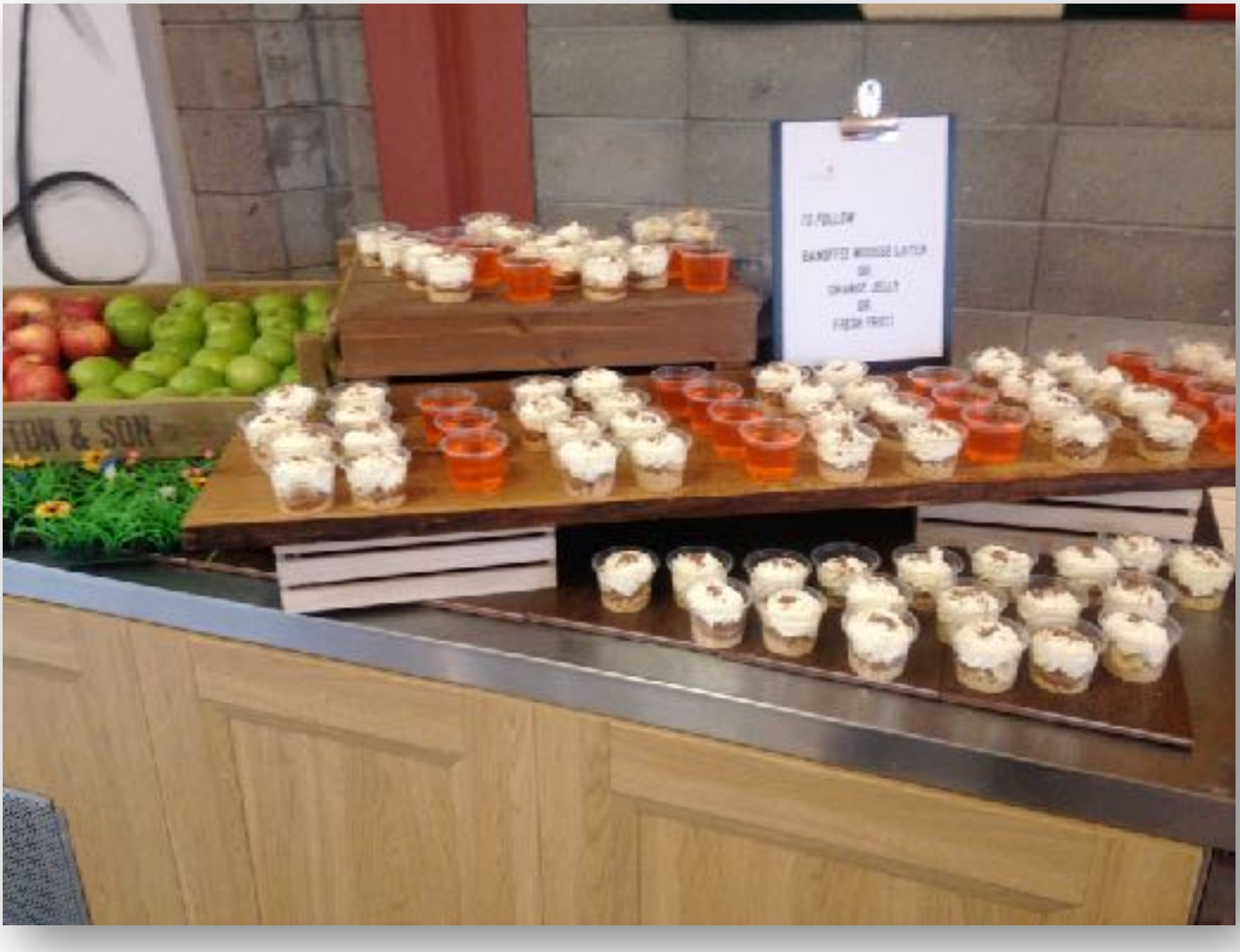


# INTRODUCTION

The type and amount of food and drink consumed during the course of the school day has a marked effect on the energy levels, cognitive behaviour and attentiveness of all individuals.

We see our role as food service providers at Glenstal Abbey as experts in ensuring that the food on offer every day is:

- ✓ Nutritionally balanced
- ✓ Varied and complete enough to fulfil a wide variety of palates and preferences
- ✓ Seasonally focused
- ✓ Made from scratch with quality ingredients
- ✓ Is innovative,'en trend' and represents the demographic of the school
- ✓ Is available in bountiful supply served by an enthusiastic team of foodies every day



# BaxterStorey

Since its establishment in 2000 BaxterStorey has grown to become the leading, independent catering company within the UK and Ireland. Today it is still privately owned and part of the WSH Group of food service and hospitality companies whose chairman is our founder, Alistair Storey.

Starting with a single client, AIB Bank, BaxterStorey entered the Irish market in 2007 and since then we have grown organically to the point where we now operate over 90 catering service contracts, have over 800 employees and annual turnover of €40M.

BaxterStorey Ireland provides a comprehensive range of catering services which include:

- Education Sector
- Healthcare Sector
- Restaurants, cafes & coffee shops
- Retail food outlets
- Hospitality

We have a number of schools with a similar age range to the pupils at Glenstal Abbey. Therefore, you can have confidence that we understand the need for and have the credibility and ability to deliver a best-in-class service and the quality, consistency and diversity of services required in a school such as Glenstal Abbey.

We also benefit from being part of WSH Group, our parent company and we can share best practice, resources and expertise in other differing areas from our sister companies overleaf:

wsh

## Our Parent Company

Westbury Street Holdings is the parent company for six independent limited companies operating in the food service and hospitality sectors. Our operating brands are:

### BaxterStorey

Provides contract catering services to business and industry sectors across the UK and Europe; clients include, Mason Hayes & Curran and Analog Devices

### Holroyd Howe

Catering solely for independent schools and colleges, offering seven-day-a-week pupil and staff catering, sixth form cafés and hospitality; operating within 120 schools throughout Ireland and the UK

### Benugo

The Benugo café and deli brand has high-street stores at St Pancreas and Waterloo stations and concessions at the V&A, the British Museum and Edinburgh Castle

### Searcy's

Operating events, restaurants and bars within iconic venues including the champagne bar at St Pancreas Station, One New Exchange, Inner Temple, 30 Euston Square and the restaurant at the top of the Gherkin in the City

### Caterlink

Specialist caterer for the state education sector, providing services to primary and secondary schools, boroughs, colleges and universities

### Portico

Provides corporate reception services for London's blue-chip companies; clients include, PwC and Morgan Stanley

EDUCATION CATERER OF THE YEAR

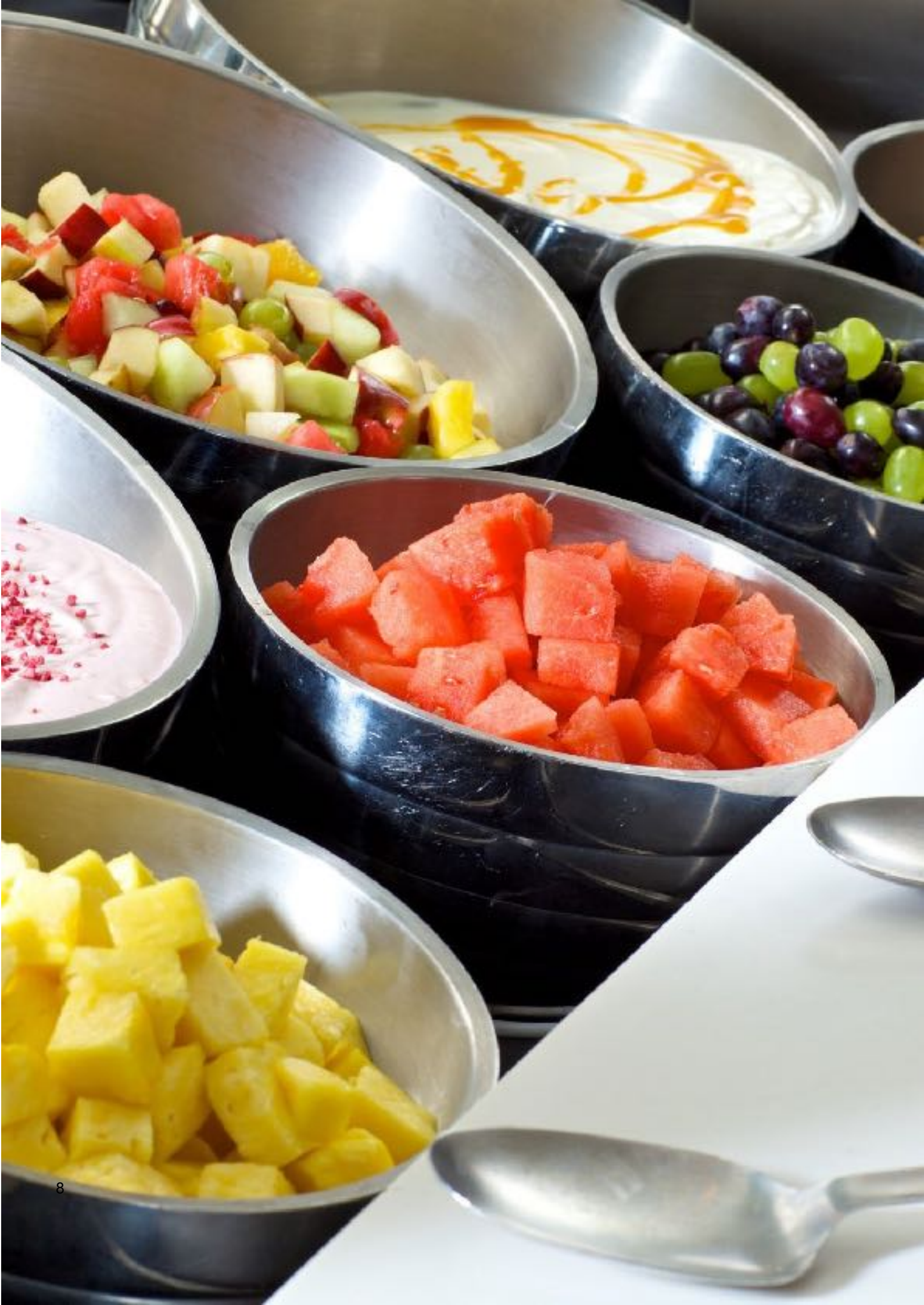
FOOD SERVICE CATEYS 2015

CONTRACT CATERER OF THE YEAR

FSM AWARDS 2015

INDEPENDENT SCHOOL CATERER OF THE YEAR

EDUCATERING EXCELLENCE AWARDS 2015



# OUR FOOD JOURNEY

## Food Services provided:

### Breakfast

Breakfast provides many benefits to Our Health and Wellbeing. Breakfast provides the body and brain with fuel after an overnight fast – that's where its name originates: breaking the fast! Without breakfast pupils are effectively running on empty, like trying to start a car with no petrol.

Apart from providing energy, breakfast foods are good sources of important nutrients such as calcium, iron and B vitamins as well as protein and fibre. The body needs these essential nutrients and research shows that if they are missed at breakfast, they are less likely to be compensated for later in the day. Fruit and vegetables are good sources of vitamins and minerals so pupils should be encouraged try to include a portion of their daily five at breakfast, whether that be a banana or glass of fruit juice.

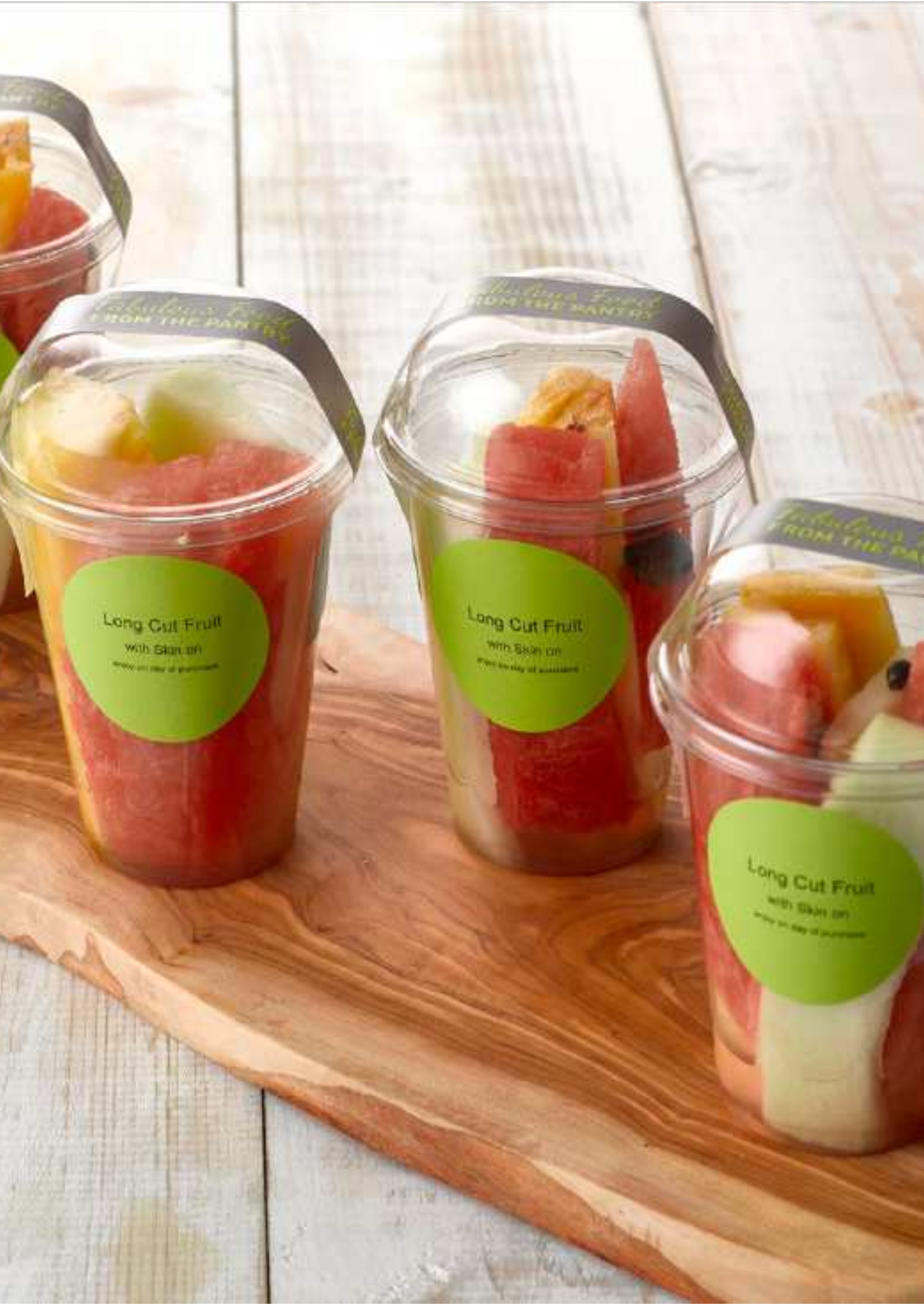
### Cognitive Function

Breakfast restores glucose levels, an essential carbohydrate that is needed for the brain to function. Many studies have shown that eating breakfast can improve memory and concentration levels and can also make children happier as it helps to improve mood and lower stress levels. In studies amongst children, breakfast can improve attainment and behaviour and has been linked to improved grades. Just like any other organ in the body, the brain needs energy to work at its best.

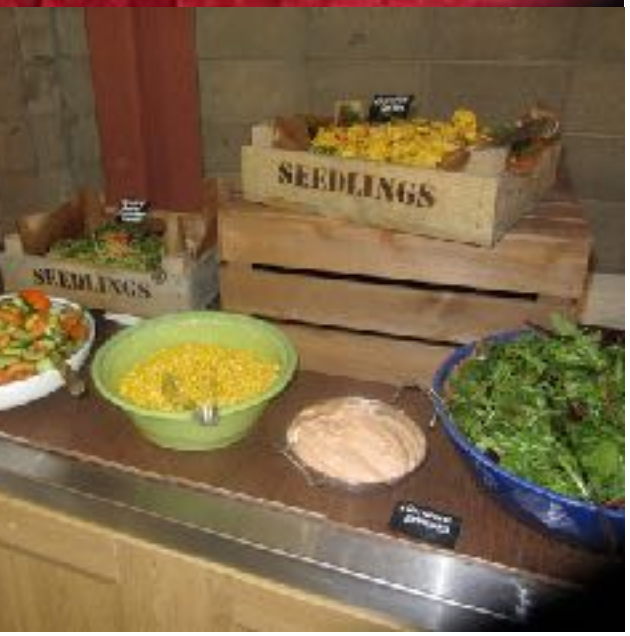
### Benefits for All

This service is a great opportunity for parents to drop day school pupils off earlier, lessen the burden of breakfast time and be confident that nutritional healthy choices are available

Pupils will have continued variety and choice of options at breakfast in a safe, warm, social setting with their friends.


Long Cut Fruit
with Skin on
Long Cut Fruit
with Skin on
Long Cut Fruit
with Skin on

Results from recent studies have added to a growing body of international evidence indicating that investing resources in effective interventions to improve young people's health is also likely to improve their educational performance. This further emphasises the need for schools to focus on the health and education of their pupils as complementary, rather than as competing priorities.

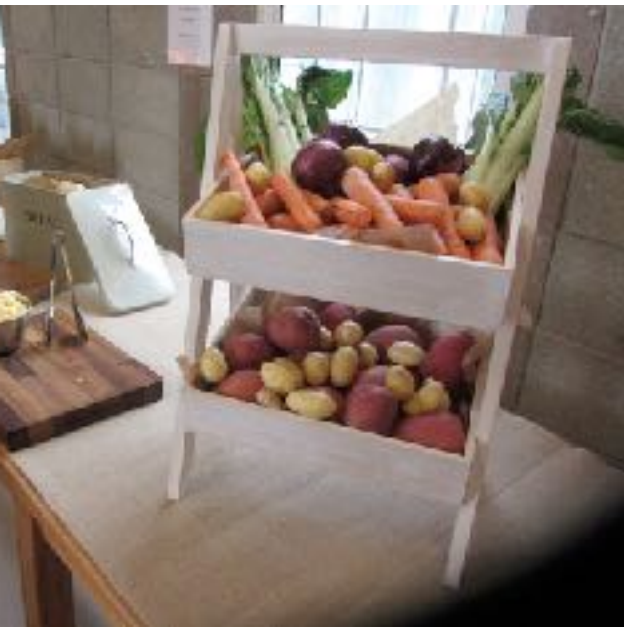


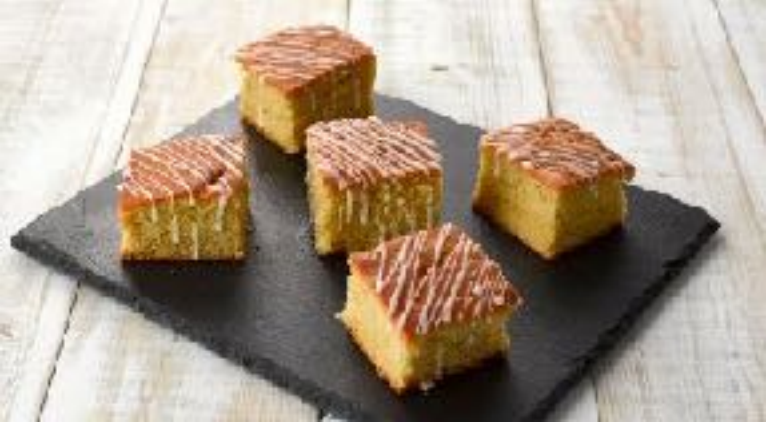

BaxterStorey is a company that puts the health and wellbeing of all of the pupils we feed at the forefront of everything we do every day.

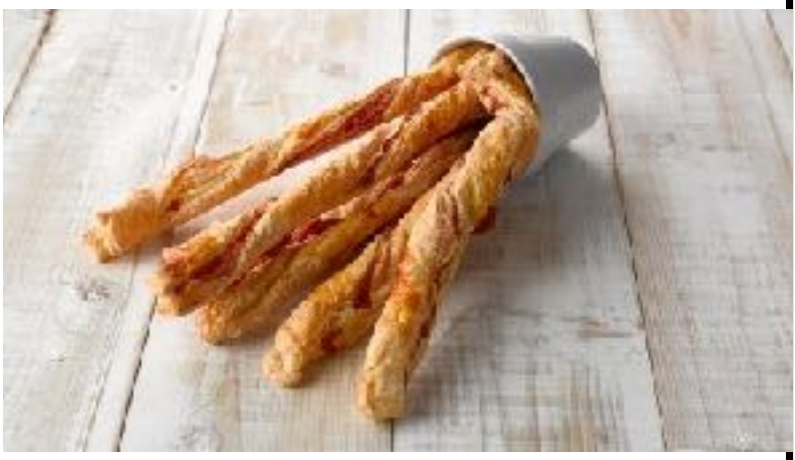
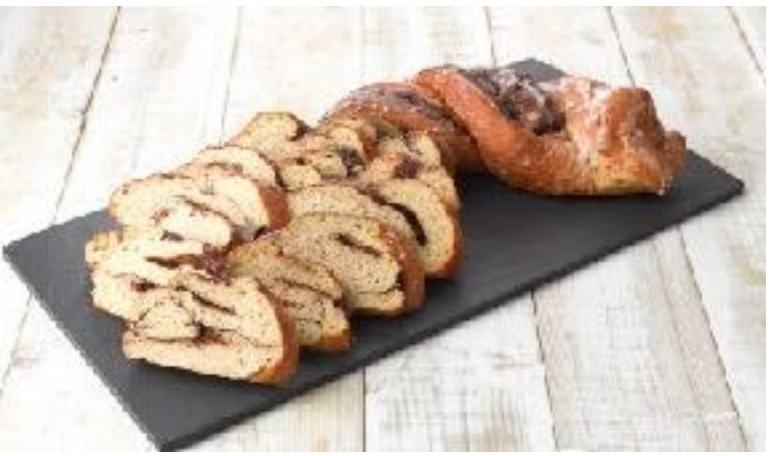
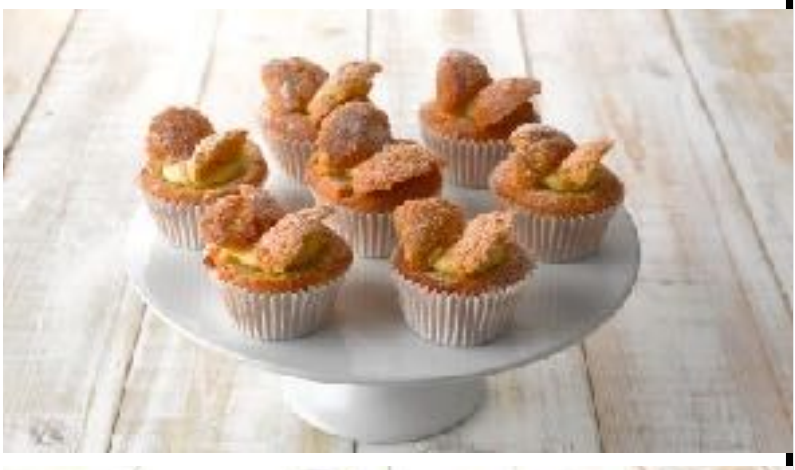
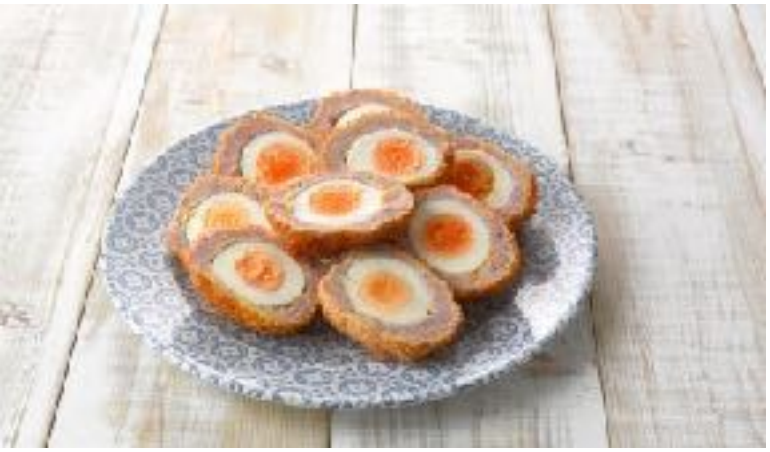
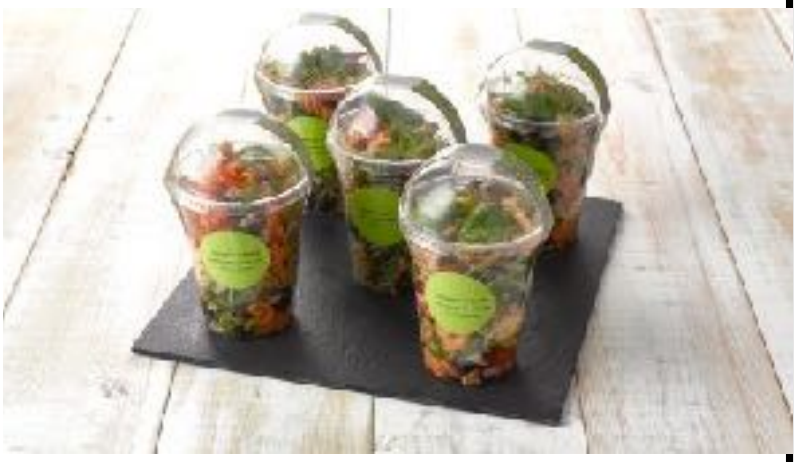
We understand that schools need to concentrate on the fundamental aspects of the pupil day and that they rely on our expertise and delivery to ensure that health, wellbeing and nutritional needs are being met through the foods we serve.

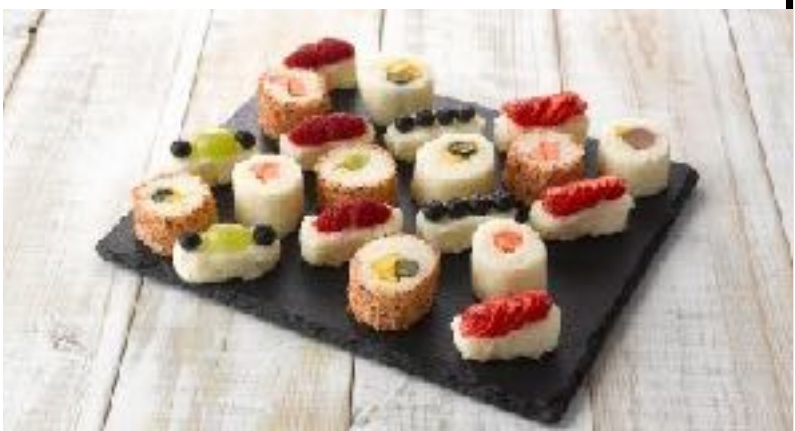
Whilst lunchtimes are an essential feature of the 'pupil food day' and are delivered with all of these positive goals in mind, a great breakfast with hearty snacks and an interactive evening meal after a very full day are truly important.

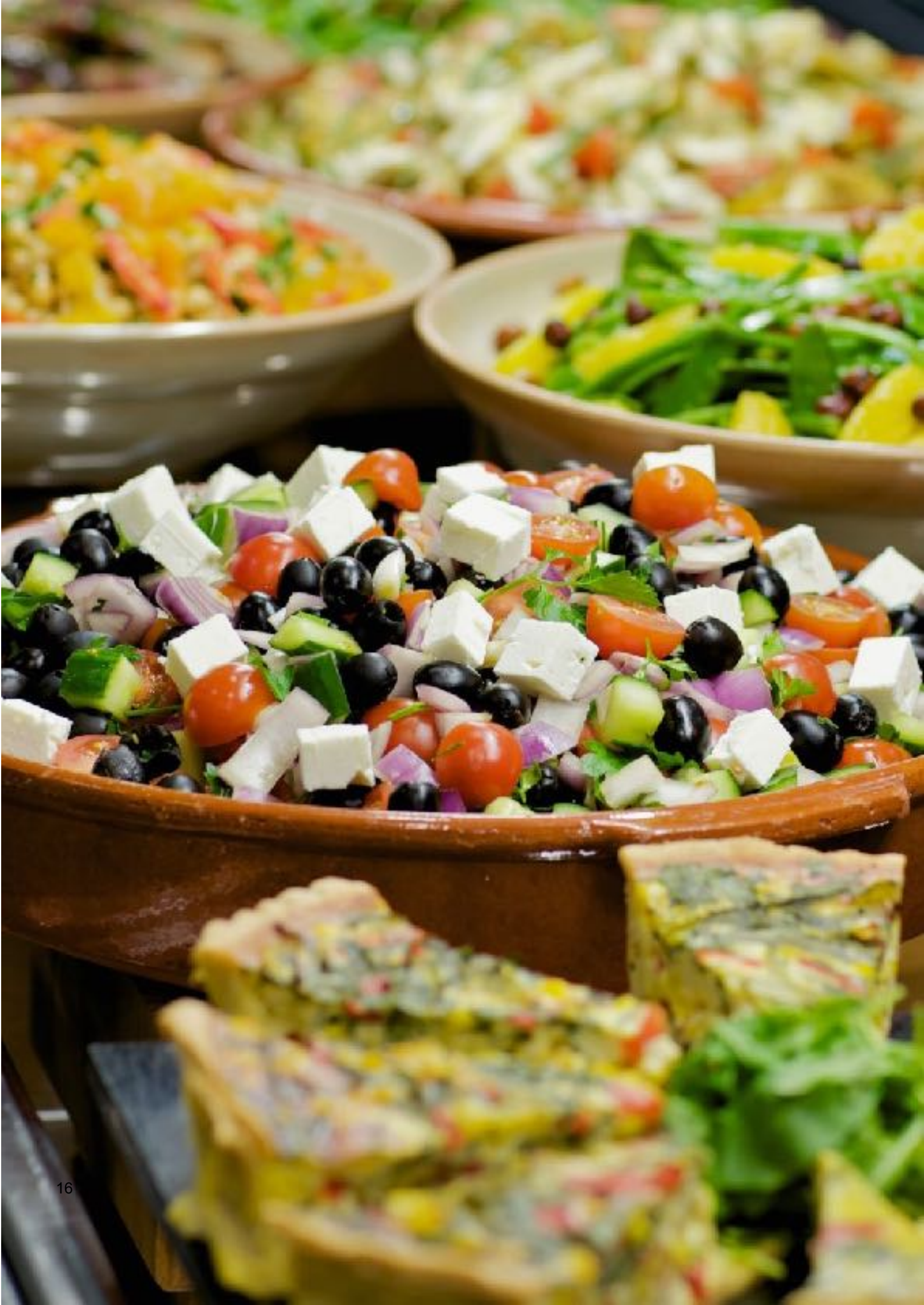
The school provides regular break offering which are delicious and homemade. This will ensure that the school offers a 'full day of nutrition' to bolster learning as well as providing many other benefits.









# LUNCH

## Menus and Concepts

The food that we serve will be of the finest quality with a menu range that will cater for all pupils at Glenstal Abbey. We offer an exciting and innovative approach to the food counters throughout the day.

The catering team are trained, supported and developed to produce high quality delicious dishes every day. These dishes have great nutritional benefits and are firm favourites within our schools and go down an absolute treat.

BaxterStorey is focused on food that is fresh and handcrafted daily, made from natural ingredients that are ethically sourced.

From day one our commitment to using the freshest local ingredients, encouraging craft skill development and using modern cooking techniques revitalised the food services at the School.

Our improvements to the daily services has help to engage the pupils' interest in the catering and ensure our food is fun, not just fuel.

Steaming, dry roasting, baking and flash frying in small amounts of oil are all preferable to boiling or deep fat frying. When making international dishes we use authentic ingredients as opposed to buying in sauces and ready mixes, marinating meat or fish the day before, to infuse it with flavour and create a more authentic end product.

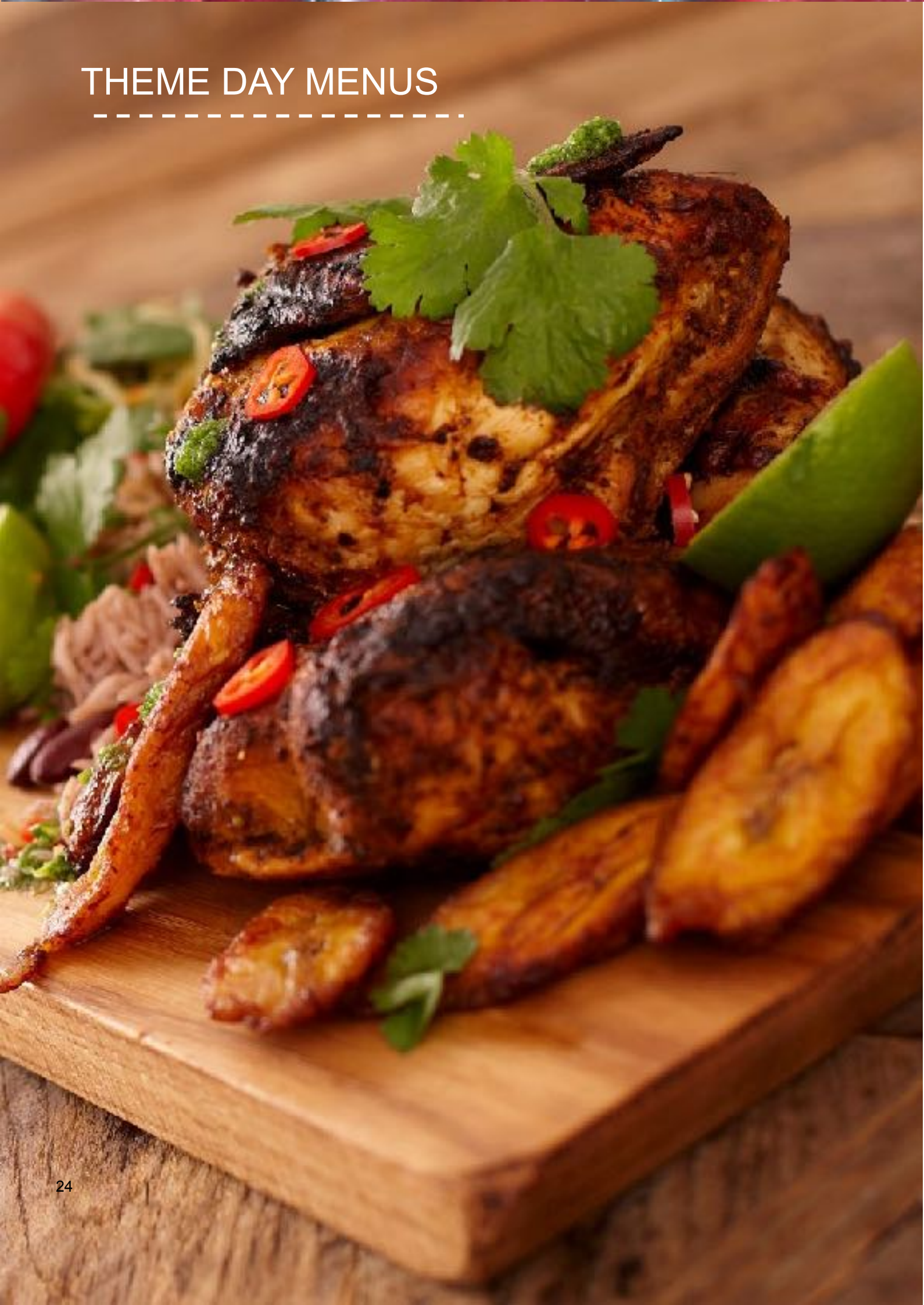
The biggest impact we have on the hot food offer is ensuring that dishes are well cooked, consistent in standards, popular with pupils and staff, presented well and menus are changed regularly.

We keep our offer vibrant and appealing throughout the year, with flexible weekly menus set within a balanced framework as opposed to a rigid and repetitive menu cycle. This ensures all meals reflect seasonal produce and reduces menu fatigue, keeping pupils and staff interested in the choice available. Internationally inspired cuisine features heavily on our menus, and we champion their inclusion as a way of diversifying our offer.

In keeping with our fresh food policy we always limit the amount of frozen vegetables we use, for instance only ever using frozen peas and sweetcorn and cooking everything else from fresh. We encourage our Chefs to use cooking methods that keep the goodness in, such assteaming.

We know relevant accompaniments can really make a meal that extra bit special and our Chefs are trained to think about this when planning their menus, including items such as garlic bread served with home baked lasagne or poppadums and naan bread served with curry.

# THEME DAY MENUS



# MEXICAN fiesta

*Fajita with marinated strips of chicken, guacamole, lime sour cream, Monterey Jack chilli cheese and pickles*

*Quesadilla filled with baked portabella mushrooms, chargrilled courgette, jalapenos and chipotle mayo*

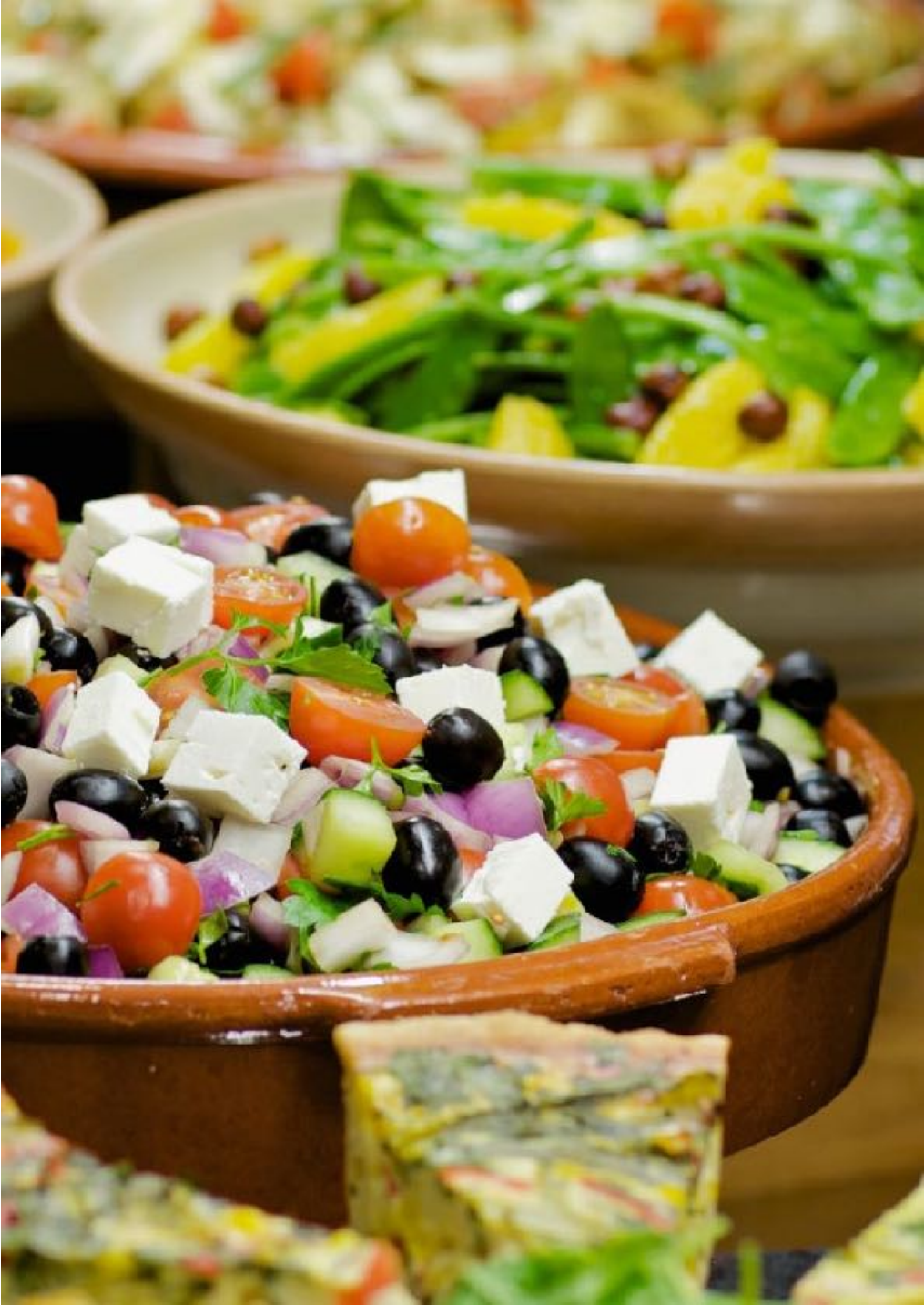
*Sweet chilli prawn burrito with re-fried beans, habanero chilli onion chutney*

## On the side…

*Smokey chipotle roasted chicken wings*

*Jalapeno & red piquillo pepper fried rice*

*Black eye peas and salsa*



# GREEK DAY

*Lamb & aubergine*

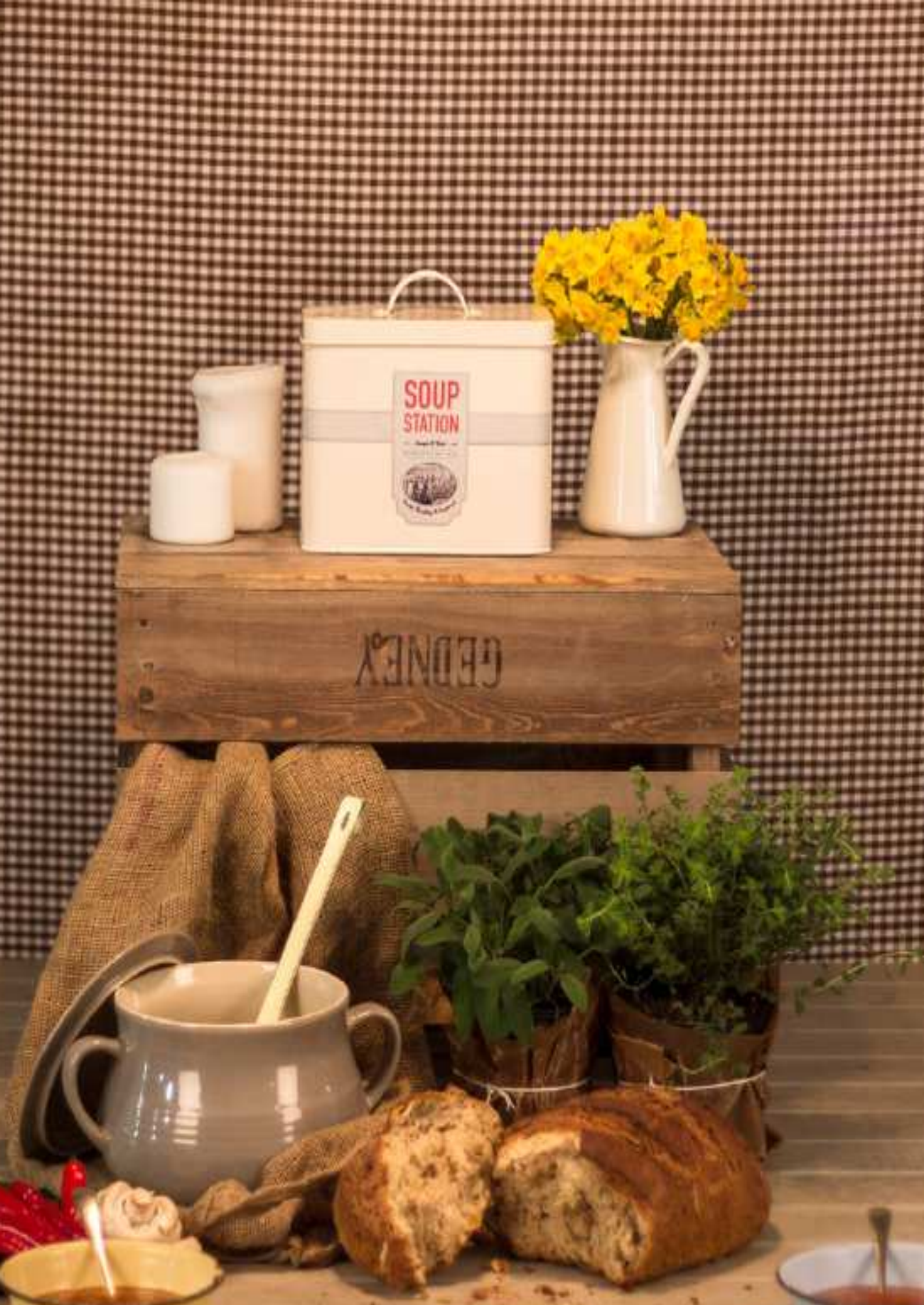
*moussaka*

*Potato, lemon & thyme casserole*

*Baked zucchini with tomatoes,*

*olives & herbs topped with cheese*

*Egg custard Baklava served*
*with Greek yoghurt*


SOUP
STATION

# NUTRITION

We truly believe that if you eat and live as nature intended, then you can never go too far wrong. Our whole food ethos at BaxterStorey is exactly that: we use fresh, local, seasonal produce to create tasty, 'made from scratch' dishes that are inherently healthy and never over-processed.

We work closely with our nutritionist to ensure that all of our teams have the right information to create the best food available for the young people we have in our charge; their mission statement is:

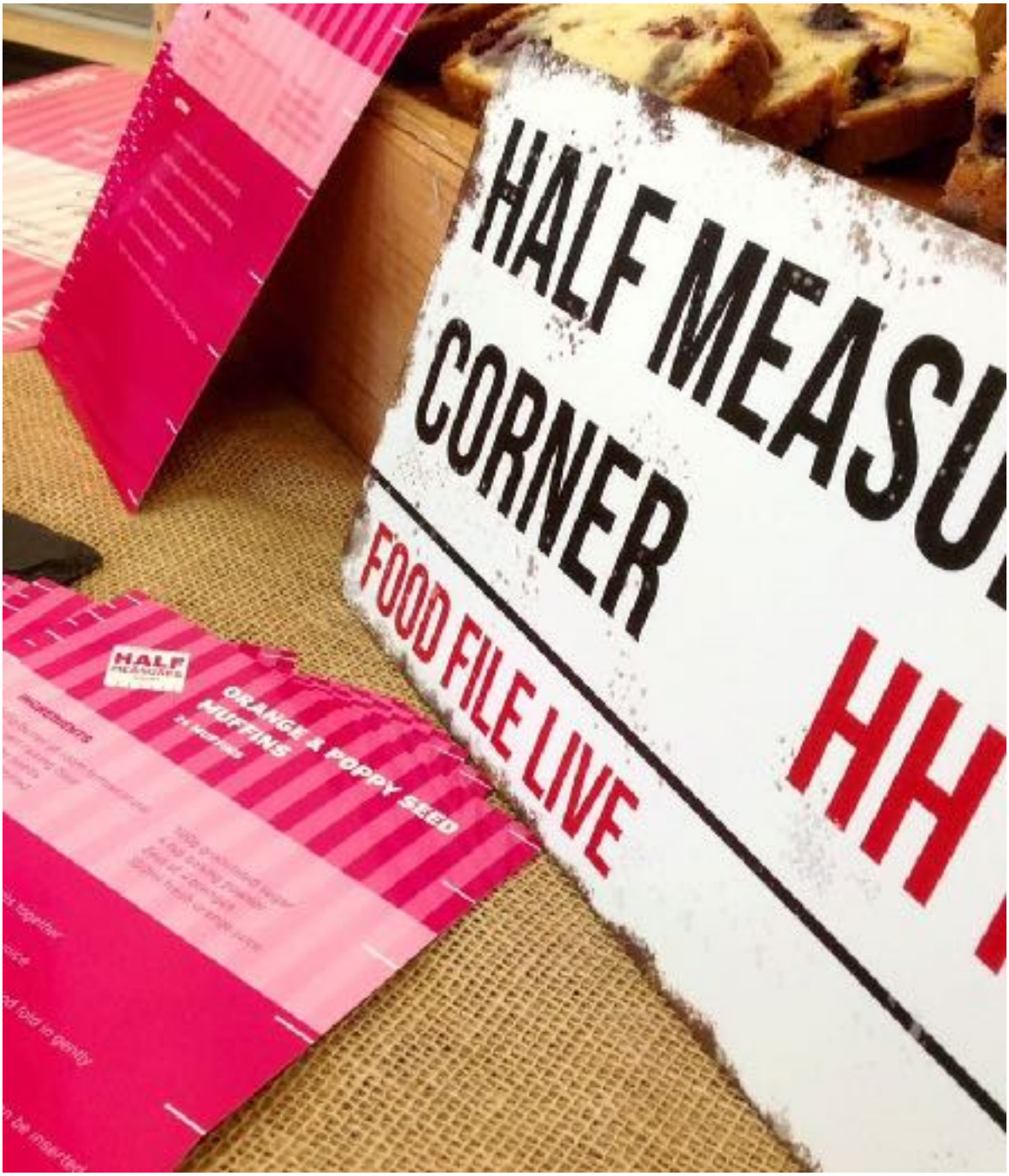
'There is no longer any doubt that brain function is affected by the food we eat, and as behaviour is directed by the brain, it should be no surprise that a clear link exists between food and behaviour.

We recognise that nutrition plays a key role in healthy growth and development during childhood and teenage years. Students, especially adolescents, are at risk of missing out on important vitamins and minerals. It is our job as your dedicated caterer to provide well- balanced, nutritious food to ensure students are healthy and able to flourish inside and outside the classroom.

That clichéd saying, 'You are what you eat', couldn't actually be more true, because our bodies transform the food we eat into the cells that create our bodies. As hair is made of protein, ensuring students have enough protein in their diet is crucial for making hair strong and healthy. In addition, it will help to support sport and exercise. We will look to include protein-rich sources such as chicken, turkey, fish, eggs, beans and pulses regularly on our menus.

Iron is a very important mineral to consider, especially for adolescent students. Too little iron in the diet (anaemia) can leave students feeling tired and lethargic. Meat and liver are excellent sources of iron as they have high bioavailability, which means it is readily available to the body. However, vegetarian alternatives include lentils, spinach and other green leafy vegetables such as broccoli and kale. Vitamin C aids the absorption of iron, so foods high in vitamin C are good to eat in conjunction with food high in iron. The best sources are oranges, strawberries, blueberries and kiwi fruit; we will aim to make these foods available throughout the School day.

Healthy skin starts with nourishment from within; it is important to eat the correct balance of foods for soft, blemish-free skin. Fruit and vegetables contain powerful antioxidants that help to protect skin from cellular damage caused by free radicals. We will include a variety of colourful fruit and vegetables at every meal time, which will also help students to reach the guideline target of at least five portions a day.




# HALF MEASURES

We also look to introduce our Half Measures concept at the school. It is an innovative initiative that involves our chefs halving the amount of sugar we use in our desserts, right the way across the business.

Our informative Half Measures posters are designed to encourage pupils to make educated choices in their daily diet. The scheme is one of many ways in which we are trying to empower our pupils to develop a responsible and healthy relationship with food.

# EDUCATION THROUGH FOOD

Food should be exciting and interesting, not just a fuel because our bodies need it! We see it as our responsibility to help the school in educating pupils in food - where it comes from, how it is produced, as well as diet and fitness.

## 'Food for Thought' lectures

*Lectures will cover specific topics, such as:*

- Awareness of a healthy diet and which foods to choose. We will talk about which are the best foods to eat when linked with sport and fitness and how to sustain energy throughout the school day
- Understanding allergies and intolerances
- Food miles (reducing the carbon footprint) versus fair trade
- The origins of chocolate
- Go local … The artisans behind some of your local produce!

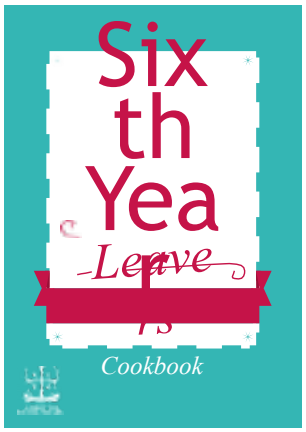
Coming Soon!!

Student Survival Cookery – Life Skills

This activity is geared towards TY & older students as they prepare for life at university. They will learn to cook healthy, cost-effective meals to fully prepare them for choosing and cooking their own meals!

The concept includes:

A brief overview of food hygiene
A talk on nutrition
An extensive recipe collection
Knife skills

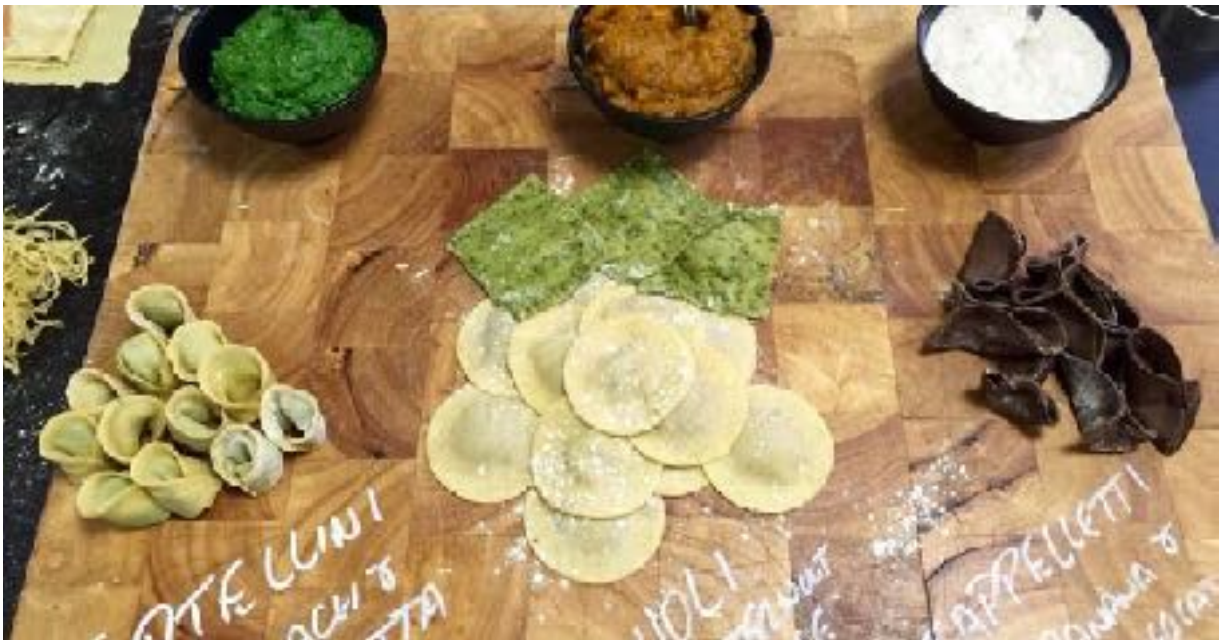


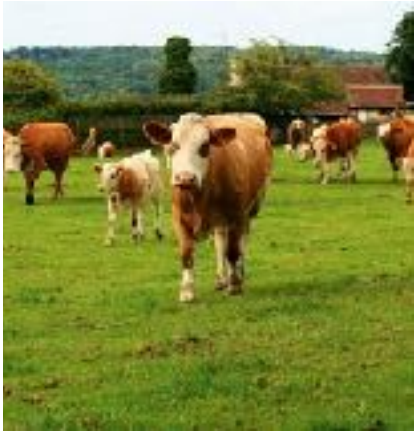
## Food Demonstrations

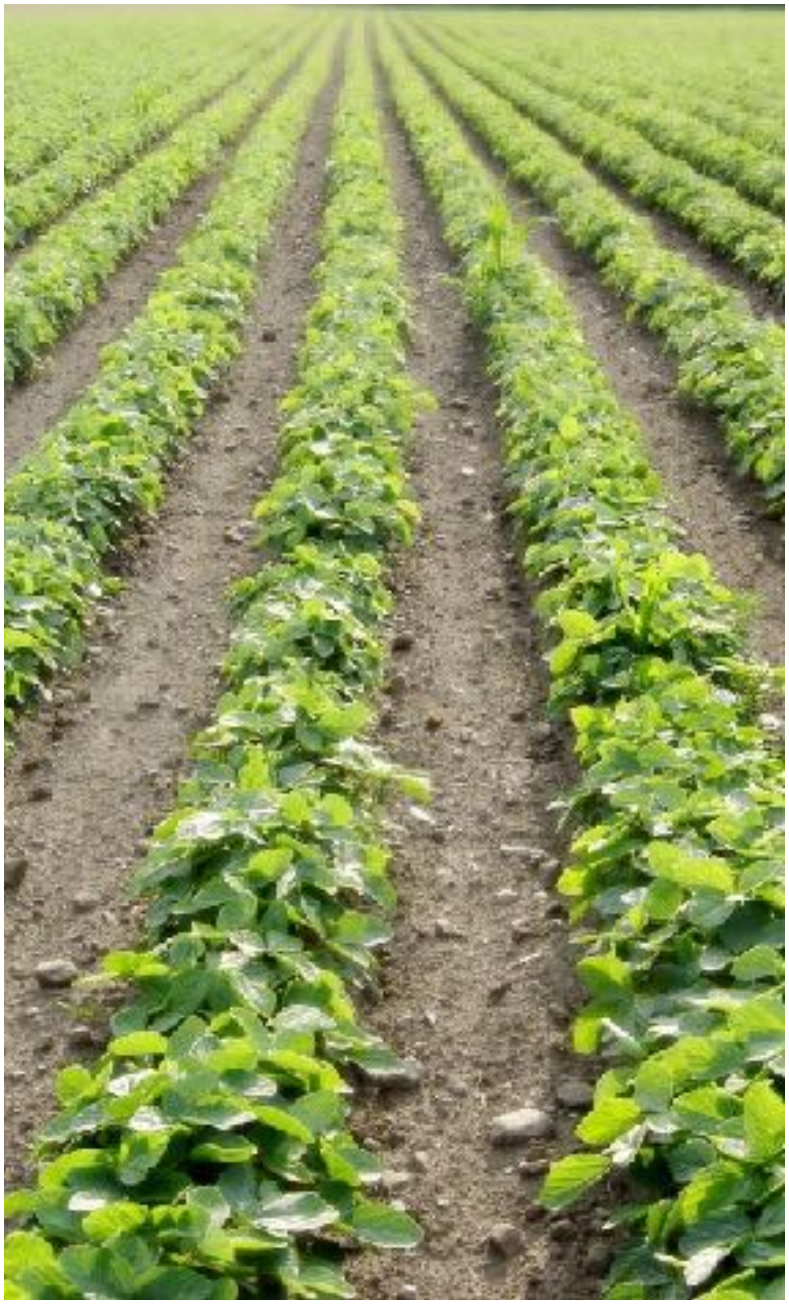
Our company executive chef, Audrey Crone and her team of development chefs engage with students through a series of cookery demonstrations that have been hugely popular with pupils of all ages and included sushi making, pasta making, bread making, and even sausage making.

## Field to Fork

We will feature food masterclasses where pupils can learn about food origins – where our meat comes from and how our vegetables are grown. We will also offer pupils the opportunity to taste foods they have not tried before and have little tasting pots or plates to facilitate this. We could arrange for these events to be sponsored and supported by your local suppliers. There will be competitions and games teaching pupils to identify more exotic foods or distinguish between the many varieties of one food in particular. Alternatively our local meat supplier could demonstrate butchery skills and give talks on animal husbandry.







# LOCAL SUPPLY AND PROVENANCE

We regularly work with our schools to select and then engage with key food and produce suppliers. On many occasions we have identified that in order for suppliers to fulfil industry standards, support, understanding and guidance is required, which, with our structure, we are in a position to support internally.

We are committed to working with any local supplier the school would wish to use on a daily or regular basis to ensure that local producers are rewarded with increased custom, giving them the opportunity to expand their businesses and stretch their profile within the marketplace, and to ensure that all at the school enjoy eating local home-grown and crafted delicious goods.

# ALLERGENS AND INDIVIDUAL NEEDS

The legislation is a positive measure towards providing much greater information to customers about the food we serve, especially relating to allergens and how we label our food, without compromising the creativity of our teams.

Pupils and staff are able to request information about the ingredients in all of the food we serve and we have a responsibility to provide accurate and verifiable information. Where pupils or staff believe they may be allergic to one of the 14 major allergens responsibility rests with them to make us aware and we are required to advise them how to obtain information.

BaxterStorey has created a bespoke training solution which ensures that at least one person from Glenstal is trained as an 'Allergy Champion', allowing them to deliver training to their teams and communicate allergy information to customers. The champions will benefit from regular training about what allergens are, how allergens make people ill, how they can treat an allergic reaction and how to avoid causing one.

"As our products are created from scratch by our chefs, we know exactly what ingredients are in everything we make"

# COMMUNICATION AND FEEDBACK

## The Important Stuff - Gathering feedback

Communicating with pupils and parents is a crucial part of our approach to customer care. By fostering a good relationship, channels of communication open up and we can gain feedback and insight into how we can continually improve the food offer and service.

## Interacting with Students

Surveys and food forums are an extremely important feedback tool. It is important that the pupils feel their views and opinions are being expressed, however, it is equally essential to us to gain direct feedback from users on a face-to-face basis.

## It's good to talk!

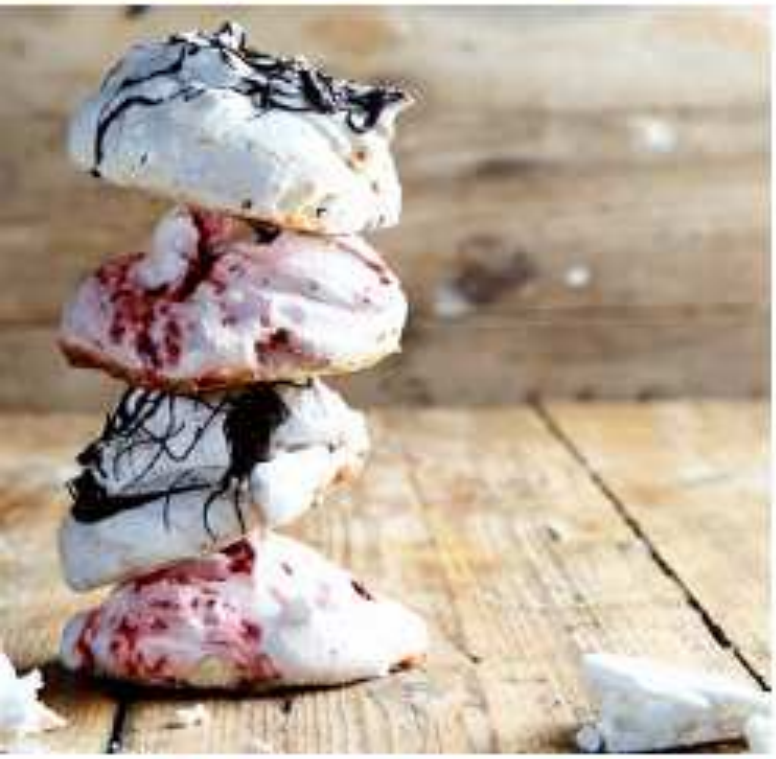
Our ability to listen to pupils and staff is key to our success and one of the most important factors that sets us apart from our competitors. Not only does this enable us to interpret the requirements of all our customers, but it also helps us to plan ahead and adjust our performance whenever necessary to meet the School's catering requirements. We train our staff to converse comfortably with pupils and to ask their opinions, likes and dislikes.

## Fun Feedback

Giving feedback doesn't have to be a formal thing. We encourage our pupils to share their thoughts in quirky ways too. If there is an Asian dish on the menu, pupils can vote with their chopsticks by placing their chopsticks in one of two buckets labelled "Delicious" or "Could Be Better".

Similarly, we could introduce a feedback board where students can post one-word reviews on our post-it notes on the ref doors as they leave after meals.


SALAD BAR
dress it up with our range of dressings
FRESH INGREDIENTS




ries, healthy
ee and cakes