



Marketing Services, Imagery & Creativity

Follow our top tips on how to run a successful tasting session

For parents

Make sure you take the time to plan. Pick a date that is convenient for parents, make it easy for them to come by running it at times they drop off or collect their children.

Top tip: Send invitations via the school through newsletters or something produced especially for the occasion. Creating an invite to set the scene and give recipes to try at home has proven to be very successful.



Look professional, there are low cost promotional counters and pull up banners that will allow you to promote the service effectively. You will have a captive audience; try to get as much information over to them as possible. Hand out any leaflets or printed information at the beginning of the session.

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Presentation is key, keep a nice clean uniform to hand. Make sure the food is cooked to perfection as you have one chance to impress the parents. Make sure you have enough dishes and cutlery so everyone can try a good selection of food.

Top tip: Write yourself a prompt sheet, work out what you want to tell the parents and pre-empt questions that they might ask.

Make the food memorable, as well as school meal favourites why not try the more adventurous dishes on the menu to show off your skills. Send samples home with parents, a little bag of homemade cookies or biscuits will get them talking about school meals once they have got home and will put a smile on their faces.

Top Tip: This could also present an opportunity to gain vital feedback from parents, you could ask them to fill in a simple questionnaire to gain current perceptions.



For pupils

Liaise with the school to schedule your session, see if you can have more time after morning break or a few minutes extra before lunch.

Top Tip: Try and tie it in with curriculum subjects such a healthy eating issues in class, a home economics subject, a specific country/countries in geography for example.

Make the food look appealing for young customers, again use the tasting sessions to attract them to the food. Chop things up in small bite size pieces or use small disposable cups and spoons so they can try everything on offer.

Get them enthused by asking them to vote on the food, give them cards with numbers to hold up once they have tried.

Top Tip: Hand out stickers when they have been to the session. Stickers such as 'I've tried something new' or 'working towards my five a day' etc reward them for taking the time to try. Make the session fun for all.



Ask for help if you need. See if teachers can get involved with helping them try or getting feedback. Take photos for PR opportunities such as good news on your website.