



## **Top tips from Caterlink on making meals affordable**

At Caterlink we feel it is important to cater for every pocket no matter how much a child has it is important they are able to purchase a nutritious meal made from fresh, site cooked produce. In turn this helps to keep pupils on site with a value for money offer and also ensure they are eating healthy. We use some of the following ideas when looking at our meal offer:

- Local competition, e.g. local shop, takeaways. What they offer and price points
  - We carry out a Dare to Compare – to demonstrate value for money by staying in school
  - Meal deal offers based around the free school meal price
  - Price points starting at 50p
  - Visual point of sales and offers
  - Staff wearing money off badges at the counters and tills to advertise
  - Using the schools plasma screens to advertise the daily meal and offers
  - Involving student council for feedback and spreading the 'good deal' messages
- Refreshing offers seasonally