



EAT

LEARN

LIVE


Chartwells

TRADING FAIR

ISSUE 4 WINTER 2010 INDEPENDENT SCHOOLS

WELCOME

As we head into 2010, the economic climate is still tough and we know that as a supplier to your business we can play a vital role in helping you manage the challenges that come your way. I know that the Chartwells operational teams are working day-in, day-out to manage costs and drive extra value into your school.

Behind the scenes, my team is also playing its part in driving value – as well as ensuring food safety and quality. We work hard to get a good deal for our customers and clients from the purchasing deals that we make and, even in difficult times, we look to manage price increases that can not be avoided; minimising the impact for our operation and yours.

At the same time we set high ethical trading standards and work to a Compass Group global standard that ensures we trade sensibly and fairly with all of our suppliers; creating mutually beneficial relationships with them and encouraging them to match our high standards in respect of quality, food safety, working conditions, trading practices, health and safety and environmental protection.

We're not only focused on value, but indeed, creating value with values. Inside you will read much more about our approach to ethical sourcing and the menus our chef teams are developing to deliver food with added provenance. I'm proud to say that my team plays an integral part in that offer as well.

They are passionate about sourcing great food and have a wealth of expertise that allows us to take industry-leading positions on Fairtrade; ensuring animal welfare and supporting British and local sourcing. You can read more inside on our support for Fairtrade Fortnight this spring and our work on British sourcing.

For too long, there have been a number of misleading claims in the marketplace around British and local sourcing. In some cases, companies have claimed they source locally when in fact they source from a local wholesaler and there are no guarantees that the products are genuinely British or local.



We've taken the lead in this area; setting our own definitions about what British and local sourcing means to us. You will see more about 'Truly British' products throughout the year. Whenever you see this term, you know we mean we can guarantee British provenance and trace back to the source where the food is grown and harvested or born and bred.

We are also in the very early stages of introducing, across the Compass portfolio, a distinct supply chain for those clients who are happy to pay a premium for products which are 'Truly Local.' When we provide such products you can be assured that they have been sourced from within 50 miles of your site; that they are made from locally produced ingredients (i.e. that the food has been grown and harvested or born, bred and slaughtered locally); such goods are likely to be from a family run business with strong links to the local economy.

Whichever definition applies, you can be assured that we can trace back to source any and all of our goods. That's what sets us apart from our competitors and should give you peace of mind about the quality and safety of the food you are eating.

My colleagues and I are very proud of the role we play in supporting the Chartwells team. I hope this brief introduction and the information inside give you a flavour of what we do and how we support our colleagues and clients. If you would like to know more about our work, please speak to your on-site manager in the first instance.

A handwritten signature in white ink that reads "Mike". The signature is stylized with a long, sweeping underline that extends to the right.

Mike Walden
Executive Director, Purchasing and Supply Chain



Welcome to Eat, Learn, Live! I trust you are enjoying the start of 2010 – despite the somewhat snowy weather with which many of us have had to contend!

Who knows what else the year will bring! What we can guarantee is that for us, 2010 will be about continuing to strengthen and develop the philosophy that sits behind 'eat, learn, live' and ensuring you and your pupils continue to benefit from the skills development, continued innovation and demanding levels of service we set ourselves.

In this issue, we draw upon the added value we're bringing to clients this year with continued menu development that allows you to support British farmers more easily; celebrate the provenance of the food you share with us and know that ethical sourcing is important to our business.

We also introduce some more of our team who are supporting our clients and drawing upon the fantastic

resources that sit at the heart of our business. Indeed, I am delighted to welcome Mike Walden, executive director purchasing and supply chain, Compass Group UK & Ireland to share his thoughts on how our business – and in turn our clients – can benefit from the resource and expertise his team brings to Chartwells.

We're also heading for the lofty spires of Oxford this spring! Inside you can find out more about our partnership with the Oxford Literary Festival.

A handwritten signature in black ink, appearing to read 'Tony Byrne', written in a cursive style.

Tony Byrne
Business Director, Education

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Great teamwork and great service are our focus!

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Going bananas for Fairtrade

OUR COMMITMENT

EAT

LEARN

LIVE

EAT

Our commitment to delight our customers with great tasting food that contributes to their own well-being.

LEARN

Our commitment to enhancing the understanding, fun and experience of our customers and teams; creating the knowledge they need to lead a healthy life.

LIVE

Our commitment to a safe and sustainable environment that supports the health and well-being of our customers, clients and the wider community.

MEET OUR PEOPLE

Passionate people and great tasting, wholesome food are the secrets of success for Allison Lloyd Rogers and her team.

Based in the South West, Allison is responsible for a team of people working for some of the finest independent schools in the area. Whilst there is a clear focus on delivering a service that meets each individual school's own focus and aspirations, Allison believes the Chartwells' secret is in recognising that there are a number of common themes which underpin our work:

"At heart, we're about great food, healthy eating, and understanding how we can support the client's development plans and provide high standards of service and delivery. I've always been passionate about great food – that's why I have stayed with Compass Group for such a long time. In the schools which I support, that focus means making the food as healthy and as close to home cooking as we can and, at the same time, make it as innovative as possible.

"We recognise that for many of our young customers, the school environment is, in effect, home for a number of weeks, and so it is really important that we are closely aligned with the school's pastoral care team as well. We work closely with them to understand what their focus is and how we can support that work."

It's this approach that sees the on-site teams calling upon support from the wider Chartwells' team to really bring home the message around healthy eating and enjoying food. With a team of chefs and nutritionists available to supplement the on-site team's work, there's a great resource schools can

draw on to help them drive home the message around healthy eating.

The on-site teams all play their part in ensuring pupils have the best possible experience: "It's not just down to our on-site manager," says Allison, "everyone who works for Chartwells interacts with the pupils everyday and it's that day to day contact that really enables us to build up a great understanding of what's important to our client and customers. These insights really help us deliver a personalised service to each individual school and that means delivering on the promises we make and doing what we said we'd do!"

At King's School in Gloucester the Chartwells' team has introduced an after school cookery club as part of their drive to continue to improve the pupil experience.

Alistair Macnaughton, Headmaster, The King's School, Gloucester, says, "We are proud of being a Chartwells school. The days of liver and semolina are thankfully over. At the King's School fresh, healthy fare – with plenty of choice – is part of the pupils' daily existence and it is always served by our in-house team with efficiency, warmth and good humour. The success of the Chartwells' operation is something the whole King's community agrees on, from the nursery upwards."

Allison's passionate approach extends to her focus on her team: "We couldn't achieve what we do if we weren't working together as a team and sharing best practice."

ALLISON LLOYD ROGERS



Job title: Operational Performance Manager South West.

Time with Compass Group: I've been with Compass Group for 21 years.

Best thing about the job: Finding out what's important to our clients and then making it happen through a great team!

Typical day: The one constant is talking about food and supporting my team but generally, no two days the same!

Best piece of advice: Be yourself!



MEET THE GROWERS

If you are looking to add to your menu with seasonal dishes with clear provenance, then we'd like to introduce our new range called 'Meet the Growers.'

"Our 'Meet the Growers' event is the ideal way to teach children that everything we do – including eating school meals – affects the environment and communities in which we live."

Fiona Lynch, OPM

The new offer does just what it says on the tin; providing our consumers with an opportunity to find out more about the provenance of the food, whilst guaranteeing a high quality, premium offer that supports local farming communities and reduces food miles where possible.

'Meet the Growers' has already had some fantastic consumer feedback in a three month trial with recognition for our:

- Quality ingredients
- Knowledge of provenance and where product is sourced from
- Value for money
- Focus on reducing food miles and supporting animal welfare
- Knowledge of suppliers

Each month our executive chef team creates a premium offer, consisting of just six meals, which use seasonal produce and British meats as the key ingredients.

We are continuing to look for other suppliers who fit these criteria and help us deliver even more great tasting regional produce to our clients and consumers.

Hands on experience!

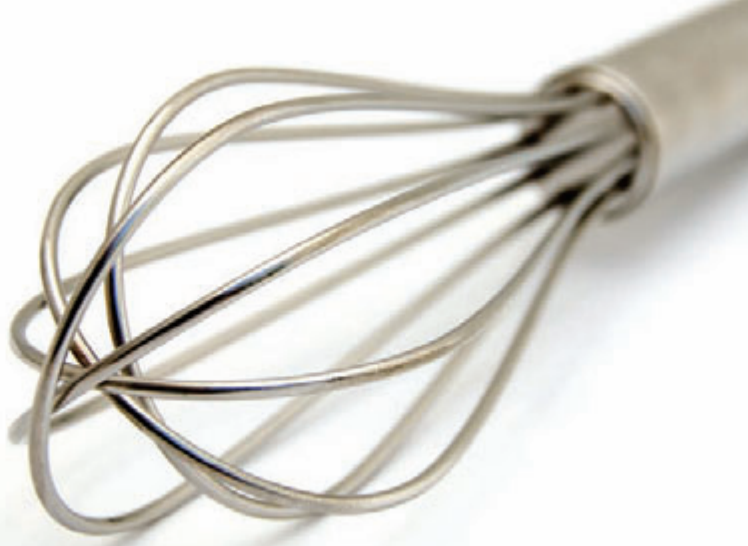
Bringing that message to life is a top priority for Chartwells, which is why we have developed the 'Meet the Growers' programme. The inaugural event was held recently at a school in the south east of England, where we gave over 200 school pupils the opportunity to meet the UK growers behind the lettuces, potatoes and milk they enjoy in their school lunches every day. During the 'Meet the Growers' day the children, aged between seven and 10 years old, also met a farmer from Dairy Farmers of Britain, who explained how milk is produced and helped the children to milk a "cow".

They also met growers from our produce suppliers PDM and MBMG, who got the children to touch and feel potatoes and lettuces, while teaching them about the seasonality of vegetables, how their produce grows, and how it is harvested. The Compass sustainable purchasing team were on hand with the help of recycling specialists Biffa, to demonstrate what is involved in the recycling process and why it's important for the environment.

Fiona Lynch, operational manager said: "Meet the Growers day gave the school children a real understanding of where their food comes from, in a tactile and interactive way.

"For us, it was all about teaching the children that everything we do – including eating school meals – affects the environment and communities in which we live."





FUN

INTO FOOD

...with Darren Tinkler

'Putting fun back into food' is a focus for the whole Chartwells team. Everyday, somewhere, a Chartwells manager will be talking at assembly, supporting a food technology class or holding a tasting session! It's a way of life for us and a key part of our 'eat, learn, live' strategy.

But only one man in the business has 'putting fun back into food' as a job title and that's Darren Tinkler – a chef who has worked for Chartwells for 4 years. Darren takes a range of fun, educational events into schools and colleges across the country; supplementing the work that is carried out by local Chartwells teams.

When you meet Darren you can't help but be bowled over by his energy, enthusiasm and passion for great tasting, healthy food! It's totally infectious and within minutes of any event starting, Darren has his audience cheering and shouting out answers!

He says: "I probably have one of the best jobs in the business! What could be better than knowing that you've really got young people thinking about what they eat, having fun and eager to try new foods and to eat healthily?"

"At Chartwells we know that our role extends way beyond just the lunchtime service. In today's school world it's about engaging with young people at every opportunity and that means working in partnership with our clients to support the core curriculum and giving them great skills and knowledge for life."

With repeat bookings pouring in, we are further enhancing our 'putting fun back into food' programme with the appointment of a second chef who, like Darren, will be solely dedicated to running fun, educational activities in schools across the UK and working with Darren to further develop the activities already on offer.

Such a development will allow many more schools to proudly declare, like Lucy Leakey, assistant head – pastoral care at Wellingborough School, that the food technology master classes are now 'one of the highlights of our school calendar'.

Wellingborough School was one of the first to embrace the master classes; working with pupils in year eight. Although food technology isn't part of the core curriculum at the school, there was a real desire for pupils to develop their skills in this area and to learn even more about good nutrition and healthy eating. Pupils also had the chance to develop their team working skills by either working together to create a dish in the kitchen or managing a table front of house in the gala dinner for parents.

Commenting on the event, Lucy says: "Chartwells was able to provide our pupils with a unique, exciting and challenging opportunity; and one which I am sure they will remember for a very long time to come. The cookery lessons were brilliantly constructed and of course the subsequent dinner was spectacular!"



WHAT'S ON THE MENU?

The Chartwells team run a wide range of sessions for young people of all ages. Here's just a taste of what's available. For more information, please speak to your local manager in the first instance.

On Your Marks!

Supported by our professional chefs, two teams of pupils compete against the clock in front of an audience of fellow pupils to create the best-tasting, healthiest dish they can from mystery ingredients. Our chefs continue to promote the benefits of healthy eating as they help the school's catering team serve up the winning dish for lunch.

Fun, Fitness and Food

Fun, Fitness and Food ensures pupils understand not only the benefits of good nutrition - but also of moving their bodies.

Taste the World

More than just 'theatre cooking', audience participation is the name of the game, as Chartwells chefs promote the importance of healthy eating while demonstrating various cooking techniques.

Funky Food Days

Students get a hands-on chance to experience new and different tastes from the UK and around the world, through our Funky Food workshops.

Healthy Eating School Assemblies

Supported by a Chartwells nutritionist and executive chef who lead a 15 minute session for the whole school on why good nutrition is important and how pupils can incorporate healthy eating into their daily life.

Food Survival Guide

Perfect for students who are about to move out of home or join university, the Food Survival Guide is a short cooking course, led by a Chartwells executive chef, that teaches students how to cook easily, healthily and within a budget.

Junior Chef Superstar

Students compete to win the title of their school's Junior Chef Superstar in this Chartwells event. Over a series of weeks students compete in heats to find two contenders ready to fight it out for the title of Junior Chef Superstar.



FROM THE LOFTY SPIRES OF OXFORD

Chartwells encourages a hunger for reading

Chartwells is taking up residence in Oxford later this spring, as the city takes up its books once more for the annual Sunday Times Literary Festival.

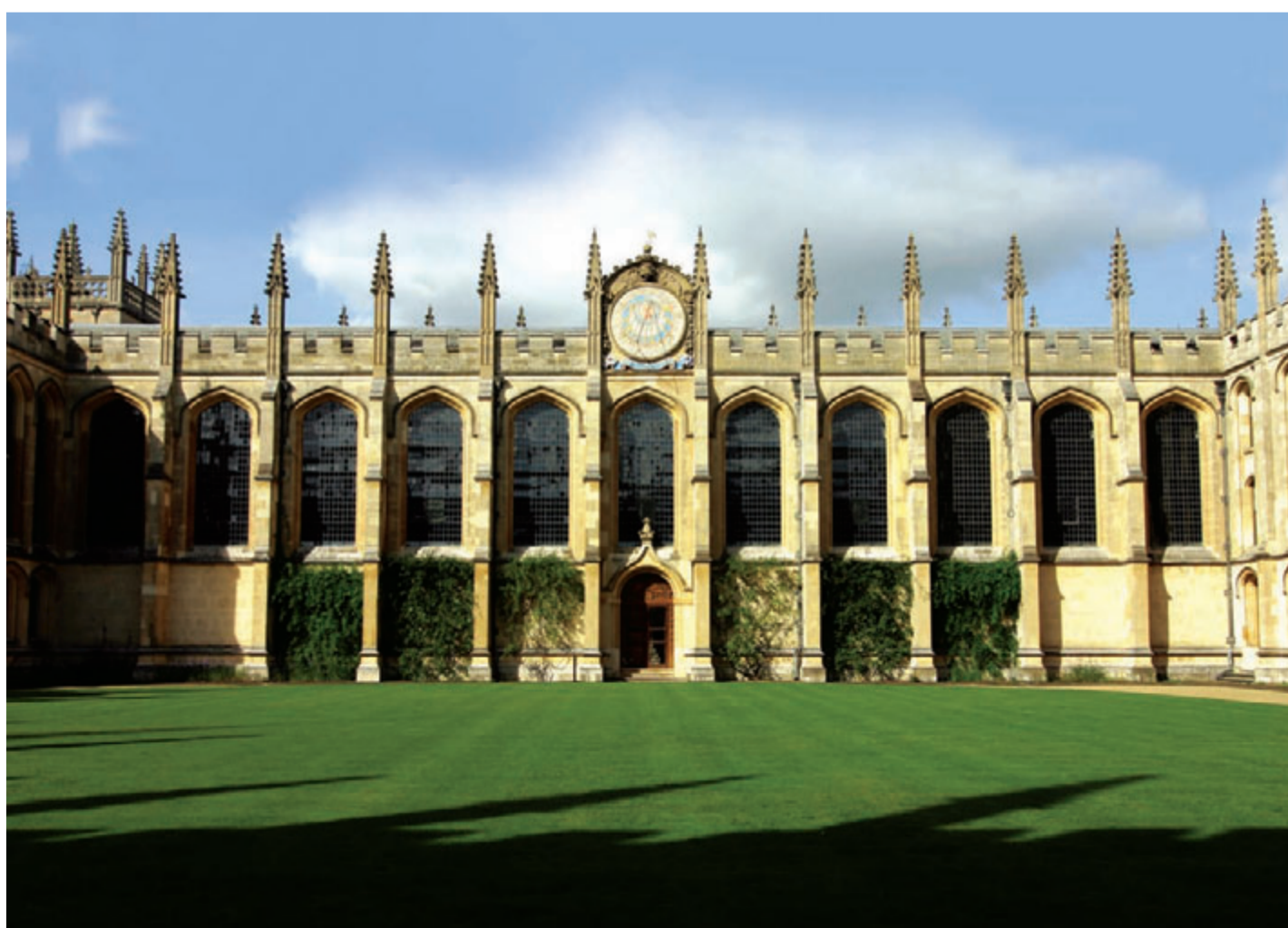
Taking place from March 20-28, Chartwells is delighted to sponsor this year's children's category. (Last year's event included popular writers such as teen author Louise Rennison; author/illustrator, Emma Dodd and Terry Deary of 'Horrible Histories' fame!).

Chartwells business director, Tony Byrne, said: "Supporting the children's category was an obvious, and very natural, fit for Chartwells. Learning is an integral part of our business philosophy and it is

fantastic to have such a great opportunity to encourage young people's learning and development."

"We like to think that our approach to learning about good food and nutrition is fun and in the same way, I know that many children derive great pleasure from reading. Even in today's hi-tech world, there is still nothing to beat the enjoyment that people of all ages can get from a good book."

We'll be bringing you more details on our involvement in the coming weeks and further news on a great way for you and your pupils to help us celebrate at this year's event.



ETHICAL SOURCING

As our teams gear up for Fairtrade Fortnight (February 22 - March 7), we thought it was worth taking a quick look at more of our activities to support ethical sourcing.

Across our business we are seeing more and more consumers asking for not only good value products but also products with good – and ethical – values!

Nowhere is this more true than in our further and higher education sites, where we are working with many clients to push the boundaries on the products and innovation we offer. And there is a lot we can bring to the table!

Fairtrade

Our parent company, Compass Group is the largest supporter of Fairtrade in the UK contract catering business, spending over £6m on Fairtrade products each year. This gives us an in-depth understanding of what's available in the market and a broad range of products to draw upon that will be right for our consumers – everything from a selection of chocolate and snacks to coffee, muffins and bananas (did you know for example that all of our bananas are Fairtrade – without exception?).

The Fairtrade Foundation's vision is a world in which justice and sustainable development are at the heart of trade structures and practices, so that everyone, through their work, can maintain a decent and dignified livelihood and develop their full potential. Compass fully supports the Fairtrade Foundation and we are working with them to understand how we can further our commitment to this cause.

Fairtrade can have a huge impact on a whole community. The Dominican Republic that we buy bananas from has built five schools; added seats and classrooms to existing sites and bought equipment like pens, paper and books. They have constructed a fire station, a maternity ward at their hospital and the banana farms now carry first aid kits.

During Fairtrade fortnight we'll be encouraging our consumers to participate in the 'Big Swap' and purchase Fairtrade products. Look out for more from our on-site teams!



RISING TO THE CHALLENGE WITH CANCER RESEARCH

The start of 2009 saw us set a challenge across Compass Group to raise £250,000 for Cancer Research UK. And we're delighted to say we've done it; raising £267,562 in just 12 months!

Deciding which charity to choose for our Compass-wide partnership was tough but there were three key reasons why we chose Cancer Research UK:

- 1 in 3 people will develop cancer at some point in their lives
- Adopting a healthier lifestyle is thought to reduce the risk of cancer by 50%! As a foodservice company, this was a great opportunity to involve our culinary teams in promoting a healthy lifestyle and educate our teams
- Over 90% of the population lives within 30 miles of a charity funded project.

Everyone has been involved across the business; starting with our executive directors who kicked off the year with their very own (highly competitive) challenge which raised over £78,000 in just one month!

Since then, Chartwells colleagues have raised funds in all manner of ways including quizzes, donating their time, cake-bakes and sporting events. Thanks to everyone who has supported our fundraising.

The heat is certainly going to be on to match our efforts to date as we head into the second year of our fundraising!

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