

NATIONAL SCHOOL MEALS WEEK

National School Meals Week (NSMW) sponsored by Kraft Heinz is the annual, week-long event that gives the school meals industry the chance to celebrate all that is great about school food.

New initiatives have been developed for 2019 encouraging everyone involved in education catering – from managers, to kitchen staff, midday supervisors, teachers and suppliers.

To keep up to date with all the NSMW news, go to the website or follow on social media

**11th - 15th
November 2019**



Let's make 2019 NSMW another great success.

NSMW on the road again!



This year we plan to highlight 10 important messages which underpin the great work school caterers do. The interesting facts/messages about school meals will be different in each region and when the 10 regional visits have been completed, the combined messaging will paint a very positive picture about the school meals industry.

Under the heading 'Taste for Yourself' and with the support of SCOTY winner 2019 Steve Cross, we will prepare and serve a tasty modern day school lunch at each of the places we visit. This will be supported by 'Taste for Yourself' resources that caterers can use during NSMW to invite parents into schools also. You are welcome to join us at any of the events!

For updates and free resources please visit
www.nsmw.org.uk

#30 people, 30 School Meals Stories



It is a massive team effort in making school meals great. For 2019 we have launched the **30 School Meal Hero** campaign to recognise people or organisations past and present who have made school meals the success they are today. The campaign started in April and a new hero is introduced each week. You can follow the campaign on social media pages and on the website. Please support this by tweeting, sharing our posts. You can also nominate people who you think deserve some recognition. We know there are more than 30 heroes, so please get involved and let us know who you think deserves a place in our hall of fame.

If you are at the Main Event look out for our heroes, they will be wearing their badges with pride. Please congratulate them if you see one, so far they have all been humbled and honoured to be chosen.



For all the latest news follow us [on Twitter @NSMW](#) or [on Facebook and Instagram @NSMW1](#)



Taste for yourself - Get Involved

Everyone involved in the industry knows just how great school meals are, and parents are often surprised when they try them, just how tasty they are. That's why, during NSMW, we are encouraging school caterers to get involved in our "Taste for Yourself" campaign.



You can get involved in this campaign and invite parents, grandparents, local dignitaries and VIPs along to your schools. We have a number of resources you can access free including posters, invites and stickers. We also have some you can buy to help promote your service such as railing banners, tasting stations etc. Please help us get as many people eating a school meal as possible during the week. It is important we remind parents and head teachers how great school food really is, and what better way than letting them taste it themselves. We can help you invite local press along with a press release template. Let us know what you are doing, we want to hear as many stories as possible and we will get behind your campaign as well.

Promote on social media using the hashtag #tasteforyourself



Move it with LACA

It is important to do more exercise as well as eating healthily, we all know they go hand in hand. The **Move it with LACA** campaign urges everyone to Move it more! We want to see how many steps you can do during NSMW. This just isn't for the children, challenge your staff to move more. Does everyone have a step counter? You can see how many kitchen miles you can accumulate during the week. Does your school take part in the daily mile? Why not add this into your weeklong activities.

We have various free resources you can edit and display around the school. We also have things you can purchase such as water bottles, pedometers, and other rewards to encourage everyone to move it with LACA

Resources available 24/7

Visit www.thegreatschoolslunch.co.uk/resources to access our themed resources. You will find fun items to help you plan your own marketing campaign and encourage children to stay for school meals throughout the year.



School Food in Westminster

Once again we are heading back to Parliament to give MPs and Peers the opportunity to 'Taste for Themselves' as we plan to serve a school lunch at the Palace of Westminster on **Wednesday 20th November** to Members of the House of Commons and the House of Lords. It will allow us to summarise all the wonderful celebrations of our great industry during NSMW and indeed throughout the year. It is important we keep visiting and reminding Government how essential it is they continue to support the school meals service and that UIFSM is money well spent.

You can get involved by serving the same menu at your school, it is soon to be revealed. You could also invite your local MP into school at the end of the week - we know many of them are back in their constituencies on a Friday. We can also help you get press coverage and we can share your story. Don't forget to visit the resource pages to access free promotional material.



Host a School Chef is now firmly established as one of the most popular events in the school catering calendar. The promotion offers school chefs the opportunity to spend a day in the kitchen of some of the most exclusive restaurants in the country. Thanks to our sponsors, Alaska Seafood, we have been able to provide more venues for school caterers than ever before.

We want to hear from both school chefs and interesting hotels/restaurants and suitable 'host' venues. Simply visit www.hostaschoolchef.co.uk to register your interest. We will match School caterers with a restaurant in the same area for a once-in-a-lifetime experience.

Follow us  [hostaschoolchef](https://www.instagram.com/hostaschoolchef)  [@HostaSchoolChef](https://twitter.com/HostaSchoolChef)



A Word From Our Sponsor

KraftHeinz
FOODSERVICE

As a proud supplier to schools across the UK, we're delighted to sponsor National School Meals Week.



We're committed to providing the right products, in the perfect formats and sizes for the education sector so that pupils can enjoy nutritious meals every day. We've developed products specifically for the education sector such as our Heinz No-Added Sugar Beans and 50% less sugar and salt Tomato Ketchup, both of which fall under the FSA Salt Target regulation for 2017.