

PROJECT  
**EA CATERING**  
**BRANDING &  
MAREKTING**



**WHERE WE  
STARTED...**

**...WHERE WE  
ARE**

## **TRANSFORMATION OF THE EA CATERING SERVICE**

**2020 – 2021 In-depth review of the service Top – Down**

**2021 – 2026 Catering Service Strategy (5 Pillars)**

- **Our Customer**
- Our People
- Our Processes
- **Our Offering**
- Our Future

**Marketing and Branding – Pillar 1 & 4**

*2022 – Appointment of the Service Improvement Team*

*Food Development | Quality Assurance | Marketing and Brand*

Marketing and Brand Manager - Colm Bradley



**140,000 MEALS PER DAY**

**4300 STAFF**

**25 MILLION MEALS PER YEAR**

**OUR ESTATE**

1045 schools

Out of a total school estate of 1,112





# **ENGAGEMENT**

# **JUNE 2022**

**ALL PRINCIPALS**

**Marketing scored  
2.4 out of 5**



# **OUR CATERING BRANDING AT THE TIME**



# 3 BRANDS

## FOR 3 AUDIENCES

### PRIMARY PUPILS

### POST PRIMARY PUPILS

### STAFF & SCHOOLS

**INITIAL  
DEVELOPMENT**

**WE CREATED  
SIX SAMPLES  
FOR EACH OF  
OUR THREE  
BRANDS**



# **SECOND** **ENGAGEMENT**

**PRIMARY PUPILS**

**SECONDARY PUPILS**

**PARENTS**

**PRINCIPALS**

**STAFF**



**OVER  
3000  
RESPONSES**



**PRINCIPALS**

**230**



**PARENTS**

**2,470**



**STAFF**

**270**



**PUPILS**

**1200**

# CORPORATE BRAND

CONVEYS OUR MESSAGE

LINKS BRAND TO SERVICE

FITS IN WITH GENERAL EA  
CORPORATE BRANDING POLICY



# POST PRIMARY BRAND

**CATERS TO A MATURING  
MARKET**

**LINKS BRAND TO SERVICE**

**FITS IN WITH GENERAL EA  
CORPORATE BRANDING POLICY**



### Week 2

Monday	Tuesday	Wednesday	Thursday	Friday
Main course one	Main course one	Main course one	Main course one	Main course one
Main course two	Main course two	Main course two	Main course two	Main course two
Main course three	Main course three	Main course three	Main course three	Main course three
Desserts	Desserts	Desserts	Desserts	Desserts

### FLAVOURS OF THE WORLD



Monday	Tuesday	Wednesday	Thursday	Friday
Italian	Mexican	Asian	Indian	Peri Peri
Chicken Caesar Salad Wrap	BBarbacoa Pulled Beef, Brioche Bun & Slaw	Honey Chilli Chicken & Noodles/Rice	Chicken Biryani	Peri-Peri Chicken Flat Bread Lemon & Paprika Sauce

### GRAB & GO

Our Grab and Go selection features hot and cold options including fresh sandwiches, baguettes, rolls & wraps as well as burritos

We also have fresh salad & pasta boxes and a selection of desserts from muffins and biscuits to hot sweet treats.

### SOUP & SPUDS

Why not try a bowl of our freshly made soup, with a tasty roll on the side.

We also have baked potatoes available with a variety of delicious fillings.

So much choice with Let's Eat from EA Catering

If you require any additional information on allergens or special diets please contact your school.

# OUR NEW GRAB & GO RANGE

# FAJITAS

SPICY BEEF | SPICY CHICKEN



**OUR NEW  
GRAB & GO RANGE**



**SO MUCH  
CHOICE!**

**SANDWICHES - WRAPS - BAGUETTES  
PANINI - FAJITAS - BURRITOS - SUBS  
PASTA BOWLS - SALAD BOWLS - FRUIT BOWLS**



# Italian Meatball Sub

**MONDAY**

**JUST  
£2.20**



**PART OF OUR FLAVOURS OF THE WORLD RANGE**



# PRIMARY SCHOOL BRAND

**FUN AND INTERACTIVE**

**LINKS BRAND TO SERVICE**

**FITS IN WITH GENERAL EA  
CORPORATE BRANDING POLICY**

**CHARACTER DRIVEN TO SPEAK  
TO PRIMARY SCHOOL PUPILS**



**THE**  
**LUNCH**  
**BUNCH**  
ea catering



**MICHAEL**  
**LOVES**  
**LOCAL FOOD**



**RONAN**  
**LOVES**  
**VEGETARIAN**



**ISOBELLA**  
**LOVES**  
**INTERNATIONAL**  
**FOOD**



**TOM**  
**LOVES**  
**NEW FOODS**



**KATIE**  
**LOVES**  
**TO BAKE**



# EAT SMART WITH THE LUNCH BUNCH

**ea catering**  
**WEEK ONE**

Served weeks commencing:  
19 February, 18 March,  
15 April, 13 May, 10 June,  
2 September, 30 September

## MONDAY

### MAIN COURSES

Golden Crumbed Fish Fingers

Or

Creamy Chicken & Broccoli  
Pasta with Garlic Bread

### SIDES

Sweetcorn & Roasted  
Peppers

And

Chipped / Baked Potato /  
Coleslaw

### DESSERT

Ice-Cream with Pears &  
Chocolate Sauce

## TUESDAY

### MAIN COURSES

Homemade Cottage Pie

Or

Homemade Margherita Pizza

### SIDES

Spring Greens / Roasted  
Butternut Squash

And

Oven Baked Potato  
Wedges/Baked Potato

### DESSERT

Summer Fruit Cheesecake

## WEDNESDAY

### MAIN COURSES

Chicken Curry & Naan Bread

Or

Beef Meatballs with Tomato &  
Basil Sauce

### SIDES

Green Beans / Baton Carrots

And

Steamed Rice / Pasta Spirals

### DESSERT

Sticky Date Pudding & Custard

## THURSDAY

### MAIN COURSES

Roast of the Day, Stuffing &  
Gravy

Or

Chicken & Pepper Fajita

### SIDES

Fresh Vegetables in Season

And

Mashed / Oven Roast Potato

### DESSERT

Golden Krispie Square

## FRIDAY

### MAIN COURSES

School "Chippy Day" Fish or  
Chicken Goujons / Sausages

Or

Baked Potato with Tuna &  
Sweetcorn / Salad

### SIDES

Baked Beans / Mushy Peas

And

Chipped / Baby New  
Potatoes

### DESSERT

Frozen Fruit Yoghurt

PS Spring Summer 24 Belfast & East Locality

4pEC

MILK, WATER, BREAD &  
FRESH FRUIT AVAILABLE DAILY

IF YOU NEED ANY INFORMATION ON ALLERGENS OR HAVE SPECIAL DIETARY REQUIREMENTS,  
PLEASE NOTIFY YOUR SCHOOL ACCORDINGLY

MENU SUBJECT TO PRODUCT  
AVAILABILITY



# WE KNOW YOU'LL **Love** Our Cottage Pie!



**ISOBELLA  
LOVES  
LOCAL FOOD**



*Did you know that the main difference between a cottage pie and a shepherd's pie is the meat used. shepherd's pie uses lamb and cottage pie uses beef*



**EAT SMART WITH  
THE LUNCH BUNCH**

# MAKE SURE YOU TRY OUR Chicken Curry



**MICHAEL  
LOVES  
A GOOD CURRY**



*The 'Flaming Fiery Phaal' is the hottest curry ever made. And is made with two of the hottest chilli peppers on earth namely the Scorpion and Naga peppers. Don't worry - we don't serve it!*



**EAT SMART WITH  
THE LUNCH BUNCH**



## OUR **SIX VEGETABLE** PIZZA! IT'S 'VEGTASTIC'

### INGREDIENTS

- Onion 1/2 small
- Red Pepper 1/2
- Courgette 1/4
- Carrot 1/2
- Butternut Squash 1/4
- Olive Oil 2 tblsp
- Oregano 1 teaspoon
- Mixed Herbs 1 teaspoon
- Bay Leaf 1
- Tinned Tomatoes 1 x 440g
- Salt & Pepper To taste
- Plain Flour 120g
- Wholemeal Flour 35g
- Baking Powder 8g
- Margarine 40g
- Milk 80ml

### METHOD

- Combine plain flour, wholemeal flour and baking powder
- Add margarine to this combination and then slowly add milk to get the right consistency
- Let dough rest for a while before rolling and shaping
- *Or you could buy a pre-made pizza base instead of above steps*
- Chop all vegetables and sweat in oil for 5-10 mins
- Add herbs, seasoning and tomatoes and simmer for 30mins
- Puree and adjust seasoning to taste
- Add the sauce onto the pizza base followed by grated cheese
- Bake in the oven at 220°C for ten minutes



**HEALTHY HEARTS DAY**

Above recipe for two 12 inch pizzas

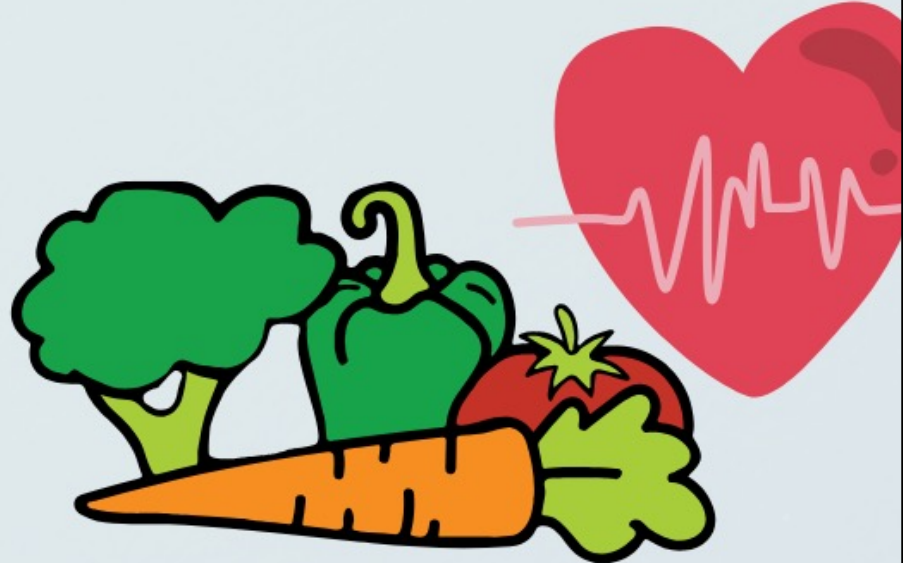
**#eacatering**

# HEALTHY HEARTS

WITH THE LUNCH BUNCH



**Fruit and vegetables can help to keep the heart healthy**





**HALLOWEEN WITH THE  
LUNCH BUNCH**

**FRIGHT BITES**

**HALLOWEEN MENU**

**Goblins Fingers** *Sausages* or **Crispy Piranha Stix** *Fish Fingers* or **Spook-etti** *Spaghetti in Tomato Sauce*

**WITH**

**Monster Mash** *Mash Potato* or **Witches Broomsticks** *Chips* or **Creepy Crunch** *Fresh Salad*

**AND**

**Eyes of Newt** *Peas*      **Zombies Eyeballs** *Beans*

**AND TO FINISH**

**Petrified Pud** *Pudding and Custard*      **Zombies Brain & I scream!!!** *Jelly and Ice Cream*



**EAT SMART WITH  
THE LUNCH BUNCH**

*Chinese*  
**NEW YEAR**



**BANG BANG CHICKEN  
TASTER POT**



EAT SMART WITH  
**THE LUNCH BUNCH**



EAT SMART WITH  
**THE LUNCH BUNCH**

## Halloween Biscuits

### Ingredients

200g unsalted butter , softened  
200g golden caster sugar  
1 large egg  
½ tsp vanilla extract  
400g plain flour , plus extra for dusting

20g popping candy (or rainbow sprinkles for very young children)  
For decoration  
White, black and grey sugar paste  
100g icing sugar



### Method

STEP 1: Heat oven to 200C/180C fan/gas 6 and line a baking sheet with baking parchment.

STEP 2: Put the butter in a bowl and beat with electric beaters until soft and creamy. Beat in the sugar, then the egg and vanilla, and finally the flour to make a dough. If the dough feels a bit sticky add a little more flour and knead it in. Wrap in cling film and put in the fridge for half an hour.

STEP 3: Heavily flour a surface and cut the pastry in half. Roll out one half to 5mm thickness. Using a cookie cutter in the shape of a ghost (or any spooky shaped cutter you like), cut out 12 ghost shapes, which will make 4 cookies. Put the cut shapes on a baking tray lined with baking paper and put back in the fridge. Repeat with the second half of the pastry. Swap into the fridge, taking the chilled ghost biscuits out.

STEP 4: Using a smaller cutter or a knife, cut a ghost-shaped hole in the middle of 4 of the biscuits on the tray, this is the space to store the surprise centre! Put these biscuits into the oven to bake for 10-12 mins, until pale but cooked through. Transfer to a wire rack to cool. Repeat with the other tray.



Share your pictures  
#eacatering





**SO, WHAT  
HAS  
HAPPENED?**

**10% INCREASE**

**FREE SCHOOL MEAL PRIMARY**

2,777,831 - 2,989,776 | 7.6% Increase

**PAID SCHOOL MEALS PRIMARY**

3,290,515 - 3,482,568 | 5.8% Increase

**FREE SCHOOL MEAL POST PRIMARY**

1,383,036 – 1,472,963 | 6.5% Increase

**PAID SCHOOL MEALS POST PRIMARY**

1,791,953 – 2,224,022 | 24.1% Increase

**OVERALL CHANGE**

9,243,335 – 10,169,329 | 10% Increase