



Practical Application of Social Media in Catering Services





Catering Unit



950 employees

200 establishments

- 4.1 million meals per annum
 - 22,600 per day served in 45 minutes









Background



In 2004 Hungry 4 Success Guidelines

- 2007 H4S superseded
 - The Schools (Health Promotion & Nutrition) (Scotland) Act 2007
 - Legislation
- Consists of...
 - Nutrient Standards
 - 8 Food & Drinks Standards



Menu Design Process



Seasonal Menus

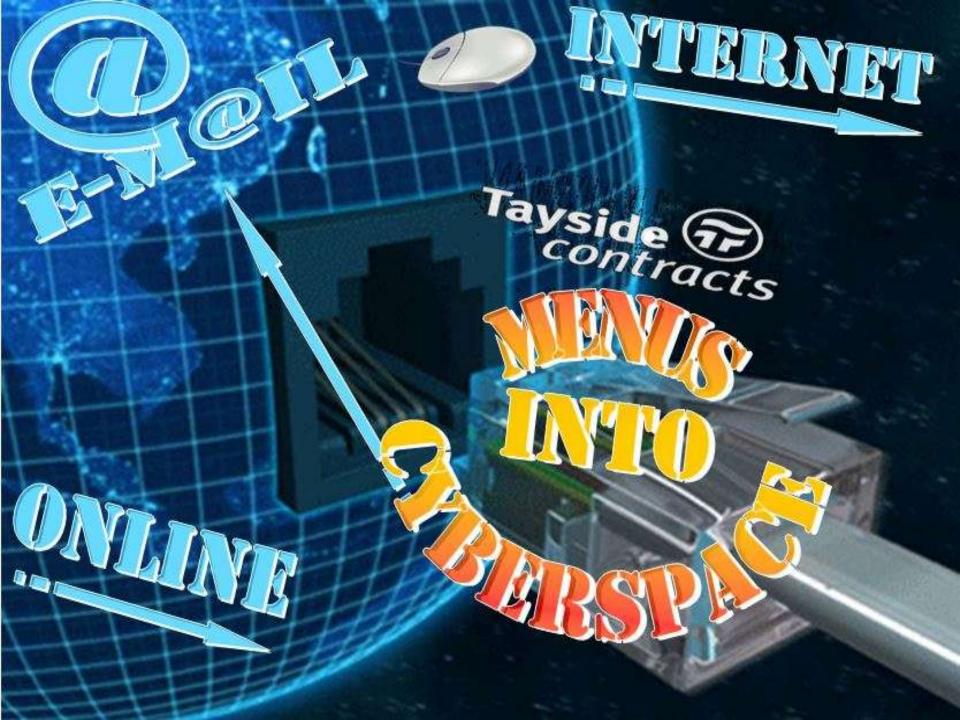
	Planning -	6 Months in	Advance	Thursday	F rid ay
Week 1 15th Oct 5th Nov 26th Nov 17th Dec 7th Jan 28th Jan 18th Feb 11th March	Menu Devel Sweetcorn Rice Menu Trial	Broccoli Pasta Mashed Potato Caramel Flan & Custard	Lentil Soup U Dange & Grape Starter urkey Burger in a Bun Spaghetti Bolognese Vegetable Bake Green Beans Garlic Bread Potato Wedges	Pork Casserole Breaded Fish Macaroni Cheese Pea Rice Chips Pear & Honey Sponge with Custard	Oven Baked Sausages Traditional Mince Baked Potato with Baked Beans Carrots Baked Beans Mashed Potatoes Chocolate Brownie
Week 2 22nd O ct* 12th Nov 3rd Dec 14th Jan 4th Feb 25th Feb 18th March	Boiled Potatoes Tomat Customer Rice Pudding & Fruit Puree	ols (Health Pro	Vegetable Soup Veggie Sticks & Dip Steak Pis MOTION & NUTRIT Tomato Pasta Carrots & Parsnips Pasta Baby Potatoes	Cottage Pie Fish Bites (Scotland) (Scotland) Potato Wedges Sweet Potato Bread Chocolate Sponge & Vanilla Sauce	Sweet & Sour Chicken Chipolata's, Yorkshire Pudding & Gravy Act 2007 melette Ratatouille Veg Rice Mashed Potatoes Lemon Muffin
Week 3 29th Oct 19th Nov 10th Dec 21st Jan 11th Feb 4th March 25th March	Variety Roast Beef & Grayy Tuna Baked Potato Vegeta Allergen C Caulillower Rice Roiled Nutrition a Vanilla Sponge & Custaro Cost	Mince & Doughballs Fish Fingers Consideration Mashed Potatoes AleBalance	Beef Burger in a Bun Chicken Fajita Macaroni Cheese Broccoli Chips Crusty Bread Sweet Traybake	Yellow Pea Soup Melon & Orange Starter Steak Casserole Sausage Roll Vegetable Risotto Brussel Sprouts Baked Beans Boiled Potatoes	Meatballs in Tomato Sauce Breaded Fish Bean Burger in Bun Baby Carrots Pasta Potato Wedges Chocolate Brownie



In 2010 Primary School Interactive Menu is Launched

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Online Primary Menu – 2010/11



Click on a dish and find out the nutritional information of

Autumn/Winter 2010/11

Click on the menu item and this will link you to the recipe and ingredient information!

Week 1

18th October 8th November 29th November 20th December 3rd January 24th January 14th February 7th March 28th March

Ham & Tomato Pasta Breaded Fish Tomato Pasta

Monday

Seasonal Vegetables Herbie Diced Potatoes

> Apple Sponge & Custard

Tuesday

Savoury Mince Breaded Chicken Wrap Cauliflower & Broccoli Bake

Seasonal Vegetables **Boiled Potatoes** Garlic Bread

Creamed Rice Pudding & Peaches

Winter Vegetable Soup Melon & Orange Starter

Oven Baked Sausages and Mash

Baked Potato with Tuna Mayo Baked Potato with

Baked Beans Seasonal Vegetables

Steak Casserole

Wednesday | Thursday

Seasonal Vegetables **Boiled Potatoes**

Toffee Apple Flan

Savoury Vegetable Rice

Mashed Potatoes

Chocolate Muffin

Chicken Burger in a Bun

Friday

Roast Pork & Gravv Vegetable Risotto

Seasonal Vegetable Roast Potatoes

Crispie Cake

Week 2

25th October 15th November 6th December 10th January 31st January 21st February 14th March

Roast Chicken & Gravy Tuna Baquette Macaroni Cheese

Seasonal Vegetables Baby Boiled Potatoes Garlic Bread

> Jam Sponge & Custard

Green Pea Soup Veggie Sticks & Dip

Haddock Bites Tex Mex Baked Potato Vegetable Burrito

Seasonal Vegetables Chips

Chicken & Vegetable Yorkshire Pudding Savoury Pizza

Cod Fish Fingers Traditional Mince

Steak Pie

Chicken Meatballs in

Tomato Sauce

Macaroni Cheese

Seasonal Vegetables

Boiled Potatoes

St Clements Sponge &

Custard

Seasonal Vegetables

Oven Baked Sausages Chicken Risotto Savoury Omelette

Seasonal Vegetables Potato Croquettes

Ice-Cream & Fruit

Week 3

1st November 22nd November 13th December 17th January 8th February 21st March

Roast Beef, Gravy & Yorkshire Pudding Fish Nuggets Macaroni Cheese

Seasonal Vegetables Roast Potatoes

Marble Sponge & Custard

Chicken Pie Lamb Filled Pitta Bread Savoury Pizza

Seasonal Vegetables Chips

Creamed Semolina & Two Fruits

Pork Steak & Gravy Bread Cod Portion Creamy Vegetable Pie

Seasonal Vegetables **Boiled Potatoes**

Chocolate Brownie & Custard

Vegetable Soup Tuna Pate & Bread Wedge

Shepherds Pie Chicken Curry Vegetable Curry

Seasonal Vegetables **Boiled Rice**

Tay Beefburger in Bun Hot Chicken Wrap Baked Potato & Baked Beans

Seasonal Vegetables Baked Beans **Boiled Potatoes**

Peach Swirl Muffin

Within the recipes click on the ingredient to find out about allergy and nutrition information!

A choice of one of the three main courses Vegetable and potatoes A selection from the aslad bar Homemade bread

A choice of puddings from Sweet of the day Fresh fruit Fruit Yoghurt

A choice of drinks from A glass of milk A class of truit juice A glass of water



Recipe 2010/11

Tayside Recipe Book

Vegetable Risotto Recipe:

Yield: 20 Ptn

Ingredient	Description	Amount
13609	Chickpeas - in water (Drain)	400g
544	Rice Round Grain	20 x 35g
33568	Extended Life Oil Vegetable Cooking	50ml
3243	Sweetcorn	250g
4794	Frozen Mixed Diced Peppers	250g
4800	Frozen Sliced Mushrooms	250g
4753	Choice Frozen Peas	250g
52276	Frozen Diced Onions	250g
100442	Knorr Vegetable Boullon	20g
33579	Pepper Black Ground	3g
HERBSPARS	Fresh Parsley - Curly	3g
4779	Sliced Courgettes	150g
33586	Tumeric	2g
33585	Paprika Pepper	2g
Method:		

method:

- Boil the rice, drain and refresh
- 2. Heat the oil, add the onions and fry for 2-3mins
- 3. Add the remaining vegetables and chickpeas and saute for 2-3 mins
- 4. Add the rice to the rest of the ingredients and saute, stirring all the time until the rice is heated through
- Sprinkle with chopped parsley.

Nutritional Content Per Standard Size (Ptn)

Energy (Kc (kcal) >244.0	Fat (g) (4.50)	Sat Fat /1 (g) >0.5	Carbs (g) >43.3	Nme Sugar (g) (0.20)	Protein (g) 7.7
Nsp (g) (3.80)	Iron (mg) 1.9	Zinc (mg) 1.6	Calcium (mg) 52.5	Vitamin A (µg) (66.40)	Niacin (mg) 1.9
Riboflavin (mg)	Folate (µg)	Thiamin (mg)	Vitamin C (mg)	Vitamin D (µg)	
0.1	>62.0	0.2	25.4	0.0	
Potassium (mg)	Sodium (ma)				

Product Specification 2010/11



Food Specification

Information supplied by suppliers;

All information is correct at time of publish

Supplier	Unilever foodsolations
Product Name	Knorr Vegetable Paste
Product Description	Knorr Rich Vegetable Paste Bouillon

Ingredients:

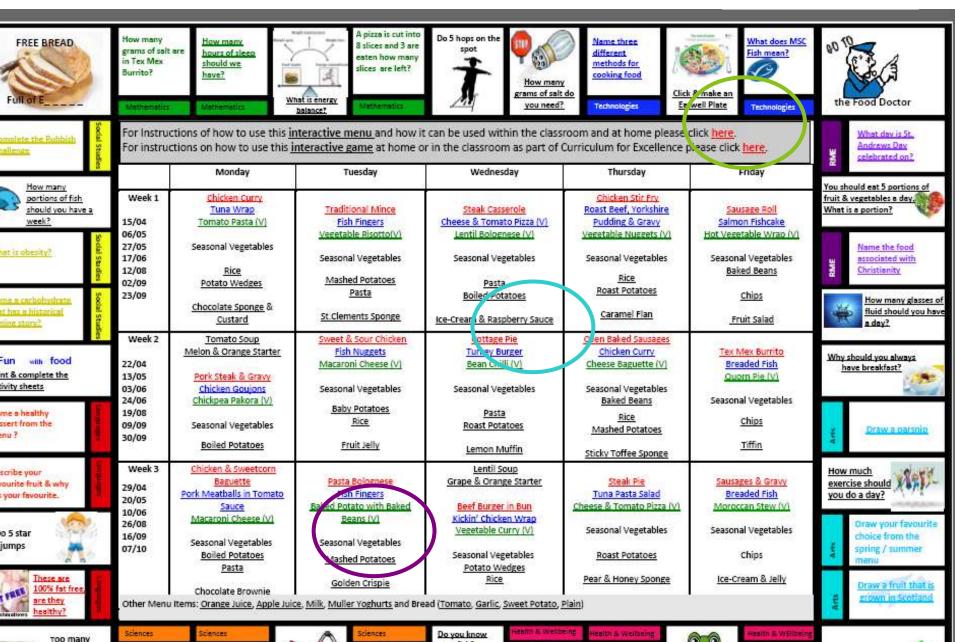
Salt, Vegetable Oil, Potato Starch, Maltodextrin, Yeast Extract, Carrot Juice Concentrate (2.5%), Flavourings (contain celery), Onion (2%), Sugar, Herb and Spice Extract.

Allergy Information & Advice :

Nutrition Information: Typical Values per 100g						
Energy (kcal)	400					
Protein (g)	5.3					
Carbohydrate (g)	39.9					
of which sugars (g)	5.0					
Fat (g)	24.3					
of which saturates (g)	12.1					
Fibre (g)	1.0					
Sodium (g)	10.20					

Menu 2013





your fish?

Colour Coded Menu Choices



COIC			oucu Mic	IIu CIIOIC		
iesity?	al Studies	17/06 12/08 02/09	Rice Potato Wedges	Seasonal Vegetables Mashed Potatoes	Seasonal Vegetables <u>Pasta</u>	Seasonal Vegetabl
rbohydrate historical ry?	Social Studies	23/09	Chocolate Sponge & Custard	<u>Pasta</u> <u>St.Clements Sponge</u>	Boiled Potatoes Ice-Cream & Raspberry Sauce	Roast Potatoes <u>Caramel Flan</u>
with food mplete the eets	OX.	Week 2 22/04 13/05 03/06	Tomato Soup Melon & Orange Starter Pork Steak & Gravy Chicken Goujons	Sweet & Sour Chicken Fish Nuggets Macaroni Cheese (V) Seasonal Vegetables	Cottage Pie Turkey Burger Bean Chilli (V) Seasonal Vegetables	Oven Baked Sausag Chicken Curry Cheese Baguette (Seasonal Vegetable
ealthy om the	Languages	24/06 19/08 09/09 30/09	Chickpea Pakora (V) Seasonal Vegetables Boiled Potatoes	Baby Potatoes Rice Fruit Jelly	Pasta Roast Potatoes Lemon Muffin	Baked Beans Rice Mashed Potatoes Sticky Toffee Spon
our ruit & why wourite.	kanguages	Week 3 29/04 20/05 10/06	Chicken & Sweetcorn Baguette Pork Meatballs in Tomato Sauce	Pasta Bolognese Fish Fingers Baked Potato with Baked	Lentil Soup Grape & Orange Starter Beef Burger in Bun	Steak Pie Tuna Pasta Salad Cheese & Tomato Pizz
		26/08 16/09 07/10	Macaroni Cheese (V) Seasonal Vegetables Boiled Potatoes Pasta	Beans (V) Seasonal Vegetables Mashed Potatoes	<u>Kickin' Chicken Wrap</u> <u>Vegetable Curry (V)</u> Seasonal Vegetables <u>Potato Wedges</u>	Seasonal Vegetable <u>Roast Potatoes</u>
These are 100% fat free, are they healthy?	Ganguages	Other Menu	Chocolate Brownie	Golden Crispie ce, Milk, Muller Yoghurts and Bre	Rice Rice ead (Tomato, Garlic, Sweet Potato,	Pear & Honey Spon

Too many unhealthy foods are bad

Sciences

Sciences

Sciences

Sciences

Sciences

Do you know your fish?

Print & colour in the sheet about

Which chips are the sheet about

What is the recommended



*New Template *Photography *Traffic Light *Nutritional Information

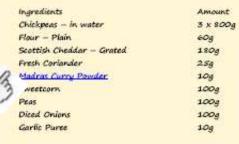


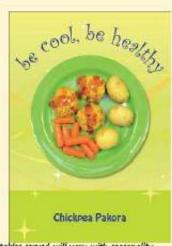
Tayside Contracts Recipe Book

Chickpea Pakora

Yield: 20 portions

Tayside Contracts





Vegetables served will vary with seasonality

Method

- Mash the chickpeas with potato masher (leave quite rough).
- Add the rest of the ingredients and mix well. Roll/shape into balls (3 balls per portion = 60 balls).

You can season with a little salt and pepper.

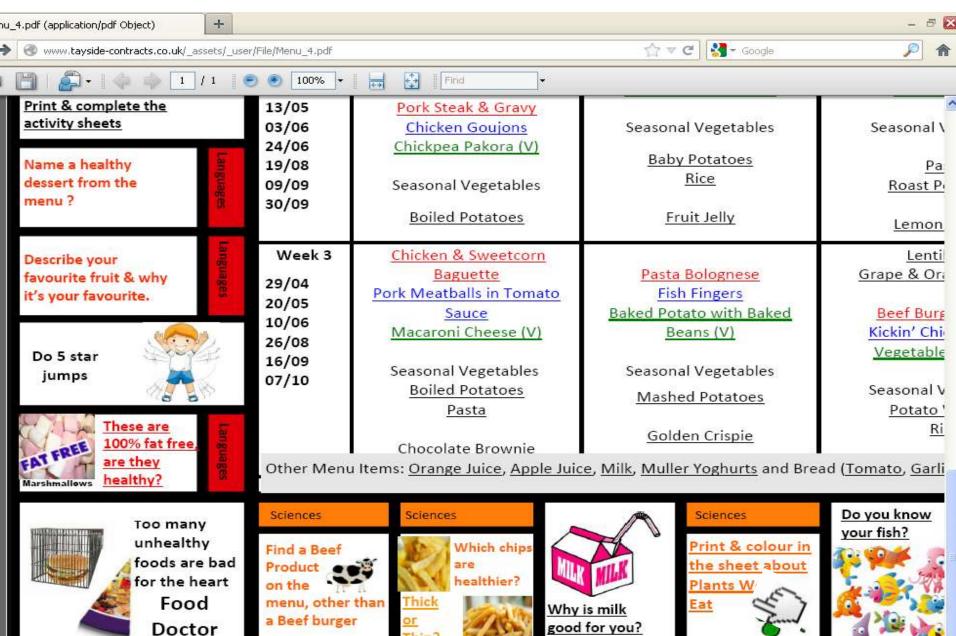
- Drop the portioned mix onto a greased baking tray (these will resemble a vegetable pakora).
- Bake in the oven at 1800 for 15 mins.
- Turn half way through the cooking process to brown top and bottom.

Nutritional Content per Standard Size Portion -140g

X	Fat	Saturates	Sugar	Salt	
Energy (kcal)	Fat (g)	Sat Fat (g)	Sugar (g)	Sodium (mg)	Carbs (g)
208.5	5.27	>1.4	1.12	109.9	26.9
Protein (g)	Vitamin A (µg)	Niacin (mg)	Thiamin (mg)	Riboffavin (mg)	Folate (µg)
13.5	56.30	0.36	0.05	0.5	217.44
Vitamin C (mg)	Vitamin D (µg)	Zinc (mg)	Iron (mg)	Potassium (mg)	Calcium (mg)
3.77	0.03	2.34	4.02	71.21	134.14
Nsp (g)					
	3 8	3.5	- 9 (

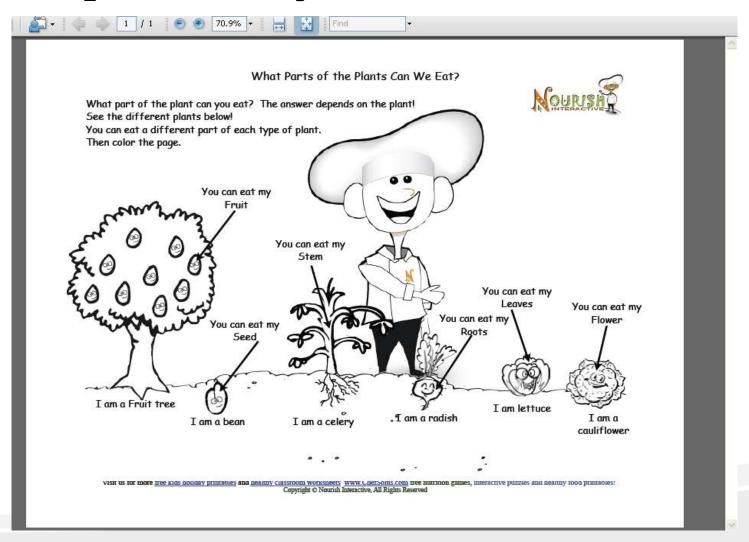
Interactive Game Board







Sample Activity Sheet



Secondary Menu Online...







Secondary Schools
*Online Allergy
Information





Community Meals Online



Com	nunity Me	als Menu Sp	oring Sumn	ner 2013		
any ems &		Week 1 Lu	nch	B. A.	Clic	e tracts
Monday	<u>Tuesday</u>	Wednesday	Thursday	Friday	Saturday	Sunday
Cream of Tomato Soup with dinner roll	Lentil Soup with Dinner Roll	Scotch Broth Soup with dinner roll	Pea & Ham Soup with dinner roll	Yellow Pea Soup with dinner roll	Country Vegetable Soup with dinner roll	Green Pea Soup with dinner roll
Traditional Mince & Dumplings with Mustard Mash Potatoes & Vegetable Medley	Bunkhouse Pie with <u>Hash Browns</u>	Roast Pork & Sage Gravy with Baby Boiled Potatoes & Broccoli Florets	Chicken Korma with Boiled Rice with Duchesse Potatoes & Peas & Sweetcorn	with	E. J	
Vegetable Casserole and Dumpling with Mustard Mash & Vegetable Medley	Potato & Onion Cake with Hash Browns & Baked Beans	Spicy Vegetable Risotto with Baby Boiled Potatoes & Broccoli Florets	Macaroni Cheese with <u>Duchesse</u> <u>Potatoes</u> & Peas & Sweetcorn	Battered Vegetarian Sausages with Sauté Potatoes & Marrowfat Peas		
Tuna Mayonnaise	Bacon & Philly	Cheese Salad	Egg & Cress	Coronation Chicken	Ham Salad	Cheese & Coleslaw
Ice Cream with Jelly	Spiced Bakewell Tart with Custard	Banoffee Mousse	Sticky Toffee Pudding with Ice Cream	Eton Mess	Strawberry Jelly with Peaches	Strawberry Delight
	Monday Cream of Tomato Soup with dinner roll Traditional Mince & Dumplings with Mustard Mash Potatoes & Vegetable Medley Vegetable Medley Tuna Mayonnaise Ice Cream with	Monday Tuesday Cream of Tomato Soup with dinner roll Traditional Mince & Dumplings with Mustard Mash Potatoes & Vegetable Casserole and Dumpling with Mustard Mash Vegetable Medley Tuna Mayonnaise Bunkhouse Pie with Hash Browns Potato & Onion Cake with Hash Browns & Baked Beans Potato & Onion Cake with Hash Browns & Baked Beans Bacon & Philly Ice Cream with Spiced Bakewell	Monday Tuesday Wednesday Lentil Soup with Soup with dinner roll Traditional Mince & Dumplings with Mustard Mash Potatoes & Vegetable Medley Vegetable Medley Vegetable Medley Tuna Mayonnaise Wednesday Wednesday Wednesday Lentil Soup with Dinner Roll Scotch Broth Soup with dinner roll Roast Pork & Sage Gravy with Baby Boiled Potatoes & Broccoli Florets Spicy Vegetable Risotto with Baby Boiled Potatoes & Broccoli Florets Cake with Hash Browns & Baked Beans Cake with Hash Browns & Baked Beans Cake with Hash Browns & Boiled Potatoes & Broccoli Florets Cheese Salad Ice Cream with Spiced Bakewell Banoffee Mousse	Monday Tuesday Wednesday Thursday	Monday Tuesday Wednesday Thursday Friday Cream of Tomato Soup with dinner roll Traditional Mince & Dinner Roll Mustard Mash Potatoes & Wegetable Medley Wednesday Thursday Friday Friday	Monday Tuesday Wednesday Thursday Friday Saturday

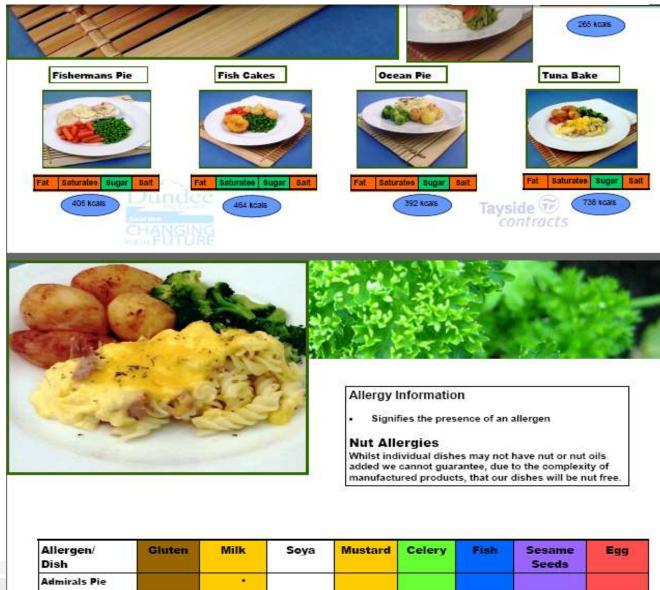
Community Meals



*Food
Photography
*Traffic Light
Information.
*Calorie &
Allergy

Information

Breaded Haddock

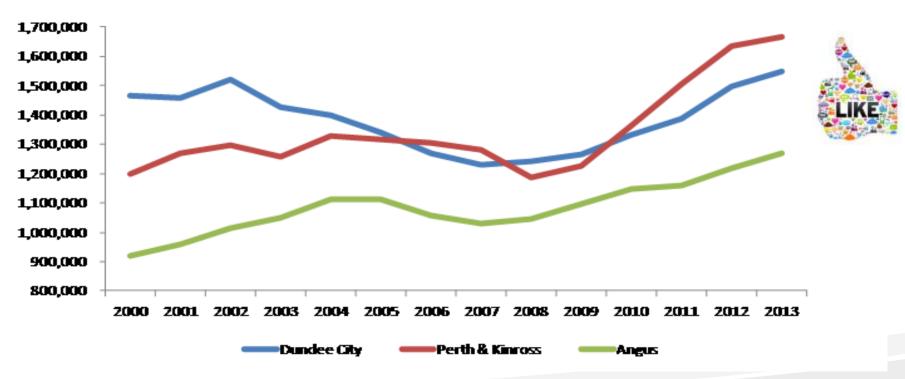






Meal Number Trends

Trend of School Meal Numbers







Soil Association Food for Life Catering Mark

- Engage
- Responsive









THANK YOU FOR LISTENING

Bill Kennedy



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