

Re-imagining School Meals

David Melvin

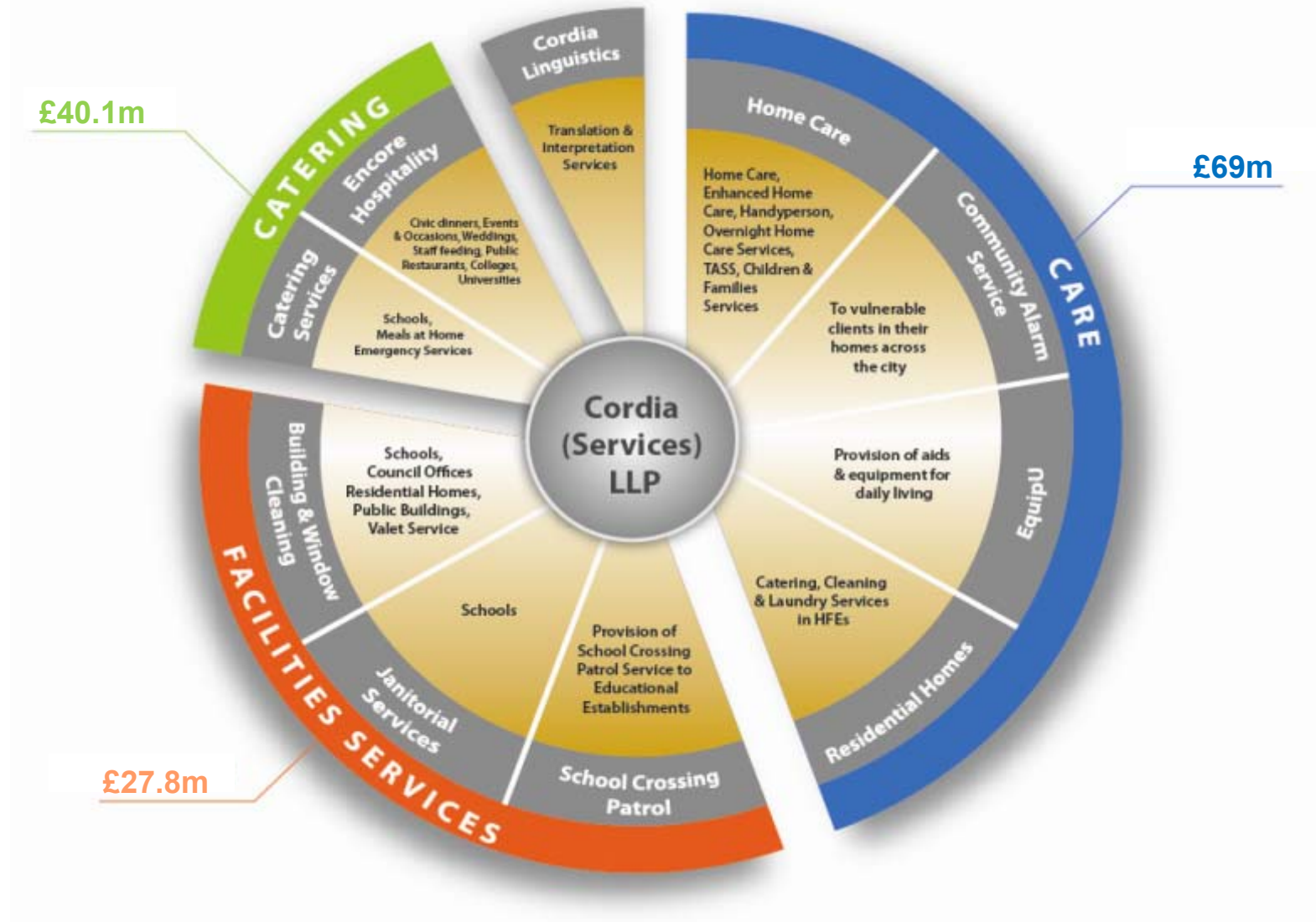
Managing Director
Cordia (Services) LLP

Apse Annual Conference
September 2015

Cordia

- LLP – Arms length company of Glasgow City Council
- Turnover of £130M
- Staff 8,300
- Formed in 2009
- Diverse range of services and customers

Who We Are



Traditional School Meals



School Catering Fuel Zones



136 primary schools –
25,000 pupils / day



30 secondary schools –
11,000 pupils / day

Fuel Zone

The Schools (Health Promotion and Nutrition) (Scotland) Act 2007



30 - 45 minute lunch break

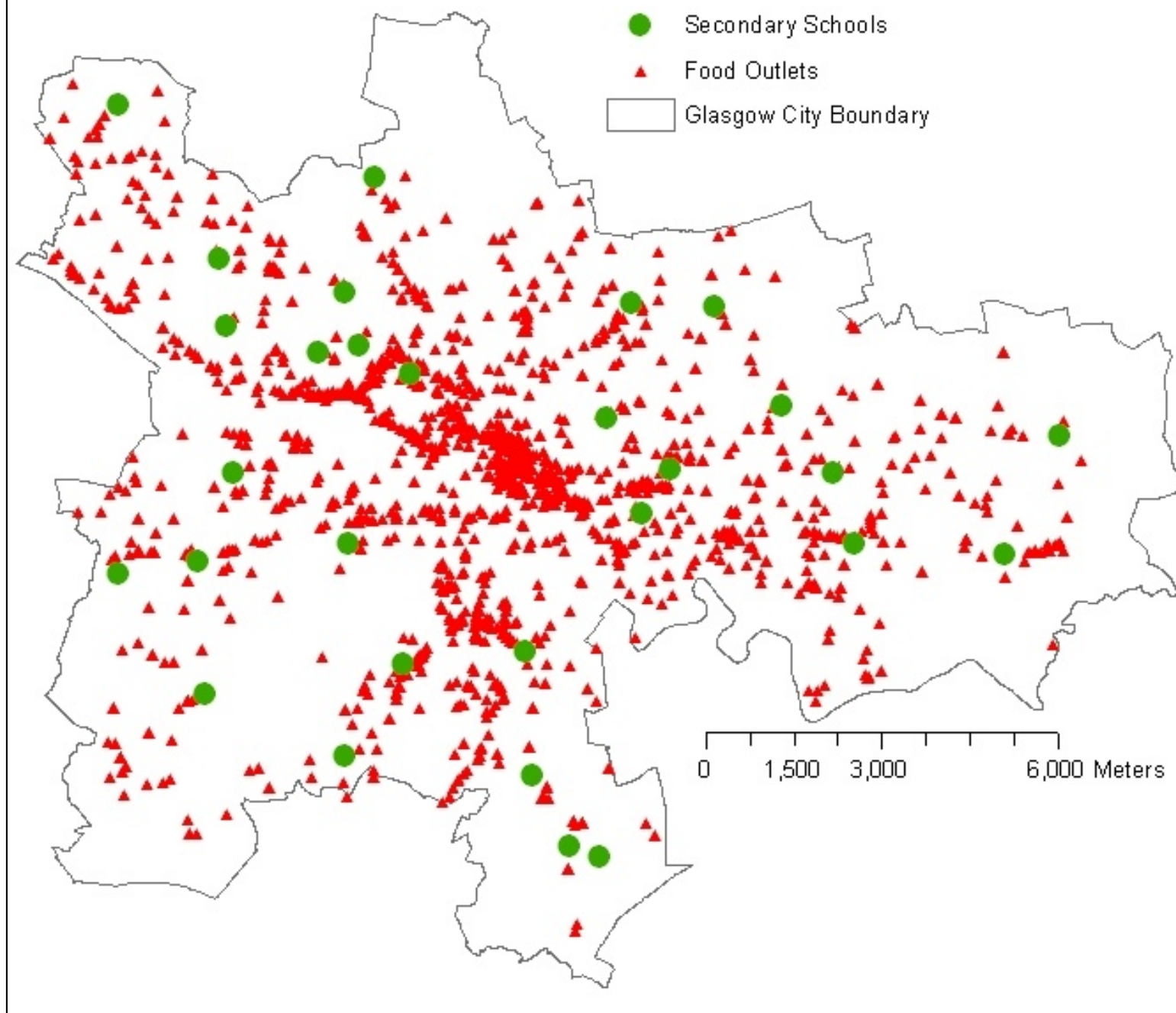
Market share – high schools

- 2009/10 ⇒ 40%
- 2010/11 ⇒ 43%
- 2011/12 ⇒ 46%
- 2012/13 ⇒ 47%
- 2013/14 ⇒ 50%
- 2014/15 ⇒ 51%

Customer Wants/Desires



Secondary Schools & food outlets in Glasgow



12:00 am to 2:00 pm

Chips£ 1.00

Chips & Cheese£ 1.50

Donner Chips£ 1.50

Chips Sauce£ 1.50

Donner Kebab£ 2.00

Pizza Chips£ 1.50

Chips Burger£ 2.00

Fish & Chips£ 2.50

Rice Cuury Sauce£ 2.00

Chips Curry Sauce£ 2.00

Cain£ 0.40

Cain£ 2.00

Starters

	Small	Medium	Large
Vegetable Pakora	£1.50	£2.50	£3.50
Chicken Pakora	£1.50	£2.50	£3.50
Alto Pakora	£1.50	£2.50	£3.50
Mushroom Pakora	£1.50	£2.50	£3.50
Fish Pakora	£1.50	£2.50	£3.50
Onion Rings	£1.50	£2.50	£3.50
Spiced Mushrooms	£1.50	£2.50	£3.50
French Fries	£1.50	£2.50	£3.50
Garlic Bread	£1.50	£2.50	£3.50
Hotie Bread with Cheese	£1.50	£2.50	£3.50
Onion Bhaji	£1.50	£2.50	£3.50
Vegetable Samosa	£1.50	£2.50	£3.50
Onion - served with sauce & salad	£2.50		
Mince Samosa	£2.50		
Onion - served with sauce & salad	£2.50		

Pooris

(A light fried plain bread (dough))

French Poori	£1.50
Chicken Poori	£1.50
Mushroom Poori	£1.50
Chick Peas Poori	£1.50

Tandoori Starters

Chicken Chutli (Chicken with sauce)	£3.95
Tandoori Chicken	£3.95
Chicken Tikka	£3.95
Lamb Tikka	£3.95

Tandoori Dishes

All these dishes are served with rice, salad and curry sauce

Tandoori Chicken	£7.50
Hotie chicken (served in hotie bread & sauce)	£10.00
Tandoori Lamb Tikka	£7.25
Tandoori Chicken Tikka	£7.25
Chicken - all the best ingredients in rice, herbs & spices	£7.95
Tandoori Chicken Shambhri & hotie bread with vegetables, rice, salad, papaya & tomatoes	£7.95
Tandoori Lamb Tikka	£10.50
Hotie piece of rice, vegetables & hotie bread	£10.50
Tandoori King Prata	£10.50

Set Meal A for 1

2 Poppadoms & Spiced Onions
Vegetable Pakora
Choice of 1 Curry, Chicken
(Curry, Patta, Korma, Shorma)
Rice or Rice

£7.45

Set Meal B for 2

2 Poppadoms & Spiced Onions,
Vegetable Pakora,
Choice of any 2 Popular Dishes,
Rice & Fried Rice
(includes king prata & hotie bread)

£12.50

Set Meal C for 2

2 Poppadoms & Spiced Onions,
Choice of 1 Starter (Chicken Pakora, Mushroom Pakora,
Chicken Chutli, Mince Pakora, Onion Bhaji)
Choice of any 2 Special Dishes, Rice and Fried Rice
(includes king prata & hotie bread)

School Kids Special

(take away only)

Mon - Fri 12.00 - 4.00pm

Hot Dog & Chips £2.10

Sausage, Chips & Can £2.00

Battered $\frac{1}{4}$ Pizza, Chips & Can £2.00

Chips Curry or Gravy £1.40

Chips £1.00

The Canteen

(IN BETWEEN THE GRANARY & KETCHUP)

COME AND GET YOUR
LOYALTY CARD FOR
A FREE LUNCH.

DELICIOUS NEW MENU FOR
SCHOOLKIDS

BBQ Beef Burgers, Cajun Chicken
Burgers, Hot Dogs, Chicken Curry,
Filled Pitta Breads, Pizzas, Chips &
much more..... WE DO HALAL!

THE BEST VALUE FOR
MONEY IN SHAWLANDS



BUY 7 GET 1 FREE



ANY
FILLED
ROLL

79_p

- ROAST PORK
- ROAST TURKEY
- LUNCH TONGUE
- CHICKEN ROLL
- HONEY HAM
- CORNER BEEF
- GARLIC SAUSAGE
- TURKEY SADDLE
- ROAST BEEF
- CHEDDAR CHEESE
- STEAK LOAF
- JELLIED VEAL
- CHOPPED PORK
- BOILED GAMMON
- TUNA MAYONNAISE
- TUNA STEAK

FREE COLESLOW
SALAD SAUCES
MAYONNAISE

CANS
BOTTLES FROM 29_p
WATER

Own Make

Finest
Beef

Marketing Strategy



PICK A PASTA
A taste of Italy on your plate!

Grab&Go
Beat the queue with your pre-ordered, pre-packed snack

Hot·Bites
Meals meals meals on a plate!
A daily selection of home cooked food

subzone
Your sub, your choice of filling!



Additional Sales Points



St Andrew's

Huts!



Holyrood

Huts!



St Paul's

Additional Sales Points



Cafes



Knightswood



Cafes



Springburn

Cafes



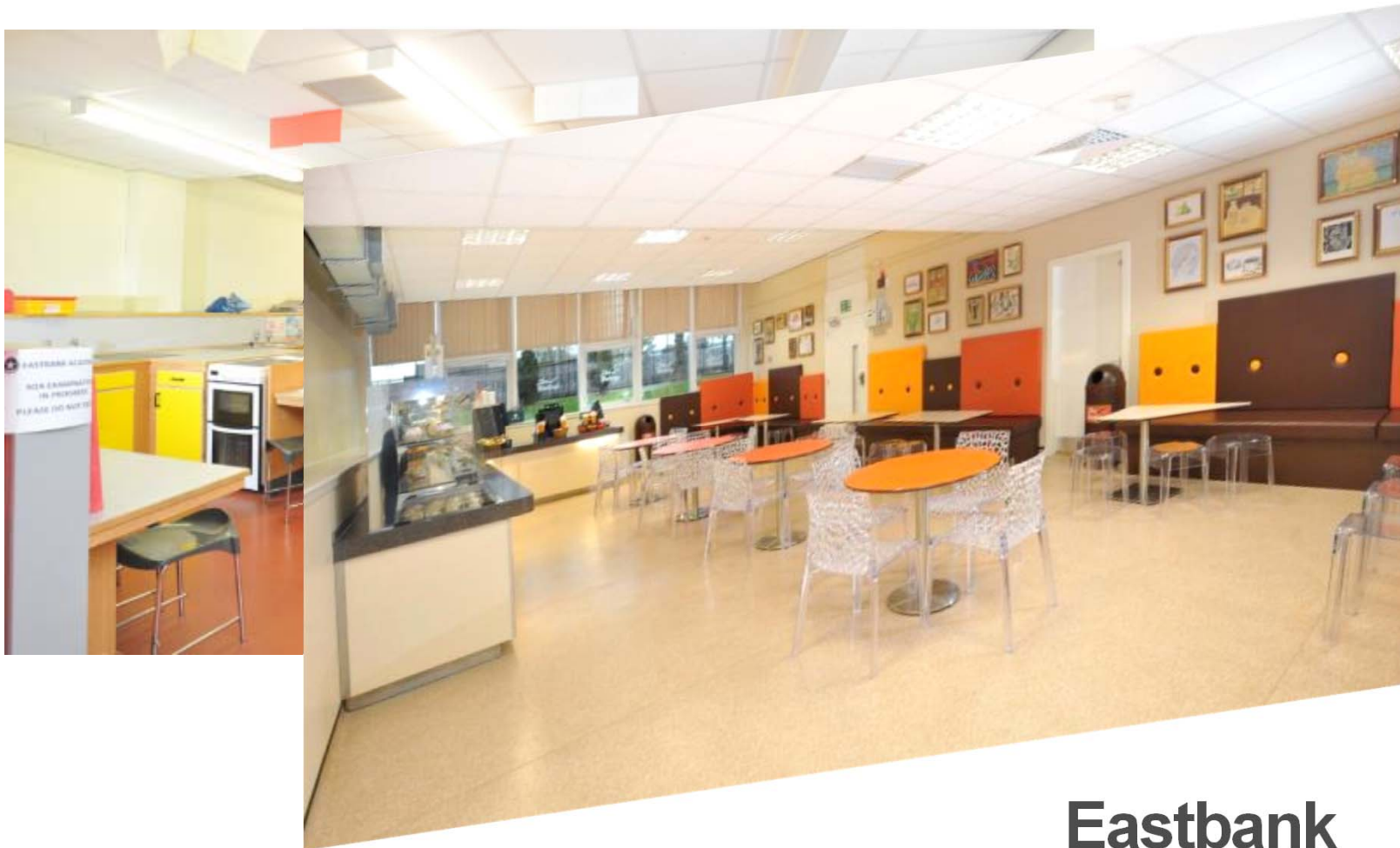
Kingspark

Cafes



Clevedon

Cafes



Eastbank

Results

- 23% of all income
- 21% increase in uptake
- 20% more pupils staying in school
- 18 – 24 months return on investment



The result...

Spot the difference!



Thank You