



FOODSERVICE

The Natural Choice For Nutrition

We've been committed to producing nutritious food long before it became the fashion statement it is today.

As a basic start, our company **nutritionists** and **development chefs** set rigorous food policies for all our products. These exacting standards are defined by the quality of our ingredients. By sourcing products that are naturally rich in vitamins, minerals and protein we're able to create the building blocks to help active children grow into healthy adults. And by freezing our food, we lock in all that goodness and natural nutrition.

The result is a range of **delicious meal solutions** that help deliver key nutrients to children and adults alike – from our Soya Beans through to our Omega 3 Fish Fingers - with extra natural Omega 3.



a fresh approach

Nutritional Benefits

Whether you're catering for primary school children or business executives, the secret to a successful menu is balance.

Across our core product categories we're able to deliver a selection of all-time favourites, alongside some innovative, market-leading ingredients. And served as part of a balanced meal centre, they all deliver key nutrients.



- High levels of protein in our fish fingers
- Vegetables that count towards five-a-day serving
- Soya beans that naturally lower cholesterol
- Peas higher in Vitamin C than ambient alternatives
- Vegetables delivering a natural source of Fibre, Vitamin A and Vitamin C

NO
ARTIFICIAL
COLOURS,
FLAVOURS OR
PRESERVATIVES

NO
HVOs
HYDROGENATED
VEGETABLE OILS

1 of
5 a-day

SOURCE OF
VITAMINS
& **PROTEIN**

20%
OR LESS
GDA †

EDUCATION ✓
PUBS & RESTAURANTS ✓
TRAVEL & LEISURE ✓

† For a 5-10 year old's GDA for fat, saturated fat and salt per recommended serving



The Natural Choice For Children

Educational Appeal

School catering is a minefield. Parental pressure, budgetary concerns and government reports - including **SFT Guidelines** - all heap added pressure on the parties responsible for fuelling young children with healthy, balanced and great-tasting food.

It's our job to cut through the noise, tackle those challenges, and provide caterers with the products they need to satisfy all parties.

Which is why our food delivers far more than just **nutritional excellence**. It delivers on taste, texture and appeal, and is all incredibly easy to prepare.

We've even developed a range of the **school-specific recipes** exclusively for the educational channel, with detailed nutritional content listed for each serving.

- Nutritious, great-tasting and visually appealing
- Key products include Omega 3 Fish Fingers - with extra natural Omega 3 and Steam Bag Vegetables
- Cost-effective meal solutions that are simple to prepare
- Can all be cooked from frozen for convenience and deliver portion control
- Full range of children's recipes available, detailing nutritional content for each serving



The Captain's Nutrition Mission Statement

To encapsulate our unique dedication to children's nutrition we've developed the **Captain's Nutrition Mission**.

As a beacon of our commitment, the Captain's Nutrition Mission endorsement takes our existing nutritional standards **one step further** (standards which include products that have no added MSG, modified starch, and are non GM, for example).

In essence, it stands for the fact that our entire foodservice range goes that extra mile. All products contain:

- No artificial colours, flavours or preservatives
- No hydrogenated vegetable oil
- Are 20% or less of a 5 – 10 year old's GDA for fat and salt per recommended serving

Going forward, we aim to expand our nutritional policy even further, creating innovative solutions to define a healthier future for children's catering.

