



## Creating a Healthy Appetite for Children

Birds Eye Foodservice has recently launched into the foodservice marketplace, with a determined commitment to healthy dining for children, called their '**Captain's Nutrition Mission**'.

Phil Cumming, Foodservice Marketing Manager explains: "The Captain's Nutrition Mission highlights our commitment to children's nutrition, using Captain Birdseye as the face of our dedication. The Captain's Nutrition Mission takes our existing nutritional standards one step further (standards which include products that deliver no added MSG, no modified starch or phosphates, and are non GM, for example)."

"In essence, it stands for the fact that our entire children's range contains no artificial colours, flavours or preservatives, no hydrogenated vegetable oil, and deliver just 20% or less of a 5-10 year old's GDA for fat, saturated fat and salt per recommended serving. They also all meet FSA 2010 Salt Guidelines, in relation to salt content.\*"

The range has been developed to suit children's menus across a wide variety of caterers, from school kitchens through to Pubs, Restaurants and Travel & Leisure outlets. Running across four core product categories of fish, poultry, vegetables and red meat, the range includes best-sellers like their **Omega 3 Fish Fingers**, **Chicken Dippers** and **Chicken Burgers**, and **Original Beef Burgers**.

"Our classic **Omega 3 Fish Fingers** contain a natural source of Omega 3, making them ideal for fuelling children, whilst other children's menu favourites include our **Chicken Dippers** and **Chicken**, which contain 100% chicken breast to ensure a rich, succulent texture, with absolutely no added phosphates. We've even developed a unique **Kids Steam Bag Vegetable** – a single-serve, 80g pouch of carrots, sweetcorn and peas, that can microwaved from frozen in minutes for a perfect side-of-plate serving."

By freezing all their produce when it's at the peak of perfection, Birds Eye Foodservice is able to lock in its freshness and natural goodness. It's also an added benefit for portion control on children's menus – where demand can't always be predicted in profit sector environments.

However, their dedication goes beyond the products alone, as Justin explains: "We've also created a range of school-specific recipes, with detailed nutritional content listed for each serving, to assist with menu planning."

"And to drive uptake front of house across the profit sector, we've designed a range of eye-catching Point of Sale material, using the Captain Birds Eye brand. As a renowned character the Captain is guaranteed to drive children to choose the dishes served, whilst acting as a quality and nutritional reassurance to caterers and parents alike."

These recipes and Point of Sale material is available on the Birds Eye Foodservice website: [www.birdseyefoodservice.com](http://www.birdseyefoodservice.com)

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