



Local Authorities list Birds Eye Fish Fingers on School Menus

A number of leading Local Authorities have listed a selection of Birds Eye Foodservice products for inclusion on school menus throughout their county. The move follows the brand's recent launch into the foodservice marketplace.

Tracie Bere, Marketing & Business Development Manager at Hertfordshire County Council is a Birds Eye devotee, and one of the first Local Authorities to list their products: "I've been waiting for someone like Birds Eye to develop a catering range for years. The Birds Eye name is synonymous with quality – so much so that I'm featuring it on a menu leaflet that's sent out to 92,000 parents, to communicate the high calibre of our school food here."

She continues: "The brand name is a key selling point – and it helps demonstrate our commitment to healthier catering for children."

As well as being proud users of Birds Eye Foodservice favourite – their Omega 3 Fish Fingers - Tracie is also pioneering the inclusion of their Soya Beans on her menus: "Soya Beans are a natural source of vitamins and protein, and we're using them in a 'Beanie Hot Pot' to drive children's 5-a-day intake," she says.

A number of other Local Authorities who were keen to work with Birds Eye Foodservice to help develop their school menus are taking Birds Eye Omega 3 Fish Fingers.

Justin Burbage, Birds Eye Foodservice Director, explains the products' immediate appeal to school caterers: "Not only do our children's products look and taste great, they all carry the 'Captain's Nutrition Mission' – as a sign of our commitment to children's nutrition. 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 – making them a great additional to a balanced school menu.*"

The full Foodservice range covers four core product categories of fish, poultry, vegetables and red meat, and includes Chicken Burgers, Peas and Soya Beans and Beef Burgers – as well as their best-selling Omega 3 Fish Fingers.

Highlighting their continued dedication to school catering, Justin continues: “We’re also able to supply full nutritional information for menu planning tools such as Saffron and Nutmeg. It’s vital we work closely with Local Authorities to develop more products in line with FSA and SFT guidelines, to ensure they can meet the demands of governmental bodies, teachers, parents, and – of course – the children.”

** Food Standards Agency Voluntary Salt Reduction Targets, published March 2006*

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