

NEW SPRING MENU SCHOOL RESOURCE PACK

Innovate

This document includes **downloadable marketing materials for schools** to use to **promote the new menu to students and parents**. We have also included some content from our previous toolkits which are still relevant and helpful.

Please download them and share via school channels – websites, newsletters, social media, etc.

If you have any problems accessing the files, or have any questions, please contact [**marketing@impactfood.co.uk**](mailto:marketing@impactfood.co.uk)

This Pack Includes:

- ✓ **New Menu Newsletter**
- ✓ **Social Media Content**
- ✓ **Secondary Offer Video**
- ✓ **Website Copy & Images**

NEW MENU INTRO NEWSLETTER

Newsletter for Students, Parents & Carers

Please **download** and share alongside your new menus.

- Email out / attach to newsletters
- Display on your school website

If you would also like the text and images to upload to your catering web page, please let us know by contacting: **marketing@impactfood.co.uk**

Spring 2026

YOUR SCHOOL FOOD UPDATE



We are excited to introduce an updated secondary school menu designed to better reflect how students enjoy eating today, while also supporting healthier choices and reducing food waste across our kitchens.

FRESH FLAVOURS, NEW TWISTS

Students may notice some familiar dishes are getting a fresh update. For example, we're saying "No More Kung Poa – Hello Bang Bang!", bringing bold new flavours inspired by street food trends while still delivering balanced meals.

BANGING IN THE BEANS

One of the key themes of the new menu is "Banging in the Beans", supported by the **Boosting Beans** initiative from Veg Power. As a country, we need to increase bean consumption by seven times to meet healthy and sustainable eating goals aligned with the EAT-Lancet recommendations. Beans are nutritious and better for the planet, so you will see more delicious bean-based dishes appearing across our menu.



STREETVIBES REFRESH

We are also delighted to launch two new concepts within our popular StreetVibes range: **Peri Good** and **Ramen Club**. These concepts reflect how students like to eat today – with customisation at the centre.



Each concept offers two base options, three proteins and a wide selection of toppings, allowing students to build meals that suit their tastes. These vibrant, street-food inspired options are already proving that having it your way is key to getting students excited by the food offer in our restaurants. These concepts may not be in your restaurant just yet, but if they sound like a great fit for your school, let your chef know and they could be brought in at the next menu change.



NEW DISHES TO LOOK OUT FOR

- Crunchy French onion and leek mac and cheese
- Cajun chicken, tomato and sweetcorn pasta bake with house salad
- Nut-less Bakewell sponge

REDUCING FOOD WASTE

Reducing waste is another important focus. "Crust to Crumb Apple" is a dish that transforms surplus bread from baguettes and bagels, combined with fresh apples, into something delicious while helping to minimise waste.

We are also introducing house gravy made from kitchen trimmings, ensuring that ingredients are used fully and flavour is never lost to the bin.

Our refreshed menu is all about serving great tasting food that students are excited to eat, while supporting health, sustainability and reduced waste. We hope you enjoy it!

Alex Hall
Food Director at Impact Food Group



AT A GLANCE

- More choice
- More bean-based dishes
- Less food waste
- New street vibes options

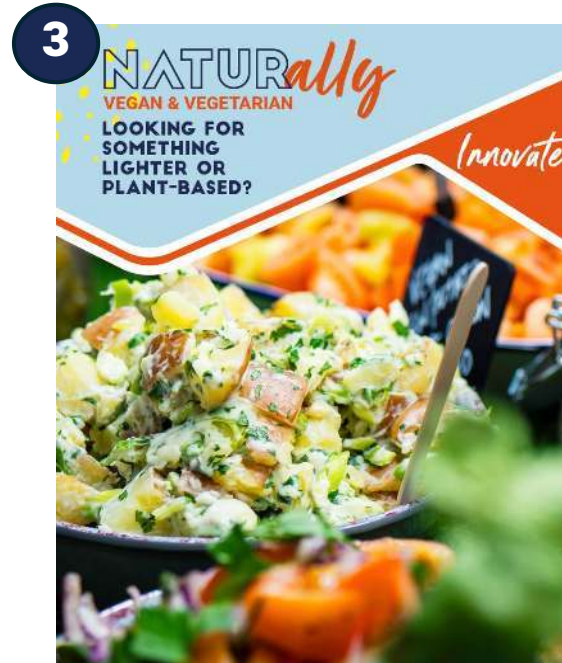
SOCIAL MEDIA CONTENT

Social Media Post Copy

[PDF document](#) with suggested social media post copy for x4 posts linked to the below.

- 1 [Fresh Flavours For Sunny Days](#)
- 2 [StreetVibes Made Your Way GIF](#)
- 3 [Naturally Range](#)
- 4 [Chill Deal](#)

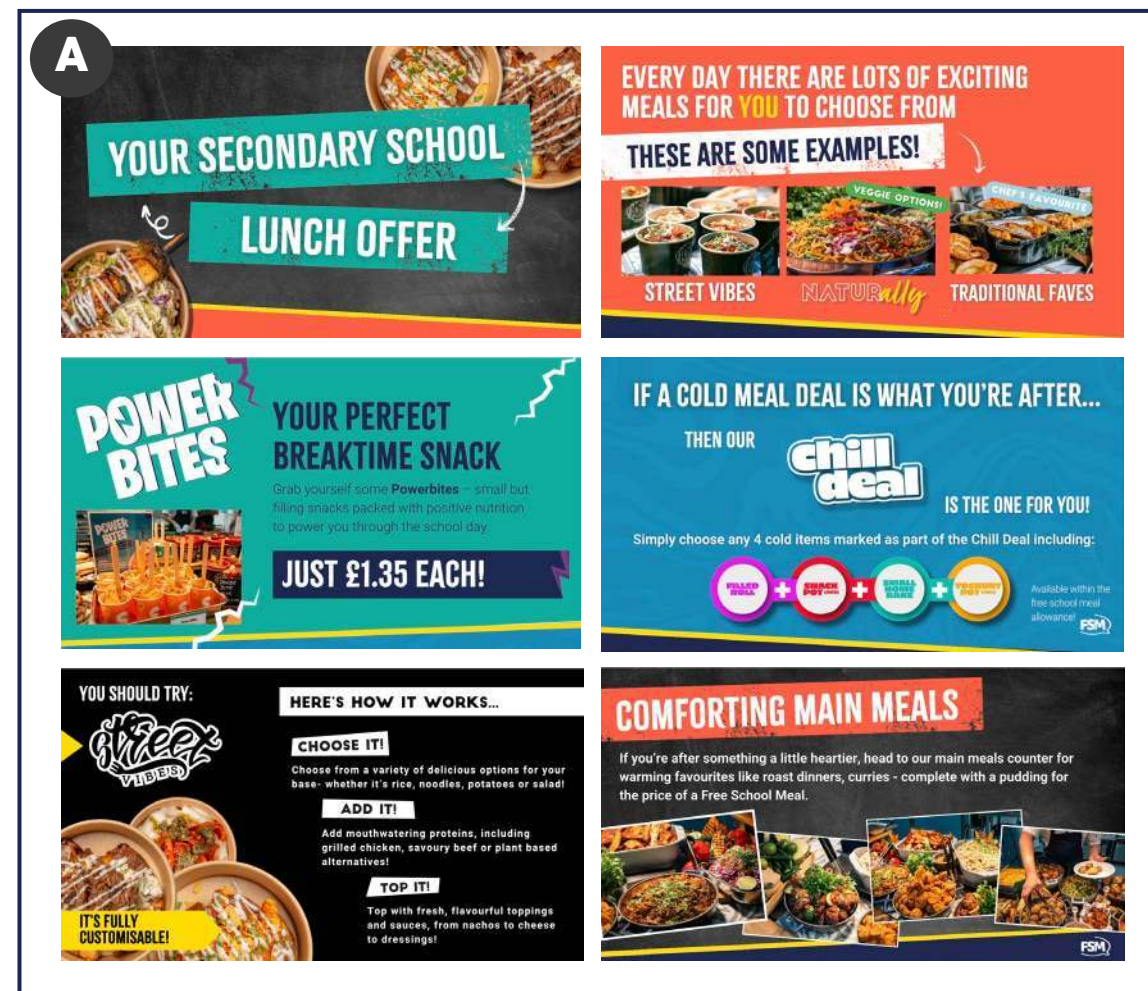
Tip: Click on the graphics on the right to view and download the jpeg image files. Upload the jpegs (to your chosen social platform) and copy and paste the text from the PDF document into the post body copy.



SECONDARY OFFER VIDEO

We recommend using this video on your school website to clearly showcase the food offer. To ensure the content is relevant for every school, we've created different versions. **Please choose the one that best reflects what's available at your school.**

- A** **Secondary Offer Video**
Full offer video.
- B** **Secondary Offer Video - No Free School Meals Logo**
Includes the full offer but removes any use of our Free School Meal logo.
- C** **Secondary Offer Video - No After School Options**
Suitable for schools that do not offer an after-school option.
- D** **Secondary Offer Video - No FSM logo and no After School**
A simplified version with both Free School Meals and after-school references removed.

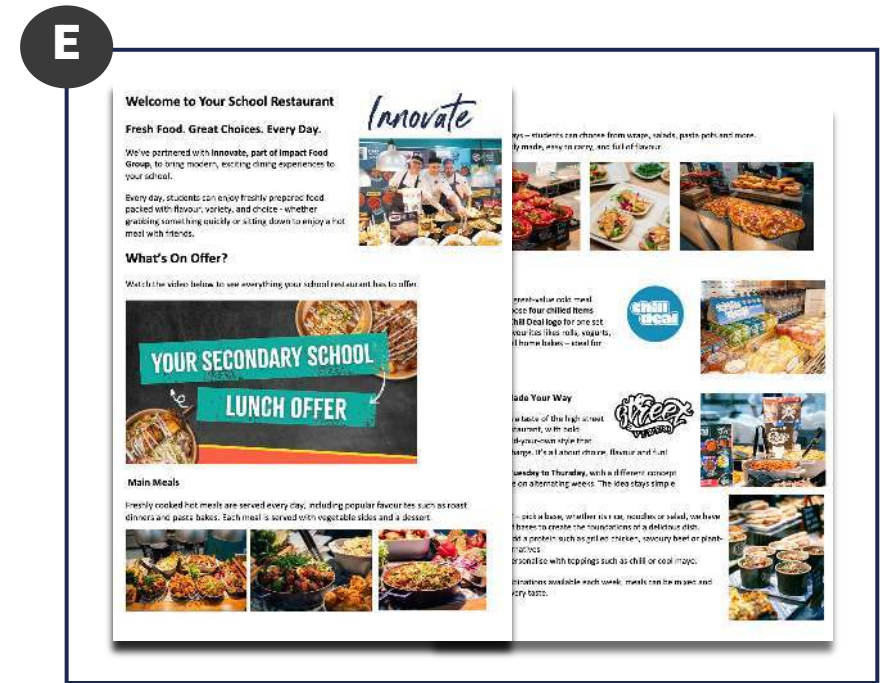


SECONDARY WEBSITE CONTENT – PHOTOS & COPY

E Website Text

Use this text to update your school catering pages. We've also suggested where images could work best alongside the copy.

Don't forget to also **upload a copy of your latest menu**, to get the most recent version, simply contact your IFG representative.



F Secondary Food Photography

Please use these photos and assets across your website and marketing to showcase your food offering.

Download the full image pack via the link above or by clicking on any image.

