



How To Market

# FOOD FOR LIFE SERVED HERE



# WELCOME

This document explains the Food for Life Served Here brand. It describes the visual and verbal elements that make up our identity and shows how they work together.

The result isn't a prescriptive brand cookbook; instead, it's a resource that asks you to use your talent and imagination. Throughout this book, we've tried to keep rules to a minimum. The main rule is that you always think about what you're doing so we can promote Food for Life Served Here and attract more partners. We're also working hard to engage with the public and encourage other new prospects to join the Food for Life Served Here scheme.

On that empowering note, let's go to work, starting with a look at the case for certification.

## THE CASE FOR CERTIFICATION

### Why caterers need or want Food for Life Served Here

Food for Life Served Here is a clear signal to your customers that you're serving food made from fresh, local and honest ingredients, free from undesirable additives and trans fats, that meets UK welfare standards, and complies with national nutrition standards.

Being part of the scheme shows you're among those raising standards of food served across the UK. The Government Plan for Procurement recognises it as a 'well-established' best practice tool. NHS England also cites it as a way to improve hospital food. The Department for Education sees it as a national framework to support caterers to increase uptake of quality school meals.

Food for Life Served Here lends credibility to B2B communications (for example: from a caterer to a local authority catering buyer) and B2C communications (for example: from a school to their pupils' parents).

We can help you achieve certification or, if your organisation is already a Food for Life Served Here award holder, move up to the higher levels that strengthen your case when tendering for the most lucrative contracts. Right now, over half of Food for Life Served Here meals served in the UK come from caterers with Silver or Gold certification, so clearly it's in your interests to upgrade. As we explain in the next section, achieving Bronze certification is also a significant achievement and something to be proud of.

Of course, there's more to Food for Life Served Here than just supporting the tendering process. We're food standards specialists. We can use that expertise in a hundred ways to help caterers make the most persuasive case possible to support their contract bidding.

As well as first class consultancy, we also provide all the marketing materials and publication-ready messages needed to promote the scheme to customers and other stakeholders. In short, we can act as an authoritative one-stop shop for everything you need to improve food standards.

## BRAND ELEMENTS

The following sections describe the elements that make up the Food for Life Served Here identity. We describe:

# 1

**Key Messages**  
for our four main  
audiences

# 2

**Tone of Voice**  
including our  
three guiding  
principles

# 3

**Our Logos**  
and how  
to use them

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# 4

**Imagery**  
including  
photography  
and illustration

# 5

**Colours**  
that inform  
our palette

# 6

**Typography**  
and use of fonts

# 7

**Examples**  
that show how  
all the above  
work together

# KEY MESSAGES

This section contains a series of important messages that you can use to build effective pieces of communication, both online and offline. They position us as a partner working with outside organisations to help them gain certification, doing everything we can to help them succeed.

Remember, these are, by definition, key messages and not the full story. If you need more information about a particular audience or sector, see the relevant message house and handbook.

Like any set of key messages, these are a starting point. Think of them as a kit of parts you can use to construct effective content. The examples below are written as though from a caterer to their audiences, but work equally well in other contexts, for example: from Food for Life Served Here to caterers. To make that work, you'll need to change "our" to "your" and so on.

We've divided this section into two main parts: **universal messages** that apply to all audiences and at all levels, and **sector-specific messages** that apply to particular audiences.

The universal messages also include a number of messages specific to **Silver and Gold levels**.

**Finally - and importantly - don't change these key messages in any way unless absolutely necessary.**

The text you use around these messages in a piece of comms is up to you, provided it follows our tone of voice guidelines. The examples later in this document show this approach in action. The main thing to remember is that when it comes to making a point covered in one of our key messages, you should stick to the approved wording.

# 1

## UNIVERSAL MESSAGES

These messages apply to all audiences and at all tiers: Bronze, Silver and Gold. Remember, in these examples “we” means the caterer and “you” is their audience. We are, in effect, giving caterers a suite of messages they can include in their marketing material.

### **Fresh Food:**

Food for Life Served Here promotes more **fresh, local and honest food on menus**.

At least 75% of food on Food for Life Served Here menus is freshly prepared from scratch on site or in a local kitchen.

### **Animal Welfare and Traceability:**

All meat on Food for Life Served Here menus is from **animals reared on farms that meet UK legal welfare standards** as a minimum.

Food for Life Served Here is **helping to build the market for farmers who are producing meat from farms certified to UK legal welfare standards**, such as Red Tractor, Farm Assured Welsh Livestock or Quality Meat Scotland.

Food for Life Served Here award holders are **inspected annually to ensure that all meat is from farms certified** to UK legal minimum welfare standards.

All eggs on Food for Life Served Here menus come from **free range hens**.

All eggs on Food for Life Served Here menus come from **hens which live in free range systems**, meaning they have access to the outdoors, where they can exhibit natural behaviour.

Food for Life Served Here menus are **free from endangered fish** – as recognised by the Marine Conservation Society ‘fish to avoid’ list.

## UNIVERSAL MESSAGES CONT'D...

### **Additives, Artificial Trans Fats and GM:**

Food served on Food for Life Served Here menus is **free from additives like aspartame and MSG.**

All food on Food for Life Served Here menus is **free from artificial trans fats.**

Undesirable additives, artificial sweeteners and controversial food colours are banned from Food for Life Served Here menus.

Food for Life Served Here holders don't use any **GM ingredients.**

All ingredients on Food for Life Served Here menus are **free from GM.**

**GM ingredients are not used** in Food for Life Served Here menus.

### **Seasonal Ingredients:**

**Seasonal ingredients** are used on Food for Life Served Here menus.

Food for Life Served Here holders use **seasonal ingredients that can be produced outdoors** in the UK at that time of year.

Menus are **seasonal.**

Menus are designed to **make the best use of seasonal ingredients.**

Serving seasonal produce can help **get the best value for money:** food is often fresher; food miles are reduced; and there is no need for energy-hungry heated glasshouses.

### **Staff Training:**

Catering staff are **trained in fresh food preparation.**

## SILVER AND GOLD MESSAGES

Caterers with Silver and Gold level certification can use all the universal messages shown above, plus the following:

The Silver Food for Life Served Here award recognises that we serve a range of ingredients from ethical and more environmentally friendly sources, including **at least 5% organic food.**

The Gold Food for Life Served Here award recognises that we serve a range of ethically and more sustainably sourced ingredients, including **at least 5% free range meat and at least 15% organic ingredients.**

At Silver and Gold, Food for Life Served Here encourages the use of organic ingredients. Overall, **plant, insect and bird life is 50% more abundant on organic farms and there are 30% more species.**

Silver and Gold award holders are **encouraged and rewarded to use ingredients that are grown in the UK**, and even more so for using ingredients grown by farmers in the region where the food is served.

Silver award holders spend **a minimum of 5% of their total ingredient spend on organic ingredients.**

Gold award holders spend a minimum of **15% of their total ingredient spend on certified organic ingredients and an additional 5% or more on free range meat.**

Food for Life Served Here is building the market for farmers who are producing meat from farms **certified to RSPCA Assured and organic standards.**

At Silver and Gold, **caterers are recognised for using organic milk**, which has proven nutritional benefits such as high tiers of Omega-3 essential fatty acid.

Silver and Gold award holders use a range of organic ingredients, including at least one organic animal product at gold. **Organic has high standards of animal welfare.**



## SILVER AND GOLD MESSAGES CONT'D...

Silver and Gold award holders can use a range of organic ingredients. Overall, **organic farming supports more farmland wildlife** than non-organic farming.

Silver and Gold award holders use a range of organic ingredients, **supporting a system which works with nature**, using crop rotations and nitrogen-fixing crops such as clover to build fertility in the soil.

Silver and Gold award holders use a range of organic ingredients, **supporting a system which provides animals with a great quality of life** and supports biodiversity by providing natural habitats for wildlife.

Silver and Gold award holders use a range of organic ingredients. **Organic farmers don't use manufactured (or artificial) fertilisers, herbicides or GM feed.**

Silver and Gold award holders use a range of organic ingredients. **Pesticides are rarely found in organic food.**

Silver and Gold award holders use a **range of organic ingredients**. *Research published in the British Journal of Nutrition has found significant differences between organic and non-organic farming.*

Silver and Gold award holders' purchasing practices and supply chain are assessed **to reward and encourage spend on sustainable fish**, and also require that a proportion of their ingredients are from environmentally friendly and ethical systems such as: organic, free range, Fair Trade, LEAF-certified.

Silver and Gold award holders **support sustainable fishing practices** by sourcing Marine Stewardship Council certified fish or using fish from the Marine Conservation Society's 'fish to eat' list.

## SILVER AND GOLD MESSAGES CONT'D...

Food for Life Served Here holders spent **over £9m on organic produce** in 2015.

Serving local, seasonal food can contribute to the local economy and **support local farmers and traders.**

For every £1 invested in Silver and Gold Food for Life Served Here menus, there is a **local social return on investment of over £3**, mostly in the form of more **jobs and opportunities** for local food producers.

Food for Life Served Here recognises caterers that serve seasonal, unprocessed, organic food and champion meat-free options, **reducing the overall carbon footprint of menus.**

## SILVER-SPECIFIC MESSAGES

Caterers with Silver level certification can use all the universal messages shown above, plus the following:

5% of ingredients are organic, which supports **increased biodiversity and wildlife.**

5% of ingredients are organic – **a more environmentally sustainable type of farming.**

5% of ingredients are organic, which means **working with nature.**

5% of ingredients are organic – **from farms which are better for nature.**

Silver Food for Life Served Here helps to ensure that **at least 75% of food is freshly made** and that caterers are encouraged to use UK, seasonal and organic ingredients.

Silver Food for Life Served Here guarantees that **a selection of organic ingredients are used to prepare fresh meals.**

**Spending 5% (of total ingredient spend) on organic ingredients helps to support wildlife** – up to 50% more wild plants, insects, birds and animals live on organic farms and up to 30% more species.

## GOLD-SPECIFIC MESSAGES

Caterers with Gold level certification can use all the universal and Silver level messages shown above, plus the following:

15% of ingredients are organic and **at least one organic animal product is used.**

15% of ingredients are organic, which supports **increased biodiversity and wildlife.**

15% of ingredients are organic – **the most environmentally sustainable type of farming.**

15% of ingredients are organic, which means **working with nature.**

15% of ingredients are organic – **from farms which are better for nature.**

Gold Food for Life Served Here helps to ensure that **at least 15% of our ingredients are organic.**

**Spending 15% (of total ingredient spend) on organic ingredients helps to support wildlife** – up to 50% more insects, birds and animals live on organic farms.

Food for Life Served Here Gold menus have up to **47% lower climate impact than standard school menus** (*Manchester University, 2010*).

## SECTOR-SPECIFIC MESSAGES

In addition to the universal messages shown above, some key messages apply to certain audiences including school caterers, hospital caterers, business caterers and early years caterers.

### Early Years-Specific Messages:

**Good nutrition in the early years is crucially important for a child's growth and development**, and will impact on their life-long health and well-being, and success.

Food for Life Served Here ensures good quality, nutritious food and drinks are served alongside support and encouragement for children in the first five years of life to **develop good eating habits for life**.

### School Caterer-Specific Messages:

**Food for Life Served Here award holders are inspected by independent auditors annually**, including an on site visit, so we – and you – can be sure that your school food meets our quality standards.

**The School Food Standards encourage schools to “use fresh, sustainable and locally-sourced ingredients”**, and recognise Food for Life Served Here (Food for Life Catering Mark) as an independent way of making sure these standards are met.

School Food Standards: A Practical Guide for Schools Their Cooks and Caterers states: *“Food for Life Served Here (Food for Life Catering Mark) provides independent endorsement that food providers are meeting the school food standards and serving **food prepared from fresh, sustainable and locally sourced ingredients.**”*

The School Food Plan encourages head teachers to consider *“**signing up to a quality award such as Food for Life Served Here (Food for Life Catering Mark).**”*

## SECTOR-SPECIFIC MESSAGES CONT'D...

### School Caterer-Specific Messages (cont'd):

Evidence from the Food for Life Partnership shows that schools adopting a wholeschool approach to food, and serving Food for Life Served Here meals, can expect to see **a significant increase in school meal take-up.**

### Hospital-Specific Messages:

The 2014 Hospital Food Standards Panel Report recognises Food for Life Served Here as **a way to raise hospital food standards.**

Achieving a Food for Life Served Here award is in line with the Public Services (Social Values) Act 2012, which requires that Trusts commissioning catering services consider: *“how what is proposed to be procured might **improve the economic, social and environmental well-being of the relevant area.**”*

Food for Life Served Here **helps measure Care Quality Commission standards** in relation to patient food and hydration.

The Food for Life Served Here Standards require hospital caterers to make sure **menus meet the nutritional element of the Government Buying Standards.**

## SECTOR-SPECIFIC MESSAGES CONT'D...

### Business/Industry-Specific Messages:

We cannot tackle the crisis of diet-related ill-health in the UK without **transforming the food culture of workplaces**, where many adults spend a majority of their waking hours, consuming a third of their daily calories.

Employers should invest in the diet and health of their employees; **a healthy workforce is essential to business success.**

**Serving good food can improve wellbeing in the workplace** and contribute to employer Corporate Social Responsibility commitments.

Poor eating habits among employees – such as having no breakfast or lunch – are reported to **cost UK employers £16.85 billion a year**, the equivalent to a loss in productivity of almost 97 million working days.

According to a Vielife study of 15,000 people in the UK and US, **employees with poor nutritional balance reported 21% more sick-related absence and 11% lower productivity than colleagues with a healthier diet.**

**For more information, go to:** [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/210858/hwwwb-improving-health-and-work-changing-lives.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/210858/hwwwb-improving-health-and-work-changing-lives.pdf)

## REFERRING TO "FOOD FOR LIFE SERVED HERE" AS A BRAND

Food for Life Served Here is the **name of the scheme** and is how it should be referred to most of the time. When you become an award holder, you should say:

*"We've received a Food for Life Served Here award."*

The various award levels are mentioned before the name of the scheme e.g.:

*"Bronze Food for Life Served Here award."*

### How to refer to the brand in writing:

When using the brand name 'Food for Life Served Here' in writing, you can use the name as a sentence with **'serve' as a verb, not as a long noun** e.g.:

*"We've been certified to serve Food for Life here."*

Or, you can use the **whole name as a noun** - for example:

*"All eggs used in Food for Life Served Here meals are free range."*

### How to refer to the brand when it's repeated in text:

#### Food for Life Served Here

When you mention the brand for the first time, you should refer to it as *'Food for Life Served Here'*. If it's mentioned in quick succession thereafter, you can call it simply *"the award."*

#### Supplier Scheme

With the Supplier Scheme for 'Food for Life Served Here,' you should use the full name *"Food for Life Served Here Supplier Scheme."* However, you can omit the *"Served Here"* and *"scheme"* when it's repeated to become *"Food for Life Supplier."* If it's mentioned in quick succession, you can say simply *"we're a supplier."*



# STONE OF VOICE

The Food for Life Served Here tone of voice is the same as The Soil Association. The following page outlines how we should talk.

# 2

## TONE OF VOICE

Our words should be:

**Bright.** We're intelligent, stimulating and optimistic. We offer relevant facts and informed opinions for an audience that's intelligent and curious. We're experts you'd actually want to spend time with.

**How exactly?** Paint a picture of a positive outcome using optimistic, inspiring language. Use facts sparingly and be surprising.

**Clear.** We know people's time and attention are limited, so we use one word, not two, where we can. We use short words and sentences. We use active language. We get one idea across at a time.

**How exactly?** Bear your reader's priorities in mind and pick one relevant point to convey.

**Open.** Wherever we can, we use everyday words that speak to a broad range of people. We invite and stimulate debate – for instance: by posing questions. We empower people to take steps towards a better world.

**How exactly?** Pose real or rhetorical questions to engage minds and invite debate.

For more details, including tips to help you write using this voice, see The Soil Association Brand Guidelines.

## EXAMPLE

### Before:

What is Food for Life Served Here? Food for Life Served Here supports hospitals and their caterers to take steps to improve the food served to patients, staff and visitors. It provides an independent endorsement that meals are fresh, healthy, sustainable, and meet the nutritional element of the Government Buying Standards (GBS).

The Food for Life Served Here team offer bespoke packages of support to help you to improve the food you serve, verify your compliance with the GBS, and promote your achievement to staff, stakeholders, visitors and patients.

### After:

What is Food for Life Served Here? Food for Life Served Here lets your patients, staff and visitors know that the food you serve is fresh, honest, local and sustainable. It's a recognised award of quality that gives an independent seal of approval to the hard work you do.

We're here to help you achieve the high quality of food you want to serve. We can support you at every step, all the way to verifying that you're meeting the Government's Buying Standards for nutrition. We'll also help you make sure everyone knows just how good the food you serve is.

### Why:

**Bright:** We offer an optimistic vision of a better service to customers, using active language.

**Clear:** We use everyday language and make one point at a time.

**Open:** We show that we work with and understand business, not just provide a service.

# OUR LOGOS

Our logos are a fundamental part of our brand and it's essential we use them carefully and consistently. This section explains how.

# 3

## Food for Life Served Here logo

Our main logo comes in two versions: colour and mono (available in both black and white).

**Always use the colour version, if possible.** In practice, this means always aiming to use white or light coloured backgrounds.

Use the mono version (black or white, depending on which is most legible and has the highest contrast) only if the colour version isn't appropriate.

Always reproduce the logo from original artwork. Never attempt to change the logo in any way

Never change the colour of the logo and never use it at an angle.

### Full Colour Logo

**CM Red C20 M11 Y100 K10 | R183 G25 B24**

**Correct use** with at least 5mm space all round



**Incorrect use** - must be level (not at an angle) and with at least 5mm space on all sides



### Mono Logo (black)



### Mono Logo (white)



## OUR LOGO AND TEXTURES

Our logo includes a paint-like “swoosh” behind the text. Building on this, we’ve introduced four watercolour-like textures to our primary and secondary palette colours.

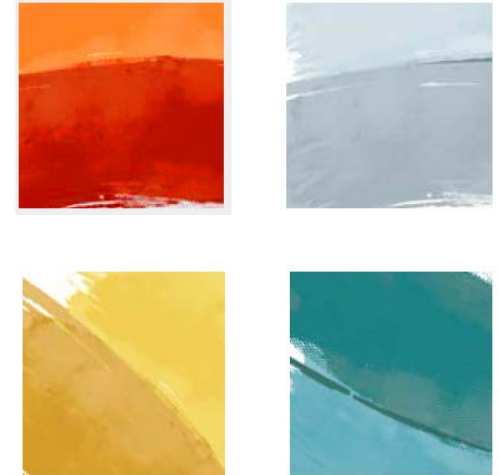
Use these to add interest and dynamism to designs. However, **these textures should never dominate a design;** instead they should be used as sparingly as possible. Less is more.

You can use the watercolour texture in icons (see page 28).

### Full Colour Logo



### Watercolour Textures



### Food for Life Served Here logo colours



**C** 3  
**M** 100  
**Y** 100  
**K** 3  
  
**R** 218  
**G** 16  
**B** 23  
  
**Hex:** DE1C24

**C** 71  
**M** 65  
**Y** 67  
**K** 77  
  
**R** 38  
**G** 35  
**B** 30  
  
**Hex:** 1C1C1A

### Food for Life Served Here Gold, Silver, Bronze



**C** 13  
**M** 34  
**Y** 89  
**K** 3  
  
**R** 221  
**G** 168  
**B** 45  
  
**Hex:** D6A33A

**C** 35  
**M** 18  
**Y** 18  
**K** 1  
  
**R** 178  
**G** 193  
**B** 201  
  
**Hex:** A4B8C0

**C** 3  
**M** 100  
**Y** 100  
**K** 3  
  
**R** 201  
**G** 106  
**B** 5  
  
**Hex:** C76A1C

## OUR BRONZE, SILVER AND GOLD LOGOS

Food for Life Served Here comes in three levels: Bronze, Silver and Gold. These reflect different levels of certification with different criteria.

### Bronze

The Bronze level represents a significant step for most caterers toward improving food standards.

### Silver

Silver level builds on Bronze. The main difference is at least 5% of ingredient spend is on organic items.

### Gold

Gold level builds on both Silver and Bronze. The main difference is at least 15% of ingredient spend is on organic items.

### Placement

Achieving Food for Life Served Here certification at any level is a real achievement, so it's natural that holders of the award will want to let their audiences know. For guidance on exactly where to place the Food for Life Served Here logo within the design of posters, web banners, table talkers and postcards, see the examples in Section 7 of this document.

### Bronze Logo



### Silver Logo



### Gold Logo



# IMAGERY

**This section explains the right way to use photography and illustration within the Food for Life Served Here brand.**

# 4



## PHOTOGRAPHY

We have a library of photos you're welcome to use. However, there will always be occasions where you need a new image. Here's what you need to bear in mind when commissioning photography or buying a stock image:

**People must be actively doing something** and not just looking into the camera (unless it's a portrait, of course).

**The imagery we use should reflect real people and the lives they lead.** The more accurate and observant we are, the more relevant we become. So, no clichéd stock shot images that have no relevance to our customers.

**When depicting farmers or growers, please don't use stereotypical imagery;** instead, show them at work and using modern farming techniques, where appropriate.

**If appropriate, use Photoshop to bring images to life** and create a more unified look to photography.

**When buying photography, always make sure you have a signed contract that specifies exact terms of usage** before including the images in any designs.

# PHOTOGRAPHY

## Food/Produce



Every element in it's most natural form / Not overly propped / Feeling of being in the moment / A sense of place / Natural, earthy tones / Low depth of field to hero food / Elements of red and green in shots, where possible.

# PHOTOGRAPHY

## People



Candid / Capture people in everyday life / Not overly posed / Feeling of being in the moment / Natural, earthy tones / Interesting crops and angles / Elements of red and green in shots, where possible.

# PHOTOGRAPHY

## Place



Feeling of being in the moment / A sense of place / Natural, earthy tones / Interesting crops and angles / A sense of motion/movement / Elements of red and green in shots, where possible.

## ILLUSTRATION

Illustration is an important part of our brand that really comes into its own in situations where photography isn't possible or appropriate.

Our illustrations should be fresh, original and even amusing without looking childish. Instead, we use composition, style and colour to create an image that wouldn't be possible with photography.



# COLOURS

The following page outlines the Food for Life Served Here colour palette and how it should be used.

# 5

# COLOURS

Food for Life Served Here colours are inspired by the real world. They're a key part of our identity and can announce our presence as effectively as our logo or name. If you need to use tints of colours, that's fine, but try to keep the number of different colours and tints to a minimum or everything will look like a rainbow.

Use the textured versions of our colours to add interest and dynamism to designs. However, these textures should never dominate; instead, they should be used as sparingly as possible. Less is more.

## Primary

### FFLSH Red



**C** 3  
**M** 100  
**Y** 100  
**K** 3  
  
**R** 218  
**G** 16  
**B** 23

**Hex:** DE1C24

## Secondary

### FFLSH Grey



**C** 35  
**M** 18  
**Y** 18  
**K** 1  
  
**R** 178  
**G** 193  
**B** 201

**Hex:** A4B8C0

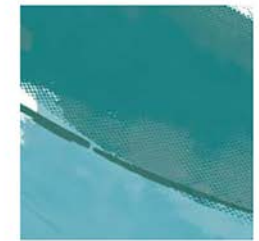
### FFLSH Yellow



**C** 13  
**M** 34  
**Y** 89  
**K** 3  
  
**R** 221  
**G** 168  
**B** 45

**Hex:** D6A33A

### FFLSH Teal



**C** 78  
**M** 38  
**Y** 51  
**K** 0  
  
**R** 69  
**G** 113  
**B** 132

**Hex:** 448583

# TYPOGRAPHY

Typography helps our words look their best. Just as importantly, it contributes to readability and helps us get our message across with style and impact so we're always understood.

The following page outlines the Food for Life Served Here typography and how it should be used.

6



# TYPOGRAPHY

We use two different weights of Museo Slab for different purposes.

**Museo Slab 900** (Core headline weight; can be used as capitals)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Museo Slab 500** (Best used main text and for contrast in headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# EXAMPLES

This section shows how all the different elements of our brand come together to create effective, on-brand communications material.

All these examples use approved key message text within their body copy. When you're explaining a point using one of our key messages, it's important you don't change the wording unless absolutely essential.

The linking text around these key messages and headlines that introduce a piece of comms aren't restrained in this way. Here you can use whatever words seem right, provided they follow our tone of voice guidelines.

Please see the Marketing Support section of our website for marketing material, key messages and more:  
[www.soilassociation.org/catering](http://www.soilassociation.org/catering).



# BUILDING OUR COMMS

The curved swoosh at the bottom of our logo can be repurposed to act as a useful dividing device in our communications. It enables us to create different zones within a composition and highlight important information.



Our logo curve is mimicked in the distressed bottom edge of our communications:



Example of pull-up banner stand

## Portrait Example Template



## TABLE TALKER

This three-panel table talker shows our swoosh in action. In this example, it helps our call to action and URL stand out at the bottom of the design.

Make sure all three panels employ a similar balance between text and image. Paragraphs of body copy should all have a similar word count.

Panel 1

**FOOD FOR LIFE SERVED HERE**  
Soil Association

**WHAT DOES IT MEAN?**

**SERVING LOCAL FOOD**  
As Silver and Gold levels we are rewarded for using local ingredients.

**COOKED FROM SCRATCH**  
At least 75% of our meals are freshly prepared.

**MENUS ARE DESIGNED TO MAKE THE BEST USE OF SEASONAL INGREDIENTS**

**WE CAN TRACE OUR MEAT BACK TO THE FARM**

**MORE OF THE GOOD STUFF**  
Free from undesirable additives, colourings and sweeteners.

**FOUR MEAL MAKES A DIFFERENCE**  
When buying a Food for Life Served Here meal, every £1 you spend makes a social investment of £2.50 in the form of jobs in local food enterprises.\*

To find out what else Food for Life Served Here means for your meal, please ask a member of staff, or visit our website, [www.soilassociation.org/catering](http://www.soilassociation.org/catering)

\*New Economics Foundation, 2011

Panel 2

**FOOD FOR LIFE SERVED HERE**  
Soil Association

**OUR EGGS ARE ALWAYS FREE RANGE**

All eggs on Food for Life Served Here menus come from hens which live in free range systems, meaning they have access to the outdoors, where they can exhibit natural behaviour.

To find out what else Food for Life Served Here means for your meal, please ask a member of staff, or visit our website, [www.soilassociation.org/catering](http://www.soilassociation.org/catering)

Panel 3

**FOOD FOR LIFE SERVED HERE**  
Soil Association

**SUSTAINABLE**  
WE NEVER USE FISH ON THE MARINE CONSERVATION SOCIETY 'FISH TO AVOID' LIST

Food for Life Served Here menus are free from endangered fish – as recognised by the Marine Conservation Society 'fish to avoid' list.

To find out what else Food for Life Served Here means for your meal, please ask a member of staff, or visit our website, [www.soilassociation.org/catering](http://www.soilassociation.org/catering)

## GRAPHIC POSTERS

These poster mockups show the watercolour texture in action.

Use it as a fill to add interest and movement to graphic shapes.

**Example size: A2**



# A5 LEAFLET

Always keep to below 120 words per page – any more and your design may look cramped. Never include more than four calls to action in a single leaflet.

Example size: A5, 4 pages

These are examples of two sector-specific leaflets for catering and workplace food.



# WEB BANNERS

Leaderboard size: 728px x 90px

Half-page ad size: 300px x 600px

## Leaderboard Example



## Half-Page Ad Example



## INFOGRAPHIC POSTER

You can take individual elements of this poster and use them on their own.

**Example size: A2**





# REFERENCES

**Food for Life Served Here:** [www.soilassociation.org/catering](http://www.soilassociation.org/catering)

**Soil Association Food for Life:** [www.foodforlife.org.uk](http://www.foodforlife.org.uk)

**School Food Plan:** [www.schoolfoodplan.com](http://www.schoolfoodplan.com)

**School Food Standards Guidance:**  
[www.schoolfoodplan.com/wp-content/uploads/2015/01/School-Food-Standards-Guidance-FINAL-V3.pdf](http://www.schoolfoodplan.com/wp-content/uploads/2015/01/School-Food-Standards-Guidance-FINAL-V3.pdf)

**Scottish Government Nutrient-Based Standards for Food and Drink:**  
[www.gov.scot/Publications/2008/09/12090355/0](http://www.gov.scot/Publications/2008/09/12090355/0)

**Welsh Government's Healthy Eating in Schools Regulations:**  
[www.wlga.gov.uk/publications-and-consultation-responses-lll/the-healthy-eating-in-schools-evidence-guide-and-toolkit](http://www.wlga.gov.uk/publications-and-consultation-responses-lll/the-healthy-eating-in-schools-evidence-guide-and-toolkit)

**Plan for Public Procurement Balanced Scorecard:**  
[www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/419245/balanced-scorecard-annotated-march2015.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/419245/balanced-scorecard-annotated-march2015.pdf)

**Hospital Food Standards Panel Report:**  
[www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/365960/20141013\\_Hospital\\_Food\\_Panel\\_Report\\_Complete\\_final\\_amended\\_for\\_website\\_oct\\_14\\_with\\_links.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/365960/20141013_Hospital_Food_Panel_Report_Complete_final_amended_for_website_oct_14_with_links.pdf)

**Government Buying Standards for Food & Catering:**  
[www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-food-and-catering-services](http://www.gov.uk/government/publications/sustainable-procurement-the-gbs-for-food-and-catering-services)

**Scottish Government's Food in Hospitals: National Catering and Nutrition Specification for Food and Fluid Provision in Hospitals in Scotland:**  
[www.gov.scot/Resource/Doc/229423/0062185.pdf](http://www.gov.scot/Resource/Doc/229423/0062185.pdf)

**Welsh Government's All Wales Nutrition and Catering Standards for Food and Fluid Provision for Hospital Inpatients:**  
[www.gov.wales/docs/dhss/publications/120305nutritioncateringstandardsen.pdf](http://www.gov.wales/docs/dhss/publications/120305nutritioncateringstandardsen.pdf)

# OVER TO YOU

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**at Bristol**  
SCIENCE CENTRE  
*Craig Littlefield*  
Head Chef



