



## Messaging for Food for Life Supplier Scheme Members

Use this document to help you  
communicate **with wholesalers**



# This set of assets is for use by **Supplier Scheme members only**.

You can use the content in this document to help you promote your membership and products to other suppliers/wholesalers to demonstrate to them the benefits of stocking your products.

We have even made suggestions of where and how you might want to use this copy. Please also read our brand guidelines to support the use of the copy we have provided.

**Copy & Paste Me**  
use in a presentation or a leaflet

The following text could be used within press releases, on your website or within catalogues and leaflets to promote your membership.

## **What is Food for Life Served Here?**

Food for Life Served Here is a widely respected scheme, recognised by the Department of Health, Department for Education, and the Government's Plan for Public Procurement, that is raising the standards of food quality, provenance, and environmental sustainability in public and private sector catering.

## **What is the Food for Life Supplier Scheme?**

The Food for Life Supplier Scheme is for wholesalers, ingredient suppliers, producers and distributors of food to the catering industry. It gives suppliers access to a network of public and private sector caterers and a framework in which to connect with caterers and wholesalers looking for products that meet their customers' specifications on health and sourcing.

The Supplier Scheme enables members to illustrate a commitment to supplying a range of foods that meet the Food for Life Served Here criteria and reassure caterers that suppliers will be able to support them with inspections.



## **Why it adds value**

As a wholesaler looking to source ingredients and products that meet Food for Life Served Here standards, we can help you deliver an exemplary service.

Increasingly you are required to ensure your range is free from undesirable additives, controversial colours, and genetically modified ingredients and in some cases environmentally sustainable or locally sourced. We produce products that will meet your needs as members of the Food for Life Supplier Scheme.

We can support wholesalers to improve food sourcing and supply them with products and ingredients that meet the Food for Life Served Here criteria. Find out more **HERE**.

## **What are the top 5 benefits of working with Food for Life Supplier Scheme members**

- We can help you take advantage of new business opportunities – of up to 20%\*
- We can help you deliver Food for Life Served Here compliant products to your customers and support them with award progression
- Enables you to show a point of difference when applying for contracts and tenders
- We can support your commitment to health, environmental sustainability and good food
- We can increase your range and move into new areas such as organic

\*Food for Life Supplier Scheme case studies 2014/2015  
[www.soilassociation.org/catering/](http://www.soilassociation.org/catering/)



# What to say and where to say it



## Newsletters & Flyers

### Copy & Paste Me

Use this copy in your flyers and newsletters

We wanted to share some fantastic news! We have just joined the Food for Life Supplier Scheme. We are committed to providing a range of [xxxx/food] that meets the Bronze, Silver and Gold Food for Life Served Here standards [delete as appropriate] and hope this is only the start. To find out more about our products that can now be supplied under the scheme please contact [ADD HERE].

## Taglines

- We're proud to be part of the Food for Life Supplier Scheme.
- Looking for new suppliers who are able to supply Food for Life Served Here compliant products? Look no further - we are Food for Life Suppliers.
- Good for you. Good for business.

### Copy & Paste Me

Stand out and be heard!

### Use me...

Download from resources page

## Get in touch:

[cateringmarksuppliers@soilassociation.org](mailto:cateringmarksuppliers@soilassociation.org)

0117 914 2406

Visit our website:

[www.soilassociation.org/supplierscheme/](http://www.soilassociation.org/supplierscheme/)



## News article

### Copy a supplier can use online

(Also see brand guidelines before use)

### Be Seen

Copy and paste this text for use in news articles online

Food for Life Served Here is a widely respected scheme, recognised by the Department of Health, Department for Education, and the Government's Plan for Public Procurement, that is raising the standards of food quality, provenance, and environmental sustainability in public and private sector catering.

We are now part of the Food for Life Supplier Scheme. We're proud of our commitment to local/environmentally sustainable/non GM food. [delete as appropriate] Call us today to see if we've got what you need.

Are you a wholesaler to business or public sector catering?  
We can help you.

We are committed to good food and our range of [xxxx or xxx] product meets the Food for Life Served Here standards. It's our way of supporting our customers to provide good food. Get in touch today to see how we could work together.