Messaging for Food for Life Supplier Scheme Members

Use this document to help you communicate with wholesalers
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/
What to say and where to say it

**Newsletters & Flyers**

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.

**News article**

Copy a supplier can use online

(Also see brand guidelines before use)

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.

**Get in touch:**

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0117 914 2406
Visit our website: www.soilassociation.org/supplierscheme/