



**Food for Life Served Here**  
**Interactive training sessions**

## **Welcome to Food for Life Served Here**

The independent endorsement for caterers serving food that is full of fresh, local and honest ingredients, with more meals cooked from scratch using produce that is free from undesirable additives, colourings and sweeteners.

**From getting started, to getting your staff on board, to celebrating and promoting your achievement, help is at hand!**

### **We offer:**

- **Fully supported training sessions that engage your staff**
- **Help to embed positive change across your business and prepare for your inspections**
- **Helps to promote your achievement to diners**

98% of trainees report a better understanding of the benefits of meeting the standards after training

Over 500 catering staff have attended our training sessions and 98% reported they enjoyed it

91% of trainees are more confident explaining Food for Life Served Here to customers post-training

**Our results**



## Module 1

### An introduction to better food

This interactive **two-hour** workshop is fun, informative and suitable for all staff. It provides your team with an overview of Food for Life Served Here standards, covering *why* as well as *how* to embed these in your organisation and gives trainees the opportunity to ask questions.

#### The details

- ✓ **Aids professional development**  
Trainees have a better understanding of why your organisation is aiming to achieve Food for Life Served Here, the changes required to do so and be more engaged in the process
- ✓ **Helps front of house staff promote your award to customers**  
They will have practiced and be equipped to respond to queries from diners and to actively promote your award
- ✓ **Resources for future training**  
We will provide resources for you to brief your team in future
- ✓ **At your location**  
We will require a training room with projection facilities
- ✓ **Very suitable for Bronze Food for Life award holders**  
This training is an ideal introduction for any catering team that is new to Food for Life Served Here, or just wants to refresh their knowledge.

## Module 2

### Sourcing, serving and promoting better food

This interactive two hour workshop explores all factors involved in sourcing and serving better food, including a range of issues contributing to healthy diets and sustainable food systems. This session is participant-led and therefore very interactive.

#### You receive

- ✓ **Aids professional development**  
Trainees have a better understanding of why the Food for Life Served Here standards are important and how to relay these positive messages to your diners.
- ✓ **Resources for future training**  
We will provide resources for you to brief your team in future
- ✓ **At your location**  
We will require a training room with projection facilities
- ✓ **Very suitable for Silver and Gold Food for Life award holders**  
This training is an ideal introduction for any catering team that is new to Food for Life Served Here, or just wants to refresh their knowledge.



## Module 3

# Strategic training for education caterers

This three hour session helps your sales and management team to take an engaging look at how to promote your Food for Life Served Here services to schools.

By focussing on your achievements, and being clear about your business motivations for being Food for Life Served here award holders, your team will be better equipped to communicate the benefits to new and current customers.

### You receive

- ✓ **Material to promote your services**  
Provides material and helps you to develop key messages to communicate regarding your Food for Life Served Here achievements
- ✓ **Speak to your audience**  
Helps your team to identify and learn to speak to different audiences about your food offer, based on their priorities
- ✓ **Explores ways to retain clients**
- ✓ **Understand the policy context for school meals**
- ✓ **Speak to your audience**  
Helps your team to identify and learn to speak to different audiences about your food offer, based on their priorities
- ✓ **Resources for future training**  
We will provide resources for you to brief your team in future
- ✓ **At your location**  
We will require a training room with projection facilities



## **Training costs**

### **Module 1 and 2**

**Up to 20 trainees**

**£750+VAT**

**Up to 40 trainees**

**£850+VAT**

**More than 40 trainees**

**£950+VAT**

### **Module 3**

**Up to 20 trainees**

**£800+VAT**

To request support or discuss your requirements please get in touch with your Food for Life Served Here Development Manager or email [catering@foodforlife.org.uk](mailto:catering@foodforlife.org.uk)

Visit us online at [www.soilassociation.org/certification/catering](http://www.soilassociation.org/certification/catering)