

General

Progress to Date

*With our focus on fresh food, local suppliers and motivated Chefs, BaxterStorey has already set out its stall as the contract caterer which is passionate about serving exciting wholesome food to its customers. The company welcomes the opportunity to combine this passion with its flexible market leading procurement policies to engage with the Food Standards Agency. The benefit of this partnership allows BaxterStorey to recognise our nutritional responsibility, while delivering innovative fresh food to our customers in the working environment*

In the last year:

*In order to cement the importance of Healthy Eating work in the newly integrated business, We have developed a new Better Balance guide which will deliver a comprehensive package to our teams at site level (in over 400 sites) for healthier menu choices & cooking methods and take account of environmental concerns with regard to packaging and energy consumption. In line with future expectations we are currently adding calorie counts on 50 recipes and reviewing the packaging in preparation for the launch. Once this last piece of work has been completed, we will be ready to launch the guide to the business. We have recognised that training is a key part of delivering this initiative at ground level, and an Understanding Nutrition course has been developed and added to our extensive In House training programme. In 2008 we trained a total of 65 Chefs through our nutrition course. In addition, All of our tender documentation now details our current activity with regard to our healthy fresh food offer.*

*In January this year, Baxterstorey integrated leading independent contract caterer Holroyd Howe into its existing business, bringing a further 85 sites into the business. This required a great deal of work by the business to bring together the supply chain and management structures for the two companies and to make sure our existing good practice and healthy eating projects (as well as our systems in other areas of kitchen practice) were employed consistently right across the new-look business. It was also important to establish relationships with the new clients that we now serve. This work has now been completed, and provides the platform for us to continue our progress across all of our sites in the coming months. BaxterStorey has continued with its focus on fresh food prepared by our teams of food focused chefs. The company ethos of using fresh food via local suppliers, prepared by motivated and trained Chefs continues to assert our position as the leading independent contract caterer in the UK. Despite 2008 being a challenging trading environment, with the well documented economic situation, the business continues to enjoy sustained growth with a diverse portfolio of clients with bespoke needs.*

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## BaxterStorey – Commitments for Healthier Catering Provision



<u>Forward Commitment</u>	<u>Update:</u>
<p>We will roll-out the Better Balance guide to our sites. This will see a range of new activity (described in more detail throughout this document) that covers:</p> <ul style="list-style-type: none"> <li>▪ Procurement</li> <li>▪ Extending our staff training on good kitchen practice, and the use of the Better Balance guide;</li> <li>▪ Menu planning; healthier recipes and minimum guidelines for product offering</li> </ul> <p>Our work throughout 2009 will be supported by a range of consumer messaging materials. We will support the FSA campaigns in 2009, creating awareness throughout our sites by making available via our intranet any promotional material received from the FSA.</p>	<ul style="list-style-type: none"> <li>▪ We will report back to FSA on the launch and the number of sites covered.</li> </ul>
<p>We will provide details of our healthier catering provision when tendering for all new contracts – ongoing</p>	<ul style="list-style-type: none"> <li>▪ Our tender responses will include information on our healthy eating policies and initiatives.</li> </ul>
<p>We will continue with our commitment to suggest to all our clients that we remove salt cellars from tables, and we will do so where the client agrees. This activity was not well received by our clients last year and so was not implemented unless specifically requested. However some progress has been made with the introduction of salt sachets some sites and positioned away from customer tables.</p>	<ul style="list-style-type: none"> <li>▪ In our regular (6 month) updates to the Agency, we will report on the number of clients who have agreed.</li> </ul>
<p>An outline of this commitments document will be published on our company intranet as a sharing of best practise throughout our site teams.</p>	

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<b>Procurement</b>	
<u><b>Progress to Date</b></u>	
<p><i>Our network of regional fresh produce suppliers ( fruit , vegetables , meat, bakery ) has been grown to enable increased access by our sites to encourage the use of fresh ingredients and maintain the continued reduction in the volume of frozen / convenience product into the business. The purchase of fresh food continues to drive our purchasing activity with fresh produce (fruit and vegetables) achieving our highest spending category. Fresh meat is 3<sup>rd</sup> and Chilled in 4<sup>th</sup> (2<sup>nd</sup> being ambient grocery and frozen 7<sup>th</sup>).</i></p>	
<u><b>In the Last Year:</b></u>	
<p><i>As part of the development of our Better Balance guide, we are developing a more detailed Supplier Information Pack for the sites to use. This will be rolled out to sites this year. The guide contains ingredient information which highlights those products that meet the Agency’s salt targets, and provide an alternative which are lower in fat, saturated fat or sugar. This will be illustrated in a chart format which will guide our chefs to the appropriate supplier of the compliant products. The information will be updated as appropriate. The suppliers specified will be those which can offer products which reflect the initiatives currently underway. Our fresh food offer has been enhanced by the addition of further local fresh food suppliers. We are currently working with our main distributor of grocery /frozen / chilled produce to identify and communicate to our managers those products that are compliant with FSA salt targets.</i></p>	
<p><i>We began discussion with BPEX with regards to introduce a chef’s guide to making use of UK farm assured pork product supported by a range of recipe ideas which are appropriate for food service. The initiatives in our 2008 document were frustrated due to the demands of the inflationary pressure experienced in our supply chain during 2008 and the need to minimise this impact on the business.</i></p>	
<u><b>Forward Commitment</b></u>	<u><b>Planned Monitoring</b></u>
<p>We will roll-out our supplier guide (see above) as part of the Better Balance launch Sites will receive information which reflects current data with regard to good practise regarding lower salt / reduced saturated fat products.</p>	<ul style="list-style-type: none"> <li>▪ In our regular (6 month) updates, we will report back on the progress of this new guide and the next steps to integrate these into our supply chain. We will Provide listing of sites which have introduced the “package”</li> </ul>

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<p>A review of the current product purchasing volumes will be undertaken with regard to ingredient and processed products to identify where best practise could be improved and the purchase of alternative “healthier” products maximised.</p>	<ul style="list-style-type: none"> <li>▪ Copy of document issued to site will be forwarded to the FSA once review has been completed.</li> </ul>
<p>The procurement team will continue to work with our main distributor of grocery / frozen / chilled produce to ensure that any activities which they are currently undertaking with the FSA are taken account of when developing our procurement strategy during 2009. This will include the current activity with regard saturated fats and understanding the implication of the forthcoming 2012 salt targets.</p>	<ul style="list-style-type: none"> <li>▪ We will update this document to describe our progress by July 2009.</li> </ul>
<p>We will re start our discussions in March with BPEX ( British Pig Executive) and EBLEX ( English Beef and Lamb Executive ) as to how best to achieve the use of product with a lower saturated fat content and communicate this to the business using the marketing available from the two executives during 2009.</p>	<ul style="list-style-type: none"> <li>▪ A report detailing the outcome of these discussions will be made available to the FSA along with copies of information which will be issued to sites regarding this activity.</li> </ul>
<p>We will continue to expand the availability of “local” suppliers to our sites to allow them to maximise the purchase of fresh /chilled produce at a frequency that meets their business needs.</p>	<p>Details of local suppliers can be made available to the FSA</p>

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<p><b>Kitchen Practice</b></p> <p><u><b>Progress to Date</b></u></p> <p><i>With our existing focus on using fresh ingredients much good practise is already in place i.e. leaving salads undressed on our salad bars, making our own fruit yogurt pots and always having a daily fresh fruit basket on the menu. The launch in 2006 of our unique Chef Academy Programme presented an ideal vehicle to incorporate a nutrition based training module.</i></p> <p><u><i>In the last year:</i></u></p> <p><i>We engaged the services of a nutritionist to assist in our training and development programme, and to provide the specialist knowledge to continually improve our healthy eating programme. In 2008 we trained a total of 65 chefs through our Understanding Nutrition course. This covered issues such as “why is nutrition confusing? Macro Nutrients, Performance Nutrition, and Fads &amp; Diets. We currently have our highest intake of students on our Chef Academy training programme – 47 in total.</i></p> <p><i>We have extended our awareness programme to include the utilisation of his expertise to be made available to our clients for them to run lunchtime sessions for their own staff. Several clients, notably Nokia and Foster Wheeler have run lunchtime, nutrition awareness sessions utilising our support.</i></p>	
<p><u>Forward Commitment</u></p> <p>We will continue to run practical, kitchen based, healthy eating training and we have Provided the Agency with a copy of the current material used for training our chefs. The training is designed to stimulate thought and to introduce new products and cooking processes. We will use Regional Development Chef meetings to share best practice. Following a review of this training we have decided to formalise the courses by offering:</p> <ul style="list-style-type: none"> <li>▪ RSPH ( Royal Society for the Promotion of Health ) level 1 The Fundamentals of Nutrition</li> <li>▪ RSPH (Royal Society for the Promotion of Health) level 2 Certificate in Nutrition and</li> </ul>	<p><u>Planned Monitoring</u></p> <ul style="list-style-type: none"> <li>▪ We will send the Agency a synopsis of the course content, and in our regular (6 month) updates to the Agency, we will report on the number of our chefs who have received the training</li> <li>▪ Through our Operations Managers 3 monthly client reports.</li> </ul>

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Health.	<ul style="list-style-type: none"><li>▪ We will provide training statistics of activity periodically to the FSA</li></ul>
We will spread a greater awareness of our healthy commitments throughout our sites using our Company intranet, practical food demonstrations and by making available to our sites any material supporting FSA campaigns. We have planned quarterly “Food File” – live food demonstrations at which all these best practice commitments will be shared and demonstrated.	<ul style="list-style-type: none"><li>▪ Report back to the FSA when completed, and share any customer feedback.</li></ul>

<b>Menu Planning</b>	
<u><b>Progress to Date</b></u>	
<p><i>Recognising the needs of our customers to have healthier options available to them has been a long standing acknowledgment of our business. Fresh has always been considered best with the use of frozen and convenience foods kept to a minimum. Using regional suppliers to source local fresh product has been a part of our supply chain policy for a number of years. In the 12 months to October 2007 our frozen purchases accounted for only 5% of our total food purchasing volume. This has reduced further in 2008. As at June 2008, our frozen purchases accounted for 3.7% of our total purchase spend.</i></p>	
<p><u><i>In the last year:</i></u></p> <p><i>We have continued with our drive to offer fresh food prepared with fresh ingredients and to reduce our use of frozen and convenience products. All of our sites feature healthy options on their menus. We have worked with all sites to ensure that through the financial pressures of the “credit crunch” all BaxterStorey food standards, including healthy eating are adhered to. Our Grab &amp; Go guide includes the use of fresh homemade produce in our chilled decks &amp; drinks selections. The guide is operational in a significant number of our sites which will be complemented by the introduction of Better Balance in due course.</i></p>	
<u>Forward Commitment</u>	<u>Planned Monitoring</u>
<p>The introduction of the “Better Balance” guide, combined with the nutrition training now available will provide Chefs with the “tools” to understand how to compile menus which incorporate good nutritional practices.</p>	<ul style="list-style-type: none"> <li>▪ Feedback to FSA on the roll-out of Better Balance</li> </ul>
<p>We will continue to produce a food offer based on fresh, healthy seasonal ingredients, and we will continue to provide the relevant training and development to support this. Specifically, we are continuing our ongoing commitment to make sure that the following menu guidelines are followed in all Baxterstorey sites:</p> <ul style="list-style-type: none"> <li>▪ A healthier breakfast option available every day - this will include low salt options /</li> </ul>	<ul style="list-style-type: none"> <li>▪ As part of our existing management systems we will add regular checks to our Operations Managers Location Audit checklist to ensure that these standards are being met</li> </ul>

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<p>fruit compote / low fat yogurts / high fibre low sugar cereals.</p> <ul style="list-style-type: none"> <li>▪ A variety of fresh fruit, and a range of fruit based desserts always available</li> <li>▪ A range of healthy drinks (i.e., water, juices and smoothies) always available.</li> <li>▪ On our salad bars, we will leave salads undressed, and let the consumer choose to have dressing if they want. A low-fat dressing will always be available.</li> <li>▪ On our sandwich bars – low fat mayonnaise and spreads; and wholemeal breads/rolls will always be available as choices.</li> <li>▪ With our hot main meals, three different types of vegetables will always be available to choose from.</li> <li>▪ The use of natural vegetable ,seed and grain oils – these offer essential fatty acids</li> <li>▪ The use of complex carbohydrates in our menus – bread potatoes, pasta, cereals pulses and grains.</li> </ul>	
<p>As we did last year, we will link with our customer healthy eating promotions (see below) to promote healthier menu options in the areas discussed - e.g., fish recipes, fruit desserts, healthy snacks etc.</p>	<ul style="list-style-type: none"> <li>▪ In our regular (6 month) updates to the Agency we will provide copies of the promotional materials and describe the accompanying offers.</li> </ul>
<p>We are focussing on snacking and purchases through coffee bar outlets with the opening of our Barista Academy in March 2009. A healthy eating approach will be included in the course syllabus.</p>	<ul style="list-style-type: none"> <li>▪ We will provide a copy of the course syllabus to the FSA, and report back on the numbers of Baristas trained.</li> </ul>

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<b>Consumer Information</b>	
<u><b>Progress to Date</b></u>	
<u><i>In the last year</i></u>	
<i>In conjunction with our Nutritionist we developed a lunch time seminar "Performance Nutrition and the Workplace", which we now offer our clients. This covers Nutrition Basics; How nutritional choices can improve mental focus and productivity; Keeping alert in meetings; Dealing with lethargy; and Controlling weight through proper eating habits. The "Performance Nutrition and the Workplace" lunchtime seminar continues to be available although uptake is limited during these challenging economic times. Throughout 2008 we ran three customer information promotions. These covered Easy ways to reduce salt, Healthy snacking and [healthy drinks?] Many initiatives are underway at site level, which demonstrate to our customers our commitment to freshly cooked food. Some sites continue to operate the Healthy Living awards in conjunction with local authorities where this activity is still in place. We have now available a marketing programme that allows our unit managers to deliver fresh produce as part of their monthly promotions.</i>	
<u><b>Forward Commitment</b></u>	<u><b>Planned Monitoring</b></u>
We will be trialling calorie counts on the recipes included in our Better Balance guide.	<ul style="list-style-type: none"> <li>▪ We will report back to FSA on the issues we encounter in launching the calorie counts, and any customer feedback.</li> </ul>
<p>We will support the launch of the Better Balance project with relevant customer information.</p> <p>The 2009 marketing calendar is in operation with a different but relevant theme each month which supports our fresh food stance. Opportunities on offer will be advertised in our staff restaurants and via other communication channels available – ie intranet. This will include consumer information in the form of point of sale leaflets / table talkers advising them of the products we have on offer and what steps they can take to improve their nutritional intake and in turn be more effective in the work place etc.</p>	<ul style="list-style-type: none"> <li>▪ We will provide the Agency with copies of the materials we produce, and in our regular (6 month) updates we will provide feedback on customer response to the promotions.</li> </ul>

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We will promote the FSA healthy eating commitments and initiatives and raise customer's awareness of a healthy diet. We will distribute any leaflets, posters or other material provided to us by the FSA.	
We look forward to continuing to develop our relationship with the FSA to build on their initiatives and provide a balanced flow of good information to our customers.	