

‘BACK TO SCHOOL’ SCHOOL RESOURCE PACK

Cucina

This document includes a list of the marketing materials available to support ‘Back to School’ student and parent engagement.

The document titles and images are linked to files you can view and download.

If you have any problems accessing the files, or have any questions, please contact ifgmarketing@impactfood.co.uk

This Pack Includes:

- ✓ **Flyers**
- ✓ **Social Media Content**
- ✓ **Digital Screen Content (Slide Deck)**
- ✓ **Video**

FLYERS

A

Digital & Print 1 Page Flyer

(To be shared with students and parents via emails, newsletters, websites and other school channels)

B

Back to School Folded Booklet

Folds into a 6-page booklet to be handed to students/parents.
(This should only be printed professionally; please request these if you would like them)

B



A

Welcome back to your

SERIOUSLY GOOD FOOD COURT

back to school

Meal deals available!

Each day, choose from:

- Hot main meals or 'grab-and-go' takeaway items
- Sandwiches, wraps, pasta pots, salads & jacket potatoes
- Street food style dishes made your way
- Savoury snacks, fruit pots, home bakes, and much more

TIME TO TAKE CHARGE OF WHAT YOU EAT...

MORE THAN JUST LUNCH!

At secondary school, food isn't just for lunchtime...

BREAKFAST
Start your day right!
Grab toast, cereal, yoghurt, or a hot snack before your first lesson.

BREAKTIME
Need a boost?
Pick up hot snacks such as our PowerBites pots – noodles, rice, and more – or snack pots and bakes to keep you going.

LUNCHTIME
Your main event!
From hot meals to street food style dishes and grab-and-go options, you've got loads to choose from.

AFTER SCHOOL
Pick up a snack on your way out.
(Not available at all schools)

WHAT'S ON THE MENU?

From the global flavours of our StreetVibes range to a light and refreshing option from Chill Deal, there's a choice to match every mood, every day!

FSM Look out for the Free School Meal logo!
Anyone who receives a FSM can choose a great meal!

DAILY MEAL DEALS & OFFERS

We've got great food at great value – whether you're in the mood for something hot, cold, or totally street food inspired.

Hot Meal & Dessert

Pick from daily hot mains or favourites such as topped jacket potatoes and pasta pots and combine with a hot homemade dessert or a piece of fruit!

Chill deal

Grab a quick cold lunch! Choose any 4 items marked with the Chill Deal sticker including filled rolls, sweet or savoury snack pots, and mini home bakes.

LOOK OUT FOR THE CHILL DEAL STICKERS!

StreetVibes is here
Tuesday – Thursday!

Mix things up midweek with our StreetVibes street food.

Choose your base (like noodles, rice or a wrap), add your protein, then top it your way.

There's something new each week – from zingy noodles to loaded spuds and saucy wraps.

Visit the restaurant to see what's on!

MADE YOUR WAY!

FSM

Chill deal

StreetVibes

Cucina

SOCIAL MEDIA CONTENT

C Social Media Post Copy
Word document with suggested social media post copy for x4 posts linked to the below.

1 Free School Meals

2 Chill Deal

3 Allergen Buddies

4 StreetVibes Made Your Way

Tip: Use the jpeg image files for the image upload (to your chosen social platform) and copy and paste the text from the Word document into the body copy.

1



Captions for Back to School Social Media Posts

1. Free School Meals

Free school meals do exist!

If you're eligible, you could save up to £500 a year while your child enjoys hot, nutritious meals every day at school. We're talking tasty food, no extra cost, and all the food they love, included.

Head over to the government website and check if you qualify and apply today!

#FreeSchoolMeals #SchoolLunches #MoneySaver #FamilySupport



2. Chill Deal

Need a quick, tasty lunch?

Swing by the food court and check out the Chill Deal section of our fridges!

Pick 4 items with the Chill Deal sticker - choose from a filled roll, snack pot, small home-baked treat, and a yoghurt pot.

It's quick, easy to grab, and perfect to fuel your school day! 🍌 🥤

#ChillDeal #SchoolLunch #FuelYourDay #GrabAndGo #SmartEating #TastyChoices



2



3



4



DIGITAL SCREENS & PRESENTATIONS

D

Digital Screens - Tutor Group/Assembly Slides (10 slides total – 4 shown)

This can be downloaded as a PowerPoint or PDF and shared with students via TV screens (on loop around the school) or presented during tutor groups or assemblies

E

Video

Similar content to the above slide deck but with animation to engage students. Better for sharing on digital screens where possible, unless someone is personally presenting the content, i.e. in a form/tutor group scenario.

D

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WELCOME BACK!

Here's a taste of what's on offer at the food court this term!



EVERY DAY, THERE IS A HUGE VARIETY OF DELICIOUS FOOD OPTIONS FOR YOU TO CHOOSE FROM!

YOUR MENU RECAP!

From the global flavours of our StreetVibes range to a light and refreshing option from Chill Deal, there's a choice to match every mood, every day!

DAILY DEALS & OFFERS

Daily meal deals available to all students and all available within the Free School Meal allowance!

CHILL DEAL

Grab a quick cold lunch! Choose any 4 items marked with the Chill Deal sticker – including filled rolls, sweet or savoury snack pots, and mini home bakes.

HOT MEAL & DESSERT

Pick from daily hot mains – or favourites such as topped jacket potatoes and pasta pots and combine with a hot homemade dessert or a piece of fruit!

STREETVIBES: MADE YOUR WAY

Every Tuesday to Thursday, you have the option to spice things up with our StreetVibes street food offer.

chill deal

CHOOSE 4 ITEMS FROM THE CHILL DEAL FRIDGE! Our Chill Deal is a simple, easy option. Simply choose any 4 cold items marked as part of the Chill Deal including:



REMEMBER OF HOW IT WORKS

CHOOSE IT!

Choose Your Base: Choose your base with a variety of delicious options – whether it's rice, noodles, or salad, we've got something for everyone.

ADD IT!

Pick Your Protein: Pick your day with a selection of mouthwatering proteins, including succulent grilled chicken, savoury beef, or plant-based alternatives.

TOP IT!

Top & Your Way: Elevate your meal with an array of fresh, flavourful toppings and sauces, allowing you to customise your dish just the way you like it.

THEME DAYS

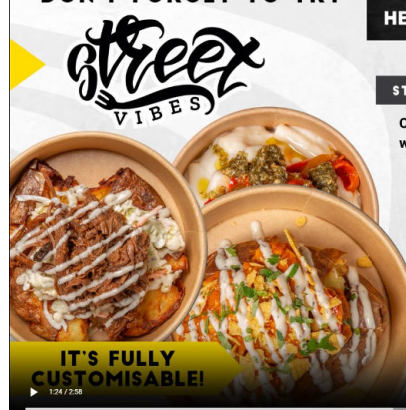
Remember to look out for special pop up themed menus to mark big occasions!



From festive food celebrations to opportunities to experience new flavours from around the world, there's always something fun and delicious to explore.

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DON'T FORGET TO TRY



IT'S FULLY CUSTOMISABLE!

HERE'S A REMINDER OF HOW IT WORKS...

STEP 1. CHOOSE YOUR BASE

Choose from a variety of delicious options – whether it's rice, noodles, potatoes or salad!

STEP 2. PICK YOUR PROTEIN

Add mouthwatering proteins, including grilled chicken, savoury beef or plant based alternatives!

STEP 3. TOP IT YOUR WAY

Add fresh, flavourful toppings and sauces, from nachos to cheese to dressings!