



# Hello

We are so happy to see you here. We are Cleverchefs, your new school caterer. Let us tell you a little bit about ourselves.

We are passionate about making **amazing** food. We always make sure we go that extra mile to give you that real "**wow**" factor whilst making food nutritious and delicious.

Cleverchefs was founded in 2015 by Nick Collins, whom you may have seen on **Masterchef the professionals** a few years ago. Cleverchefs was brought to life with a dream to produce fun and **vibrant** food worth talking about in the hospitality sector.

Our **ethos** is about providing **perfection** as a standard. This means that we promise to use the  **freshest** local ingredients, cooked and served by dedicated **professionals**, whilst doing our best to be **sustainable** in every area of our business.

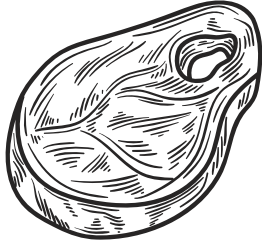
We hope that we can bring a new lease of life to the lunchtime and provide dishes that your children will **love** and talk about when they go home.

Please feel free to get in touch with us at [feedme@cleverchefs.co.uk](mailto:feedme@cleverchefs.co.uk) if we can be of any assistance.

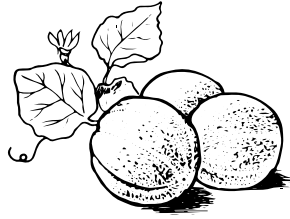


**CLEVERCHEFS  
BY NATURE**

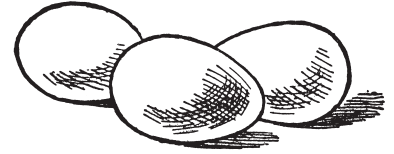
# OUR FOOD PROMISES



Our meat is always from British farms



All vegetables served will be fresh (except peas)



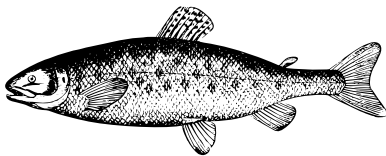
We only use free-range eggs in our dishes



## **CLEVERCHEFS** *Creative Minds*



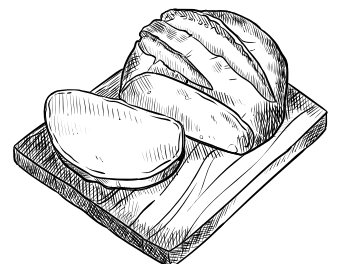
We will always use sustainable fish suppliers



All milk used by us will be from red tractor accredited farms



All bread will come from locally sourced bakers or made fresh by our chefs on site



# CLEVERCHEFS

A HEALTHY START FOR EVERY CHILD

We understand that the first few years of eating at school can play a huge part in shaping a child's relationship with food.

Starting out in the right way, seeing healthy fresh food as the norm is so positive for their future eating habits.

We are on a mission to provide food that children want to engage with and, most of all, enjoy, encouraging our young students to try new foods and enjoy the vibrancy of different textures and tastes from across international cuisines.

**“ CHILDREN WHO EAT HEALTHY, FREE SCHOOL MEALS HAVE LOWER OBESITY RATES, BETTER ACADEMIC PERFORMANCE AND BEHAVIOUR AND IMPROVED LIFETIME PRODUCTIVITY.”**

The Food Foundation

We are also realistic in what we provide for our young customers, it has to be recognisable, so where we can make food that naturally appeals better for them we will, like using wholemeal pasta & wholemeal flour in our bread, reducing sugar in our bakes and fortifying sauces with vegetables. All of our primary schools use 95% fresh produce.

Pretty much everything except peas is fresh in our kitchens.



# EATING WELL DOING GOOD

At Cleverchefs, we **encourage** everyone to participate in our **healthy** eating ethos.

We understand how important it is for our food to appeal to your children. But more than that, we know the importance of making meaningful connections. We focus on engaging with your children daily to ensure that the food they receive is **satisfying** and nutritionally balanced.

We have some simple but impactful guidelines for our school food offer, ensuring our meals have **good** sources of protein and starch, accompanied by lots of vegetables, salad & fruit.

Our kitchens will always be staffed with **real chefs**, so if your child has a food allergy or food intolerance, our well-trained team will put procedures in place to ensure we provide those meals safely and meet dietary needs.



# SNEAK PEEK

*Our food*



“

*We are on a mission to make school dinners fun and healthy*

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## A MESSAGE FROM OUR FOUNDER

Our approach to food in our education sector is simple. We make sure we source the very best British ingredients.

Nothing processed, and nothing added.

We ensure our kitchens are led by real chefs with a background in fresh food, our training is second to none, and they are fully briefed on our mission to provide first-class food & service.

We will always strive for something perfect. Cleverchefs is chef-led by me, and I understand what real food should look like, and that message filters through to the whole team. When you step onto a Cleverchefs site, you can feel the passion for incredible food.

Our menus have been carefully crafted to consider the seasons—our pupil's tastes and preferences.

We are on a mission to make school dinners fun and healthy.

You are in safe hands with us in your kitchens.

*Nick Collins*

# CLEVERCHEFS

*Creative Minds*

Independent, innovative caterers



FIND OUT MORE ABOUT US



[www.cleverchefs.co.uk](http://www.cleverchefs.co.uk)

