



SERVICE READY - EVERYDAY

**Presentation and Marketing
Points**



This brochure has been put together using photos from around the Caterlink Business.

Our Customers eat with their eyes and the more appealing we make our counters and dining areas, the more our customers will be enticed to spend their money with us.

We do not always have the privilege of new dining facilities, but we can always use light equipment, marketing and our enthusiasm to make our counters look the best they can.



Salad & Fruit Bar - Primary

Within our Primary business, we have many different ways we display our salads, in a salad cart, salad bar or just on a table, but however it is we can make them look exciting and appealing.



Salad & Fruit Bar - Secondary & College

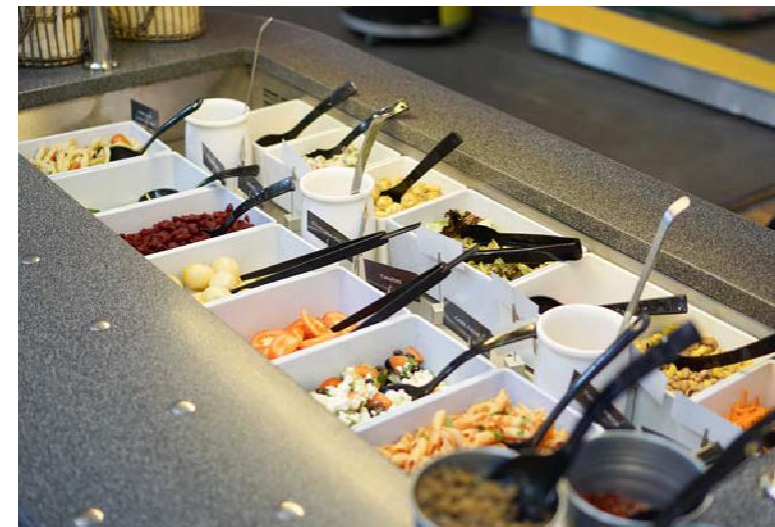
Secondary's and Colleges can also be challenging with equipment but follow some simple tips and ideas here to make it look enticing

- For smaller sites use shallow containers to look full
- Use variety of different containers if you don't have a full matching range – adds interest too visually
- Use 80:20 rule – 80% Raw and naked and 20% composite salads (see Min stand Salad bar template for full details)



Salad & Fruit Bar - Secondary & College

- Offer selection of dressings and oil separately
- Arrange with contrasting colours next to each other
- Offer protein pots (predominantly in Colleges) adjacent to salads – clearly labelled and priced
- Fresh herbs in pots on display , adds colour and can be used in salads, soups etc after



Salad & Fruit Bar - Secondary & College

Fruit bars can be available throughout the day to encourage customers to choose a healthier option:

- At breakfast with selection cereals, nut free muesli and seeds
- Have a yoghurt available , think about a vegan option too here with a soya yoghurt such as Alpro
- Keep some of the fruit at lunch too so customers can still choose this option but remove cereals etc
- Left over fruit can be put into pots and on the Grab and Go chillers the next day



Hot Counter Display - Primary

Whether serving from a table or a hot counter, the presentation of our food should be at the forefront of what we do. Use garnish to enhance or create additional colour on the counter.

We should, where possible, limit the use of Grundy dishes and do not cover trays in foil. Put yourself in the shoes of your customer and look at your counter before service.

Does it look appealing?



Hot Counter Display - Secondary & College

- Arrange food in dishes, pots etc neatly not piled up
 - Do not over garnish – keep it simple
 - Any garnish or display foods should be relevant to the dish
 - Containers, pots etc clean , crack and chip free
 - Keep food topped up during service , use smaller containers towards end of service
 - Use large ceramic tiles in older insert bain marie type serveries
- Offer accompaniments self help if appropriate to dish
 - Offer “add ons “ for additional linked sales
 - Different concepts try different containers such as woks
 - Clear signage – what it is and what’s included in meal price
 - Write on counter glass with white or coloured pens – cheap, easy and effective (as long as legible!)



Hot Counter Display - Secondary & College



Grab & Go / Cold Chiller Display - Secondary & College

- Ensure all labels front facing
- Ensure products are within date
- Keep well stocked so always look full – pull to front
- Use correct shelf edges
- Clear product detail & pricing
- Keep food groups together ie all meat sandwiches , all veggie ones and so on
- Premium items – higher RSP and GP – at eye level where possible.



Grab & Go / Cold Chiller Display - Secondary & College



- When running a promotion or concept day make sure you have the relevant marketing positioned with it
- Allow space on your counters for bolt on and impulse purchases
- Encourage staff to offer and actively “sell” these bolt ons



In many cases, especially in Colleges, our cafes compete directly with the High Street.

Whether branded or unbranded, they need to be more reflective of the high street in terms of their look and feel.



Coffee Bar Visuals - Branded

- Clear Hot drink menus and pricing is essential
- Plenty of indulgent cakes and bakes in this area
- School Cafes should have good displays of cakes, homebakes, muffins and so on
- Colleges to have a mix of homebakes, whole cakes and retail pre-wrapped items
- Impulse lines at the tills , use Kilner jars to help display unwrapped sweets
- Ensure you have the seasonal promotions well advertised to encourage uptake
- Ensure back bar is clutter free
- Have re-usable hot drink mugs available to purchase



It is essential that our marketing boards are kept up to date at all times. The information displayed should be relevant and reflect what is on offer within the site.

For our primary schools, the correct menu should be on display with a selection of information to include special days, allergen information and any other marketing material, such as food facts or provenance.

The menu holders should be clean and free from smears.



Marketing Boards - Secondary

For our secondary schools and colleges, our menus, marketing boards and holders should be clean, free from smears and in good condition to create the right first impression.

The correct menu should be on display with a selection of information to include special days, allergen declaration, current and relevant marketing and promotional material.



This should not be the only source of advertising, we should be talking to our schools and colleges to display on screens, emails, social media and intranets, where possible.

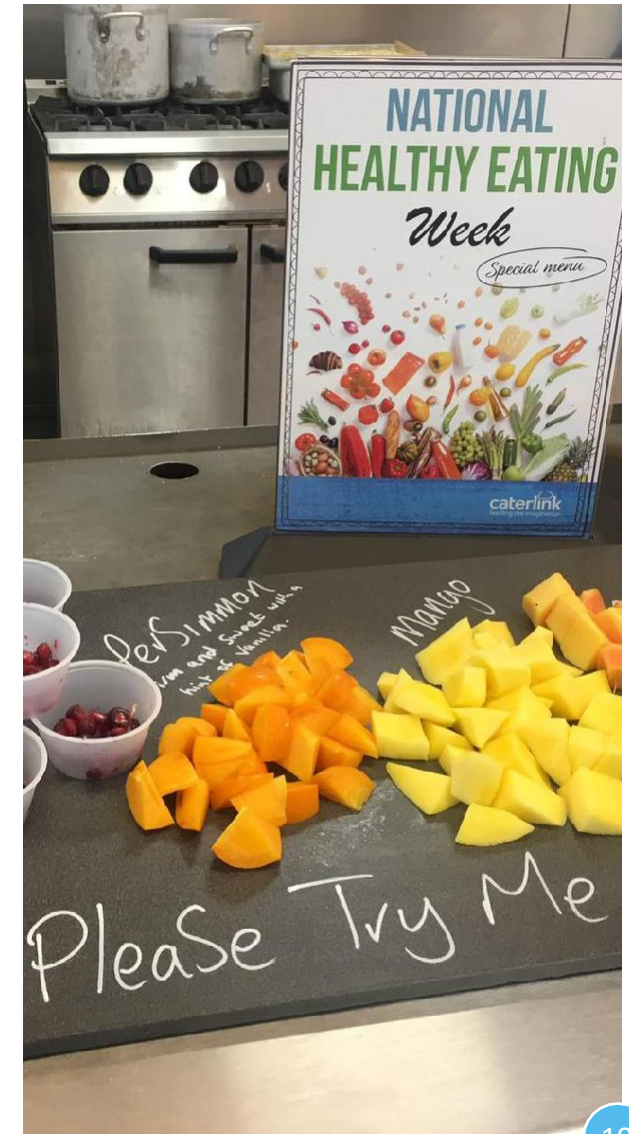
- Ensure boards clean, good condition to create right first impression
- Ensure all posters are current and correct week menu if displayed
- Depending on size of board have a mix of posters to make it interesting and relevant



- For example - Promotions coming up , Food Hero, waste poster (alternate), Loyalty or meal deal and what's coming
- This should not be our only source of advertising – plasmas around site, intranets, emails etc

Marketing Boards - Special Days & Promotions

By making a visual display to promote your special days in advance, not only does this create interest, but can also brighten up a notice board or bare wall.



Communication - Twitter

Don't be afraid to brag about what looks good!

Email our marketing address (marketing@caterlinkltd.co.uk) for information to be uploaded onto The Vine.

Please also utilise our Twitter Handle (@caterlink_ltd) and it shall be retweeted!

The screenshot shows the Twitter profile for Caterlink Ltd (@caterlink_ltd). The profile picture features a variety of fresh vegetables and the Caterlink logo. The bio identifies them as a specialist contract catering provider for the state education sector, based in the United Kingdom, with a website link and a 'Follow' button. Below the profile are three tweets: a pinned tweet from September 2017 about an app, and two retweeted tweets from November 2019. The first retweet shows a 'Katsu 4 U' sign and bowls of food. The second retweet shows a collage of various dishes including baguettes, porridge, and pizza.

This section displays two retweeted tweets from Caterlink Ltd. The top tweet, from @CaterlinkWUCC, features a sign that says 'Katsu 4 U' and a grid of six bowls containing different types of Asian-inspired food. The bottom tweet, from @HoggardJago, shows a collage of various Lebanese street food items, including a large chicken skewer, a burger, and a salad.

Browser tabs: tpluscentres - Google Search | Caterlink Ltd (@caterlink_ltd) / Twitter | Portal

Address bar: thevine.wshgroup.co.uk/portal.php?site=portal&page=spa

Navigation: Apps | The Vine | LTMS | MBF | Shutterstock | Password Change

Header: thevine | caterlink | feeding the imagination | Hello Jordan Dunant!

My Favourite Links

Upcoming Events Caterlink

There are no upcoming events

JANUARY 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

What We've Been Doing This Christmas

- Template.pptx
- Christmas!.pptx

Find out more details

If your job title and/or name is incorrect, please ask your line manager to amend your details in People Matters

My Alerts

No alerts

My Profile

Jordan Dunant
Business Development Manager
Last Login: 29/11/2019 11:48am

Twitter

Caterlink Ltd Retweeted
Michael Streeting @MStreeting
Some great food today at Chesterfield high school, our new look brought

The App is the way we will be promoting and “communicating” with our customers in Colleges more and more moving forward so:

- Make sure you, your managers and as many of your staff as possible have the App downloaded for their respective site
- This way you stay informed of offers etc
- Advertise awareness with the App poster displayed in A4 and A5 posters at the Tills , Welcome Boards, in café's and to clients for their website etc
- Encourage staff to actively highlight it to customers especially the benefits





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