

# **‘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](mailto:ifgmarketing@impactfood.co.uk)

## **This Pack Includes:**

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



# 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.

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### 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



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# DIGITAL SCREENS & PRESENTATIONS

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## 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

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## 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.

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Cucina IFG

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: Fuel 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

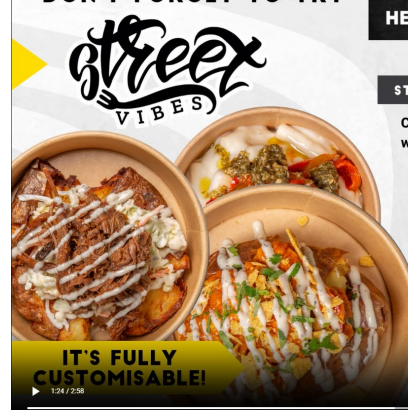
Remember to look out for special pop up themed menus to mark big occasions!



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



### 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!