

# PRESS RELEASE



## Masterchefs in the School Kitchen!

Every day 3 million children enjoy a good value, nutritious school meal prepared by professionally trained catering staff. Yet School Catering staff have often been the unsung heroes of the school kitchen but now that's all changed!

Schools across the country will be doing their bit to promote healthy eating when **National School Meals Week 08 (NSMW 08)** starts on 13th October. NSMW is organised annually by the **Local Authority Caterers Association (LACA)** and the week long event gives schools the opportunity to showcase their own school meals and celebrate the hard work and dedication put in to the service by their catering staff.

School meals have changed and NSMW 08 is focusing on the nutritional values of the meal and the school caterers themselves, with a series of promotional posters bearing the common headline '**IT'S A FACT!**'

This year NSMW has an even harder task in encouraging pupils to stay for a school lunch as new \*Nutrient Standards came into force in Primary Schools in September this year. These Government Standards, which are law, detail the food types and nutritional content of meals, which must be served within schools.

Many schools will be inviting parents/guardians, grandparents, and local VIP's and guests into their schools to enjoy a school meal alongside the pupils.

A new website has been created [www.lunchtimememories.co.uk](http://www.lunchtimememories.co.uk) and, as the name suggests, the website encourages visitors to log on and tell their school meal/lunchtime stories, which other visitors can browse when they too visit the site.

NSMW is an important event in the school meals calendar as it gives schools the chance to highlight the hard work that goes into producing every school meal, whether it is for Primary pupils or Secondary students.

**LACA Chairman, Neil Porter** says: "Through this campaign, we want parents to know that school meals have changed dramatically from their own school days. We want them to see for themselves by going into their local school and having lunch. By doing so, we can encourage more children to take a healthy, nutritionally balanced school meal on a regular basis. It has been through the dedication, commitment and skill of our frontline catering teams that new school meals have been possible and we want to promote to parents and local communities the great job they are doing".

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### Notes:

The staging of NSMW 08 has been made possible by the generous contribution of 18 leading suppliers of food, drink, equipment and services to the school catering service including the principal sponsor, McCain Purely Potato.

\*Nutrient standards come into force in secondary schools from September 2009.  
Visit the School Food Trust website for more information [www.schoolfoodtrust.org.uk](http://www.schoolfoodtrust.org.uk).

