

DIWALI DELIGHTS

CELEBRATE THE FESTIVAL OF LIGHT!

We are now serving....
YOUR BRAND NEW! MENU!

LEVEL UP SEPTEMBER

DAILY MEAL DEALS & OFFERS

Fuelling for Exam Success

BRAIN BOOSTING FOODS FOR EXAM SEASON

BANANAS are the ultimate feel-good snack! Packed with tryptophan, they help your body produce serotonin - AKA the happiness hormone - to boost mood and keep stress in check. Perfect for exam season.

PORRIDGE is a powerhouse breakfast packed with fibre to keep you full and fuel your brain with steady energy - perfect for staying focused during exams.

DON'T FORGET! ABOUT OUR FREE BREAKFAST

street VIBES

MADE YOUR WAY

SECONDARY SCHOOL ANNUAL MARKETING PLAN 2025-2026

Power to Perform
Sports Nutrition Guide

IMPACT FOOD GROUP

FIRESIDE FAVOURITES

5TH NOVEMBER

Rise & Shine with a FREE Porridge Breakfast!

Fuel your day the right way with a wholesome breakfast at school!

EASTER TREATS & EATS

THIS MARCH!

HOP ON OVER FOR DELICIOUS EASTER DELIGHTS THIS MARCH - SWEET AND SEASONAL FAVOURITES ARE WAITING!

Fuelling for Exam Success

Nutrition and Wellbeing Tips to Help You Thrive During Studying & Exam Time

IMPACT FOOD GROUP

ANNUAL MARKETING PLAN

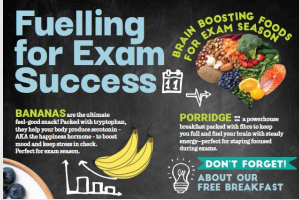






Our Marketing Plan is designed to support schools in engaging students, boosting school meal uptake and maximising free school meal (FSM) participation throughout the academic year.

OBJECTIVES:

- ✓ Increase daily meal uptake, including Free School Meals
- ✓ Introduce and promote new concepts like StreetVibes
- ✓ Support transition periods, especially for Year 7s
- ✓ Celebrate cultural, seasonal and national events
- ✓ Enhance the dining experience through pupil engagement
- ✓ Communicate consistently with students, staff and parents

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MONTHLY FOCUS	Back to School Engage new (Year 7s) & returning students with the food offer 	New Menu: Coming Soon Drive excitement for new menu launch – encourage new customers to engage with service	New Menu: Now Live! Promote new concepts & dishes 	Christmas & End of Term Support schools with their festivities – including Christmas Dinners 
Marketing Available	Print & Digital Flyers Social Graphics & Copy Tutor Group Slides & Vid Digital Screen Graphics Email & Web Content			See Below
VALUE MESSAGING	Sign Up! FSM Eligibility Renewed push on FSM sign up – promotion of deals/dishes available at FSM price 	New Menu: High Street Meal Deal vs School Lunch Highlight benefits of school lunches and link to new dishes and deals to try after half term	New Menu: Concepts Showcase StreetVibes: Made Your Way concepts – customisable, affordable & included in FSM price	Christmas Specials Encourage new customers to visit through festive buzz – showcase deals available year round
Marketing Available	Print & Digital Flyers Email & Web Content Social Graphics & Copy	Print & Digital Flyers Print Posters Social Graphics & Copy Tutor Group Slides & Video Digital Screen Graphics Email & Web Content	Print Poster Social Graphics & Copy Tutor Group Slides Digital Screen Graphics Email Content	
THEME DAYS/PROMOTIONS	Level Up September (Month Long) Promote popular dishes & items across the standard menus 	Diwali Delights (20th Oct) Guest main meal menu to celebrate Diwali 	Fireside Favourites (5th Nov) Bonfire night inspired treats alongside core menu 	Fantastic Festive Food (Month Long) Festive menus & items available all December 
Marketing Available	Print & Digital Posters Social Graphics & Copy Tutor Group Slides Digital Screen Graphics Email & Web Content			
NUTRITION & ADDED VALUE	Sports Nutrition Guide 	New Menu Nutrition Webinar/Video	Menu Feedback & Competition	Christmas Recipe Cards/Videos
Marketing Available	Print & Digital Booklets Social Graphics & Copy Tutor Group Slides Digital Screen Graphics Email & Web Content	Tutor Group Slides & Video Social Graphics & Copy Digital Screen Graphics Email & Web Content	Print Poster Digital Survey Social Graphics & Copy Tutor Group Slides Digital Screen Graphics	Digital Cards Digital Videos Social Graphics & Copy Tutor Group Slides Email & Web Content

	JANUARY	FEBRUARY	MARCH	APRIL
MONTHLY FOCUS	Nutritious Winter Warmers Showcase nutritional and £ value of choosing a warming school lunch	Feedback Month Focus groups & surveys to gather student feedback on the menus	New Menu: Coming Soon Drive excitement for new menu launch – encourage new customers to engage with service	New Menu: Now Live! Promote new offers & dishes
Marketing Available	Digital Flyers Social Graphics & Copy Tutor Group Slides & Video Digital Screen Graphics Email & Web Content + Focus Groups & Survey for Feb			
VALUE MESSAGING	Hot Deals of the Day Focus on hot main meal and deal offers to promote warm, nutritious meals – all within FSM allowance 	Parent & Student Feedback Campaign Surveys & focus groups to explore what 'value' means to customers & ways to improve offer & messaging	New Menu: High Street Meal Deals vs School Lunch Highlight benefits of school lunches and link to new dishes and deals to try after Easter	New Menu Highlights Share feedback from students, parents, schools and catering teams on their menu favourites
Marketing Available	Print & Digital Flyers Email & Web Content Social Graphics & Copy	Print & Digital Flyers Print Posters Social Graphics & Copy Tutor Group Slides & Video Digital Screen Graphics Email & Web Content	Print Poster Social Graphics & Copy Tutor Group Slides Digital Screen Graphics Email Content	
THEME DAYS/PROMOTIONS	Fast Nutrition Highlight healthy options on the menu which offer top nutritional benefits 	Chinese New Year (12th Feb) Guest dishes to mark CNY (held early due to Half Term) 	Easter Treats & Eats Celebration items to build up to Easter break 	Brain Gains Exam time launch promo: highlight foods which support cognitive function and wellness 
Marketing Available	Print & Digital Posters Social Graphics & Copy Tutor Group Slides Digital Screen Graphics Email & Web Content			
NUTRITION & ADDED VALUE	Winter Wellness Webinar/Video	Student & Parent Surveys	New Menu Nutrition Webinar/Video	Exam Nutrition Guide 
Marketing Available	Print & Digital Booklets Social Graphics & Copy Tutor Group Slides Digital Screen Graphics Email & Web Content	Tutor Group Slides & Video Social Graphics & Copy Digital Screen Graphics Email & Web Content	Print Poster Digital Survey Social Graphics & Copy Tutor Group Slides Digital Screen Graphics	Digital Cards Digital Videos Social Graphics & Copy Tutor Group Slides Email & Web Content

	MAY	JUNE	JULY
MONTHLY FOCUS	Exam Season Supporting students during exam time – signposting great choices & providing food education 	Summer Grab & Go & Y7 Engagement Promote cold offer & food to enjoy outside/in the heat Engage with new Year 7s 	Events & End of Term Support parent open evenings, new intake and EOT functions/celebrations
Marketing Available	TBC		
VALUE MESSAGING	Free Breakfasts Encourage students to try free breakfast, supporting studies/exams and engaging them with the catering service 	Chill Deal & Affordability Promote cold meal deal & grab & go offers – take away options to retain custom in hot weather. Show new Y7s and families financial benefits of trying school catering. 	Teaser for New Academic Year Share insights into what's to come for the next term and menu
Marketing Available	TBC		
THEME DAYS/ PROMOTIONS	Cinco De Mayo Celebration of popular Mexican style cuisine and culture 	Men's Football World Cup 2026 Support England & serve food from host/ competing nations 	Beat the Heat Promote hydration & fuelling during the hot weather 
Marketing Available	TBC		
NUTRITION & ADDED VALUE	Exam Nutrition Webinar/Video	Year 7 Engagement	End of Term
Marketing Available	TBC		

FANTASTIC
2025 - 2026
THEME DAYS
COMING SOON!

SEPTEMBER

LEVEL UP SEPTEMBER

DAILY MEAL DEALS & OFFERS



OCTOBER

DIWALI
DELIGHTS

CELEBRATE THE FESTIVAL OF LIGHT!



NOVEMBER

FIRESIDE
FAVOURITES

JOIN US FOR A HOST OF BONFIRE NIGHT STYLE SPECIALS



DECEMBER

JOIN US THROUGHOUT DECEMBER

FANTASTIC
FESTIVE
FOOD



JANUARY

THIS JANUARY!

FAST NUTRITION

FAST HEALTHY FOOD
MADE FOR LIFE ON THE GO!



FEBRUARY

CHINESE
New Year 2026

JOIN THE FEAST!



MARCH

EASTER
TREATS &
EATS

THIS MARCH!



APRIL

BRAIN GAINS

POWER UP BY EATING SMART
THIS STUDY SEASON



MAY

CINCO de
MAYO

COME AND ENJOY THE FIESTA THIS MAY!



JUNE

WORLD
Cup 2026

COME ON ENGLAND!



JULY

BEAT
THE
HEAT



MARKETING MATERIALS

We have created a mixture of print and digital assets, supported by 'ready to go' copy which schools can easily share via parent & student facing channels.

TIMINGS, DISTRIBUTION & USE OF COLLATERAL

- ✓ Printed marketing materials have been sent to schools for the start of the autumn/winter term, including theme day posters up until Easter.
- ✓ Digital assets for the autumn/winter term will be shared in August, ready for use in September.
- ✓ New menu promotional material (print & digital) will be shared at the end of September, ready for the launch (post October half term).
- ✓ We have aimed to supply content for the most common school channels – please let us know if you have any suggestions for alternatives or additions.

Please contact ifgmarketing@impactfood.co.uk if you have any questions or feedback.