

PRIMARY 'BACK TO SCHOOL' RESOURCE PACK

Innovate

This document includes a list of the marketing materials available to support primary '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

This Pack Includes:

- ✓ **Parent Welcome Flyer**
- ✓ **'What to Expect' Presentation**
- ✓ **Meal Ordering Flyer (Kanpla Only)**
- ✓ **Free School Meals Postcard**
- ✓ **Social Media Content**

FLYER & SLIDES

A

Parent Welcome Flyer

To be shared with parents via emails, newsletters, websites and other school channels

B

'What to Expect' Presentation Deck

Presentation for schools to use in assemblies, classrooms and other opportunities

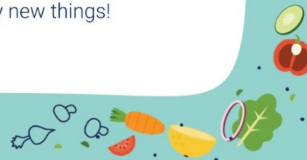
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Innovate IFG

WHAT TO EXPECT AT LUNCHTIME!

Lunchtime is a fun time to eat yummy food, chat with friends, and try new things!



MEET YOUR ALLERGEN BUDDY

Some children have food allergies or special diets. That means they can't eat certain things like eggs – because it could make them feel unwell.

That's where your **Allergen Buddy** comes in! They're here to help keep everyone safe and make sure you get the right food.



LET'S LEARN HOW LUNCH WORKS AT OUR SCHOOL:

1. Line up nicely
2. Get your lunch band from your teacher
3. Pick up your lunch tray and cutlery
4. Show your lunch band to the server to receive your meal
5. Get your dessert and drink
6. Find a seat and enjoy with your friends!



A

HELLO!
From your school's caterer

At Innovate, we believe that great food fuels great learning. Our menus are specially designed for primary school children – offering tasty, nutritious meals that support healthy growth, curious minds, and happy lunchtimes.

DESIGNED FOR YOUNG APPETITES: We use simple, child-friendly language and offer familiar, comforting meals that help children feel confident trying new flavours.

HEALTH & NUTRITION FIRST: We're passionate about creating meals that taste good and do good. Our menus are packed with the nutrients growing children need and meet all School Food Standards.



SCHOOL MEALS ARE FREE
IN RECEPTION YEAR 1 & YEAR 2!

SAVE £500 A YEAR WITH FREE SCHOOL MEALS: All children in Reception, Year 1 and Year 2 get a free hot lunch every day. If your child is in Year 3 or above, you may be entitled if you receive certain benefits. It's worth checking – families can save over £500 a year per child, and applying helps your school too. Apply at: www.gov.uk/apply-free-school-meals

FOR EVERY CHILD: We want every pupil to enjoy lunch with confidence. Our Allergen Aware Menu offers meals free from gluten, dairy, eggs, and soya – without compromising on taste or nutrition.

SUSTAINABLE & SMART: We're committed to reducing food waste. By using every part of the ingredient – from cauliflower leaves to stalks – we create meals that are planet-friendly and still full of flavour.



GET IN TOUCH! If you have any questions or suggestions we'd love to hear from you. Send us a message at hello@impactfood.co.uk to share your views.

ONLINE ORDERING FLYER & FSM POSTCARD

C Online Ordering Flyer (Kanpla Only)

Flyer for parents promoting the benefits of using the Kanpla online ordering system. If your school pre-orders in a different way and you'd like support to promote it please get in touch with ifgmarketing@impactfood.co.uk

D Free School Meals Postcard

Small flyer to share digitally attached to newsletters or other parent communications. Hardcopies could be made available at Reception and/or given out at parent open evenings and other events. These could also be sent home in bookbags.



GREAT FOOD
BIG SAVINGS!

Your child could enjoy a tasty, balanced meal every day — and you could save up to **£500** a year

SCHOOL MEALS ARE FREE
IN RECEPTION YEAR 1 & YEAR 2!

SIGN UP HERE

AM I ENTITLED? If your child is in Reception, Year 1 or 2, they are automatically entitled to free school meals. From Year 3 onwards, you may still qualify if you receive certain benefits — saving your family over £500 a year and supporting your school. Check eligibility and apply today via the QR code, at www.gov.uk/apply-free-school-meals, or through your school.



SCHOOL MEALS MADE SIMPLE
Ordering school meals has never been easier!

We're excited to introduce the **IMPACT FOOD APP!**
It's a quick, stress-free way to order nutritious, freshly prepared school meals for your child

HERE'S HOW IT WORKS

- 1 CHECK YOUR INBOX**
You'll receive an email with your unique sign-up link
- 2 CREATE YOUR ACCOUNT**
Just click the link and follow the simple steps
- 3 START ORDERING!**
Choose your child's school meals

WHY YOU'LL LOVE IT!

- QUICK & EASY**
Pre-order meals with just a few clicks
- HEALTHY & DELICIOUS**
Nutritious appealing meals, full of flavour and goodness
- ALLERGY AWARE**
Simply set your child's dietary needs and preferences
- ONE APP FOR ALL YOUR CHILDREN**
Manage meals for multiple kids in one place
- TRACK & REORDER**
View your order history and repeat favourites with ease

NEED HELP? If you have any questions please get in touch. Contact the impact app support team at primary@impactfood.co.uk

SIGN UP HERE

SOCIAL MEDIA CONTENT

E **Social Media Posts & Copy**
[PDF document](#) with suggested social media post wording for x4 posts linked to the below.

- 1** [Free School Meals](#)
- 2** [Allergen Buddy, Here to Help!](#)
- 3** [Think Outside the Lunchbox](#)
- 4** [Nutritious & Delicious](#)

Tip: Click on the graphics on the right to view and download the jpeg image files. Upload the jpegs (to your chosen social platform) and copy and paste the text from the PDF document into the body copy.

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