

Promoting your Food for Life Catering Mark

*Free tools to help you promote
your achievement*



Promoting your Food for Life Catering Mark

The Soil Association's Food for Life Catering Mark is a guarantee for your customers that you provide fresh food which is free from undesirable additives and better for animal welfare. We've created some adaptable materials to help you shout about your fantastic achievement.

Immediate steps to promote your Catering Mark:

- Add the Catering Mark logo to your approved menus
- Display the Catering Mark logo on your website and on your promotional materials
- Prominently display a Catering Mark plaque in your canteen or restaurant area
- Issue a press release to your sector and local media
- Hold a briefing for your catering staff to ensure that they fully appreciate your achievement and can talk confidently about your award

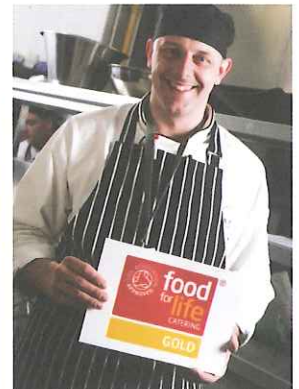
KEY



Download this adaptable resource from our dedicated marketing area*



Contact us and we will send this resource for free



*Designated marketing area details on back page



POSTERS



Our colourful posters are available in both A5 and A3 format. You can also download the artwork from our website to adapt.



PLAQUES

We have created some plaques for you to display in your canteen or restaurant area.



STICKERS AND BADGES

Use these window stickers and badges to promote your Catering Mark.



LOGOS

The Bronze, Silver and Gold logos are available to download to use on your own promotional materials and your website.



TEMPLATE PRESS RELEASE

Download and adapt our press release template to issue to local and national sector media. We are happy to provide quotes.





OTHER TEMPLATE DOCUMENTS

Available for you to download from our website:

- **Catering Mark key messages:** a document to help you shout about your Catering Mark in your marketing materials and press releases
- **Catering Mark presentation:** adapt and use our PowerPoint presentation for both staff meetings and when you are pitching for new business
- **Catering Mark kitchen poster:** a print-out A4 poster showing the Catering Mark Standards to display in your kitchen
- **Staff briefing document:** an overview of the Catering Mark to circulate round your staff



WHERE CAN I FIND THESE RESOURCES?

www.sacert.org/catering/marketingsupport

If you are unsure about the user name and password for this site, please contact erose@soilassociation.org

KEY CONTACTS



Catering Mark in England, Wales and Northern Ireland:

catering@foodforlife.org.uk
0117 914 2406

Catering Mark in Scotland:

scotland@foodforlife.org.uk
0131 666 2474

Food for Life Catering Mark holders are helping to make fresh, trustworthy food the norm in schools, care settings, workplaces, restaurants and other venues outside of the home. There are over 800,000 meals served to Catering Mark Standards every day.

www.sacert.org/catering