

Albacore Catering

2018 Pledge



This commitment will be implemented by October 2019

This is a Scotland-wide pledge

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In our contracts where the client company employs more than 800 people, we pledge to increase the number of promotions within our annual marketing calendar that promote vegetables and menu choices which contain vegetables.

This aligns with point 4 on the Commitments Framework

Monitoring

We will record the number of the promoted items that are sold daily. We will monitor the uptake of plant-based dishes on a quarterly basis, by comparing the number of vegetable-based meals sold per week at the beginning of the campaign against the average number sold per week. - We will request purchasing volume data from our vegetable supplier and our food wholesalers at the start, middle and end of our campaign to monitor the increase.