

Aramark University of Westminster 2019 Pledge



This is a site pledge

This commitment will be implemented
by October 2020

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Quick service, Food-on-the-go businesses, casual dining restaurants, workplace canteens and public sector food settings commit to increase the volume of veg they sell, aiming for two

This aligns with point 4 on the Commitments Framework

Commitment Details

Increase the servings of veg by 10% by July 2020 (veg in this case follows government's Eatwell guidelines, so does not include pulses or white potatoes). Our actions to achieve this will include:

- adding more veg to composite meals through discounts on a meal deal
- adding a seasonal Hero Salad on to our hot counters as a bolt-on offer
- making our salad bars and snack offerings more pro-veg
- communicating the health benefits of more veg with our guests through our YouTube channel, social media, traditional physical marketing and verbal engagement

Monitoring

We will measure the increase in portions of vegetables and salad from baseline to completion. Our baseline data will be taken from portion sales data from July 2018 to June 2019.

Year 1 reporting will be from July 2019 to June 2020, in line with the Peas Please reporting year, and compared with the above baseline. We will report the total portions served (80g per portion) and the % increase compared to the baseline.

We will also aim to make sure we do not increase our food waste by serving more veg.