



Brewer's Fayre

2019 Pledge

This is a UK wide pledge

This commitment will be implemented by October 2020

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Quick service and casual dining restaurants commit to offer two portions of veg inclusive in every kid's meal

This aligns with point 5 on the Commitments Framework

Commitment Details

Brewers Fayre is included in the 2019 Soil Association Out To Lunch league table, and as part of our ongoing commitments we will continue to ensure that our children's meals include at least 2 portions of veg, through our new menu developments that will be launched around the autumn of 2019. The menu development will include a range of initiatives such as veg starters and a minimum of 1 veg portion in the main meal item, extra hidden veg and potentially offering more vegetarian options. With our pledge, we commit to continuous progress to increase the portions of veg we serve to children every year. We will review this with Peas Please each year so that we can keep track on our initiatives and progress.

Monitoring

We will report each year on portions of veg served to children compared to a baseline year (see below). We currently measure a child's portion of veg as 40g but understand that Peas Please pledgers are using 50g. The Peas Please team will adjust our portions accordingly (multiplying our portion increase by 0.8) so that this is consistent with all other pledgers.

Baseline data will be taken from sales of children's menus (itemised on our cash registers) from July 2018 to June 2019, and each year we will compare sales of children's menus and portions of veg to this baseline.

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 use sales data to calculate the increase in portions of veg. Within the reporting we will exclude increases in veg servings that have resulted from new restaurant openings, so that we are comparing like for like in each reporting year. Whilst we are committed to delivering the pledge, we will monitor sales closely and conduct customer research to ensure that parents and children are happy with our children's menu offer to prevent the unintended consequence of food waste that is also a key issue on the Government's sustainability agenda.