

S A Brain & Co Ltd

2017 Pledge

This is an Wales wide pledge



This commitment will be implemented by
October 2020

1

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

This aligns with point 9 on the commitments framework

Commitment details

Increase Kids meals by a portion of vegetables to 2 portions, working on basis where we sell a kids meal we can implement an increased portion of veg portions where relevant.

Monitoring

% increase in vegetable volume based on number of kids meals sold, via EPOS data

2

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

This aligns with point 3 on the commitments framework

Commitment details

We will train and raise awareness of our pub staff in the importance of veg consumption through our menu development and annual rollout programme. We will educate all Pub personnel on the active promotion of the Peas please programme including education around food waste reduction.

Monitoring

Inclusion of vegetable promotion in menu development and training programme, measured through number of people trained. Education and awareness.

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3

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

This aligns with point 3 on the commitments framework

Commitment details

Develop a veg customer awareness campaign through signalling on menus.

Monitoring

Working with the Peas Please initiative to develop a suitable marker and implementing across relevant menu's starting with kids meals and working towards signalling more healthier dishes