



# Giraffe

## 2019 Pledge

# GIRAFFE

This is a UK 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 kid's meal.

**This aligns with point 5 on the Commitments Framework**

## Commitment Details

Giraffe is included in the 2019 Soil Association Out To Lunch league table, and as part of our commitments we will ensure that all children's meals include at least 2 portions of veg, through for example veg crudités or 2 veg portions in the main meal item (for example a full portion of peas, broccoli with every main). We commit to implement this new menu by June 2020.

With our pledge, we commit to aiming for 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

Initial pledge reporting will be a confirmation that we have implemented our new menu by June 2020. We will report each year on portions of veg served to children compared to a baseline year (see below).

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. We will also work towards making sure that we do not inadvertently increase food waste through the veg initiative.