



Fresh
Start

A LITTLE MORE ABOUT FRESH START

PARTNERSHIP

We believe that we offer an opportunity for Schools to work with true partners who have the same ideals. We are a local company who buck the trend, using fresh locally sourced ingredients all cooked from scratch daily in each kitchen.

Fresh Start believe that offering a personal service is the key to retention and happy clients, pupils, and parents.

If there is a problem, we are close by and on hand to resolve this quickly and effectively. We do not have shareholders demanding a higher yield on their investment year after year. Fresh Start is an owner managed business. This makes a real difference when it comes to opening and operating new schools. We do not have a commissioned sales team selling services and then moving on to the next sale. Our operations team help with the sales process and then open and operate the service. This allows for a more realistic bid as the promised then must be delivered.

FOOD

Our fundamental philosophy is working with great local suppliers for everything we produce fresh on site. Not many other companies can say that some of their fresh produce comes from their very own local farms.

We understand that cooking from scratch is not as cost effective as using frozen or convenience food but the difference this makes is more than worth the extra cost. This means we are not the cheapest catering supplier.

COMMERCIALS

We understand that we need to be competitive whilst delivering a best-in-class catering service.

We are acutely aware that Fresh Start need to get the commercials right across all Schools. We make no apology for our higher food costs compared to competitors. Our founding principal was never to cut corners on quality. We foster strong working relationships with all our suppliers paying them promptly for the high quality produce they supply. They understand our ethos and appreciate we will not compromise on quality.

SUPPORT

We will deliver un-paralleled support to your on-site teams. We always propose a local operational team structure. Our operations managers have a wealth of experience including operating local primary schools.

Culinary training will come from the area team. All our senior management team are qualified chefs ready willing and able to step in should we have any short falls in our schools.



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INNOVATION

Critical to any catering operation is the innovation and the ability to keep our food and service offers exciting. Our operations teams will work tirelessly to keep the services fresh and exciting. I have outlined within our proposals our recommendations for each school.

SUMMARY

In summary, we believe that Fresh Start can really add value to catering services. We combine the very best of both worlds as an ownermanaged independent company which will give you a personal service that is innovative and proactive in developing catering services. Our uncompromising high standards sometimes means we do not fit with all schools especially if cost saving is high on the list of priorities.

Andrew Howarth
Managing Director

Fresh Start 

MEAL MANAGER Late Orders



**JACKET POTATO
OR DELI COUNTER**



**MEAT, FISH, VEGETARIAN
OR VEGAN DISHES**



SAME DAY
Make your order by
9am Monday to Friday
for same day meals



NEXT WEEK
Make your order by
**12noon Thursday of
this week** for next
week's meals



SAME DAY



NEXT WEEK

REMEMBER TO PLACE YOUR ORDER ON MEAL MANAGER
mealmanager.freshstartcatering.uk

