



## Messaging for Food for Life Supplier Scheme Members

Use this document to help you  
communicate **with caterers**

# This set of assets is for use by **Supplier Scheme members only.**

You can use the content in this document to help you promote your membership, win new business and support caterers. We have even made suggestions of where and how you might want to use this copy. Please also read our brand guidelines to support the use of the copy we have provided.

**Copy & Paste Me**  
use in a presentation or a leaflet

The following text could be used within press releases, on your website or within catalogues and leaflets to promote your membership.

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## **What is the Food for Life Served Here?**

The Food for Life Served Here is a widely respected scheme, recognised by the Department of Health, Department for Education, and the Government's Plan for Public Procurement, that is raising the standards of food quality, provenance, and environmental sustainability in public and private sector catering.

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## **What is the Food for Life Supplier Scheme?**

[I am/we] are a member of the Food for Life Supplier Scheme. The Supplier Scheme means that caterers can benefit from our commitment to ethical sourcing, traceability and providing products which meet the Food for Life Served Here standards. It means we can better meet your specifications for healthy food and local sourcing.

What's more working with us will give you peace of mind, as membership of the Supplier Scheme we can help supply evidence and audit trails for your inspections, making it easier for you.

The Supplier Scheme is for suppliers, like us, who are committed to [supplying / can supply] a range of foods that can help you achieve Food for Life Served Here.



## **Why it adds value**

We know that you are looking to source ingredients and products that meet Food for Life Served Here standards, we can help you improve your food sourcing and reduce the work you put in to meet the standards.

We can support you with your Food for Life Served Here inspections, we are already members of the Food for Life Supplier Scheme and can provide compliant products and the relevant evidence.

We can source and produce new lines that meet the Food for Life Served Here standards for you and work with you on contracts and tenders.

We can provide information about where your food comes from to help you inform and educate your customers.

## **What are the top 5 benefits of working with Food for Life Supplier Scheme members**

- We stock products that meet Food for Life Served Here Bronze, Silver and Gold (delete where appropriate)
- We will support you to deliver the Food for Life Served Here to your customers or progress through the awards
- We can develop/source new products to meet your Food for Life Served Here needs
- We understand what is required at your Food for Life Served Here inspection and can provide the evidence that you require, making the process easier.
- We can grow together



# What to say and where to say it



## Newsletters & Flyers

### Copy & Paste Me

Use this copy in your flyers and newsletters

We wanted to share some fantastic news! We have just become members of the Food for Life Supplier Scheme. We are committed to providing a range of [xxxx/food] that meets the Food for Life Served Here standards [delete as appropriate] and hope this is only the start. To find out more about our products that are now supplied under the scheme please contact [ADD HERE].



## Tender Applications

Suggested draft text for a tender application.

### Stand Out!

Use me and add value to your documents

We [name] joined the Food for Life Supplier Scheme in [date]. I [named] can confirm that, as part of the scheme we have:

- Read and understand the Food for Life Served Here Standards
- Can provide products which meet the [Gold / Silver / Bronze] requirements
- Support Food for Life Served Here customers with their supply chain, and provide relevant information for their inspections

### Use me

Download from resources page



## Get in touch:

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0117 914 2406

Visit our website:

[www.soilassociation.org/supplierscheme](http://www.soilassociation.org/supplierscheme)



## Online

Copy a supplier can use online

(Also see brand guidelines before use)

We are now part of the Food for Life Supplier Scheme. We're proud of our commitment to the Food for Life Served Here and the support we can give to caterers to provide good food. Call us today to see if we can supply you and help you on your Food for Life Served Here journey.

Are you a caterer looking to develop your current offering or expand into new areas?

We are committed to good food and providing products that comply with the Food for Life Served Here Standards . We are members of the Food for Life Supplier Scheme, it's our way of supporting caterers to provide food that meets the Food for Life Served Here standards. Get in touch today to see how we could work together.

### Being responsive

Use this text in your online work

### Copy & Paste Me

Stand out and be heard!

## Taglines

- We're proud to be part of the Food for Life Supplier Scheme.
- Looking for new suppliers who are able to supply Food for Life Served Here compliant products? Look no further - we are members of the Food for Life Supplier Scheme.
- Good for you. Good for business.