

Workshop on the Commercial Application of Nutrition



FOOD FOR THE BRAIN

www.foodforthebrain.org

Enable your catering team to improve the nutritional quality of their food and successfully market these benefits to customers through a unique one day nutrition workshop. Designed for hospitality managers, catering managers and chefs, this small, informal workshop gives delegates:

- an awareness of the principles of nutrition in the context of commercial catering
- hands-on, practical experience in menu development and marketing
- a prioritised strategy for directing nutritional improvements in their own outlets

Presenters are highly skilled in the fields of catering and nutrition, and work with delegates to offer them an easy to implement nutrition strategy for their

own catering operation. The workshop not only complements the Russell Partnership's Nutritional Audit, helping to improve staff awareness and nutritional quality in order to achieve the required level for Food for the Brain accreditation; it is also an invaluable training day for any catering team.

This workshop covers menu planning, sourcing foods and preparation methods to enable chefs to prepare menus that are both nutritious and delicious. Catering managers will also gain advice on how to maximise the benefits of any efforts made, and promote the nutritional application to customers in order to protect income.

Topics include:

Current trends	The principles of a balanced diet	Menu composition	Food provenance	Sourcing products	Presentation tools	Top tips for a healthy menu
<ul style="list-style-type: none"> • Consumer health awareness • Corporate social responsibility • Special dietary requirements • Growing importance of health 	<ul style="list-style-type: none"> • Guidelines for balanced menus • Golden rules for blood sugar balance • Ensuring complete protein for vegetarians / vegans • Understanding fats – the good, bad and ugly 	<ul style="list-style-type: none"> • Interpreting food labels • Special diets, role and application • Specific suggestions for each meal • Syndicate exercise applying the principles of menu design 	<ul style="list-style-type: none"> • Add value to your menus and demonstrate your ethical credentials • Buying organic, seasonal, local and Fairtrade food • Guidance on products to prioritise and cost implications • Cost versus positive impact 	<ul style="list-style-type: none"> • Healthy options and alternatives for your menus • Key inhibitors to operators • Snack and vending options • Effective supply chain solutions 	<ul style="list-style-type: none"> • Effective communication to customers and staff • Menu signposting & on-site marketing • Staff training and knowledge • Benefits of nutrition offer to your customer 	<ul style="list-style-type: none"> • Summarised nutrition priorities to support your implemented changes • Effective menu building frameworks • Practical application advice for chefs • Establish goals for implementation

All The Russell Partnership Team can be contacted at: 17 Cavendish Square, London W1G 0PH 020 7665 1888

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The Partnership Workshop Team



Laurence McCarthy



Fiona McDonald Joyce



Dianne Adlard

Venue

The venue is Ashridge Business School, approached through acres of National Trust parkland, located in the beautiful grounds of the Ashridge Estate near Berkhamsted, Hertfordshire. Full details will be sent to participants. More information on location and available accommodation can be found at: www.ashridge.org.uk

Schedule

The schedule for each day is:
0900 registration and coffee
0930 session commences
1630 departure

There will be nutritional mid-morning & afternoon breaks and lunch

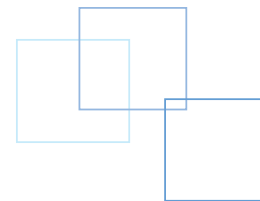
Fees

The fee per person is £275.00 plus VAT (non-residential) which includes all teaching materials, training costs, refreshments and lunch. A 10% discount is available if two or more delegates attend from one organisation.

7½% of all fees will go to the charity Food for the Brain to further develop their activities

Make a booking

Call Nicola Rees on 020 7665 1888 or email nicola@russellpartnership.com



the russell partnership

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