



**PUBLICSECTOR  
CATERING**

**17 - 21 MAY 2021**

**PLANT BASED WEEK**

## Working together to feed a healthy nation

**The demand for plant based meals** is increasing rapidly as more people either become vegetarian, vegan or move to a more flexitarian diet. Statistics vary but the Vegan Society claim that 7% are vegetarian and 1.16% are vegan in the UK (a 2018 comparethemarket study has this as high as 14% and 7% - nearly 10m people). We know that this is driven by a number of factors including health, the environment and animal welfare concerns.

This consumer trend is directly reflected in the demand from customers on the public sector catering service. They want greater choice as well as knowing that the services are working towards a more environmentally and health friendly offering.

The PSC100 Group campaign to encourage public sector caterers to reduce the volume of meat (particularly red) they serve by 20% gained huge traction throughout 2020 both within the industry and across national press. As the group look to move the campaign on to being more measurable and practical we have decided to run a week of content and discussion to reflect the change and the great work the industry has done.

### **PSC PLANT BASED WEEK ACTIVITIES**

#### **The plan for the week includes:**

- Call to action – PSC Plant Based Day – encouraging all Public Sector Caterers to have one day in the week where they serve only plant based food – downloadable toolkit of literature explaining benefits of a more plant based diet – Health/environment/ etc
- Special digital issue of Public Sector Catering
- Special area on PSC Website – launched at start of week
- Special area for week on daily PSC Enewsletter
- Webinar discussing the future of plant based food in Public Sector Catering
- Daily Case Studies – increasing plant based in your menu and selling more
- Live demonstrations from suppliers of meat alternative products/PSC Plant based showcase
- Launch of crowd funding campaign to develop free carbon calculator specifically designed for measuring the footprint of public sector caterers
- Research launch with Eating Better Alliance
- Share your recipe competition – the best recipes that can use both meat and plant based alternatives – judged by a panel of Craft Guild of Chefs members
- Launch of a database of plant based recipes fully nutritionally analysed
- Plant Based products road tested by the Craft Guild of Chefs.



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**Special Issue Outline:**

Research report conducted with Eating Better Alliance

Keynote interview

Summary of Strength 2 Food report

Case Studies

Vegetarian/Vegan product Road Test with the Craft Guild of Chefs

60 seconds with the PSCMI

**Marketing Packages**

There are a number of opportunities:

**Platinum supporter:**

DPS advertorial with your embedded video in PSC digital issue and website

Page advert in PSC digital issue

Sponsorship of daily newsletter on day of Live demo

Live demonstration slot and case study

Up to 5 products road tested

Lead branding on all literature, etc.

Cost = £5,000 (only 5 available)

**Gold supporter:**

DPS advertorial with embedded video in PSC digital issue and website

Up to 3 products road tested

Sub-branding on all literature, etc.

Cost = £2,500

**Silver supporter:**

Page advert in PSC digital issue

1 product road tested

Cost = £1,250

**Contractor Credentials:**

3 page advertorial where contractors can promote their plant based/sustainability policies

**Additional products can be road tested for £50 per product**

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