

# FIT 4 FUTURE

Let's make  
(school) life  
delicious

**HEINZ**  
ESTD 1869



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Here at Heinz, we're proud to help schools serve up meals that kids love. In schools up and down the country, you'll often find a little bit of Heinz on kids' plates, perhaps on their uniform and, who knows, maybe even on the ceiling.

We want to work with you to ensure all schoolchildren are Fit 4 Future. That's why we've made it our mission to find out what the nation's schoolchildren – and their parents – really think about their school dinners.

## ABOUT HEINZ

Whether it's our No Added Sugar Banz or Tomato Ketchup with 50% less sugar and salt, we think it's important to make sure schools have the right products (in the right format and size!) so pupils can enjoy delicious and nutritious meals every day.

## FIT 4 FUTURE

### Let's make (school) life delicious

We carried out a UK survey of 1,000 schoolchildren aged between 6 and 16 – and their parents or guardians – to get their take on what's served up to them at school.



## THE LOWDOWN

So much has changed over the past 10 years when it comes to school dinners. The days of Turkey Twizzlers and double helpings of chips are over. Children are more interested in their food than ever before – they want to be kind, do good and look after our planet.

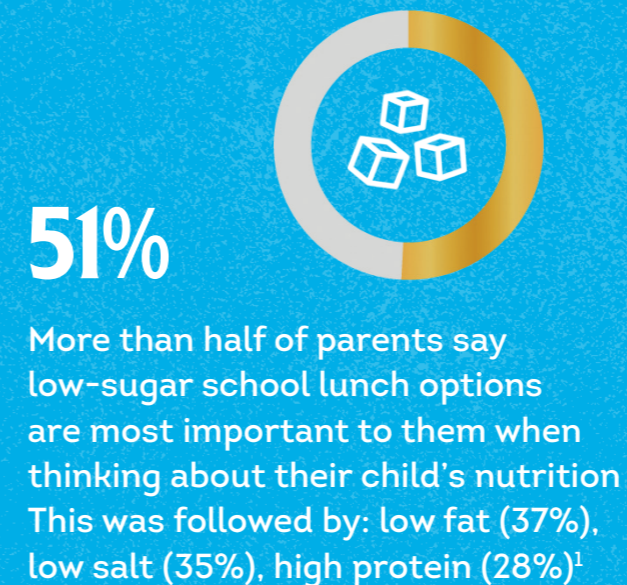
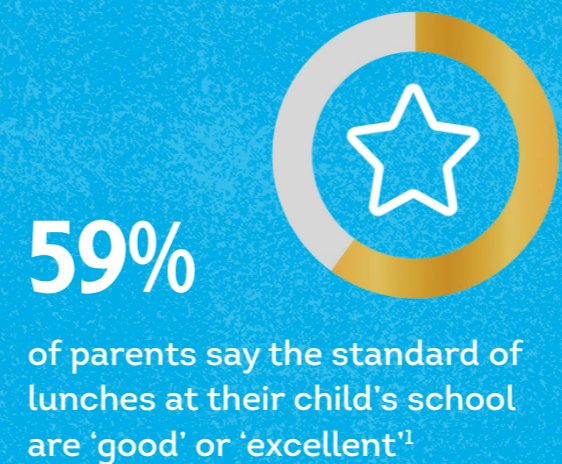
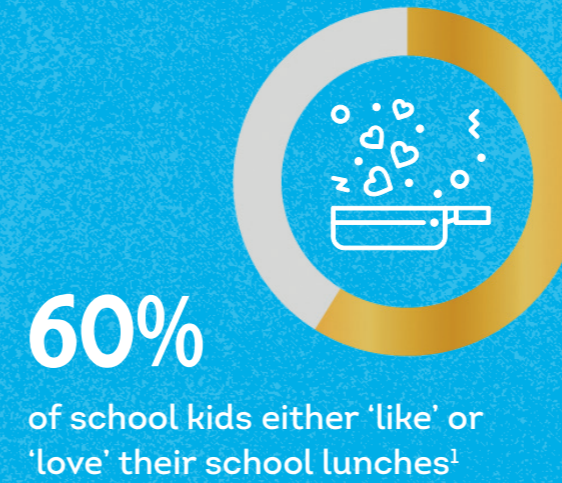
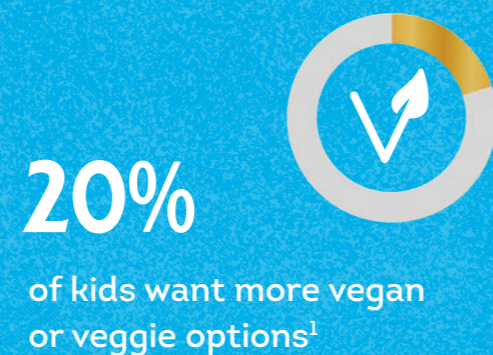
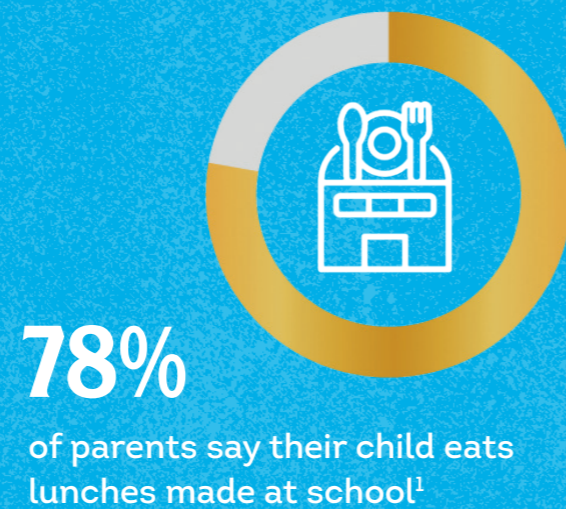
With the National Food Strategy, now is the time to create a food system that restores our health and our environment and ensures all children get the nutrition they need. Eating well in childhood is essential for both physical and mental growth.

Getting the meals right for children aged 6-16 can be a challenge – but that's why we're here. Their expectations are high, so food needs to be exciting and delicious, as well as meeting all the necessary standards. And from plant-based to free-from, we all need to make sure school meals offer a wide variety of options for different dietary requirements.

This generation is logged on and linked up. Not only do they want to know what's in their food, where it came from and what their choice says about them, but whatever they choose they expect it to be exciting, delicious and nutritious. (No pressure, then!)

Looking at all of these things, as well as what kids and their parents really think about school meals, our research covers three key areas:

1. **EATING RIGHT:  
HEALTH & NUTRITION GOALS**
2. **MOOD FOOD:  
WELLBEING & HAPPINESS**
3. **GREEN LIGHT:  
GENERATION ALPHA AND THE PLANET**



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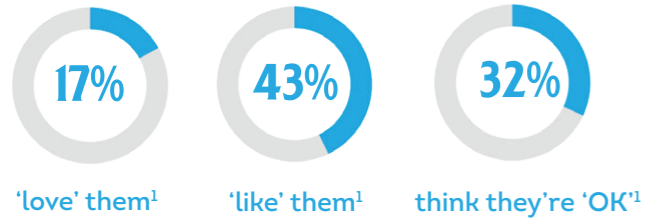
We know that a hot, healthy lunch is a key tool in tackling childhood obesity, this is why our members follow the school food standards, which limit the amount of fat, sugar and salt on their menus. We also know, as the report highlights, that more can be done. That is why we will be working with the Department for Education and Public Health England on revising the school food standards to provide less sugar and more fibre.”

LACA – The School Food People

<sup>1</sup> Onepoll 1,000 parents of children aged 6-16 in the UK, Feb 2020

## WHAT KIDS AND PARENTS REALLY THINK ABOUT SCHOOL MEALS

Most kids (aged 6 to 16) 'like' their school lunches



Parents shout loudest about primary school meals, saying they are better than those in secondary schools. We found that 63% of parents with primary-aged children think their school meals are 'good' or 'excellent' versus 52% of parents with secondary-aged children<sup>1</sup>.

“ My favourite thing about school meals is there's always something new to try.”  
Oscar, 11, London

“ My favourite lunch at school is jacket potato, I like being able to choose from the variety of different fillings and it gives me the energy I need for the rest of the day.”  
Zachary, 14, Croydon

“ My favourite lunches are chicken curry and fish-and-chip Fridays.”  
Anna, 4, Edinburgh



Kids from London show the most love for their school lunches

### BUT THERE'S ROOM FOR IMPROVEMENT...



<sup>1</sup> Onepoll 1,000 parents of children aged 6-16 in the UK, Feb 2020

### THEY ALSO LOVE BAKED BEANS AND ARE KEEN FOR NEW WAYS TO ENJOY THEM



### BUT MOST OF ALL, THEY LOVE HEINZ

47% say Heinz is their favourite sauce brand<sup>1</sup>

### PARENTS LOVE IT TOO

56% want to see Heinz No Added Sugar Banz on the menu more often<sup>1</sup>

### AND WE THINK WE KNOW WHY...

- No added sugar
- High in protein
- High in fibre
- Low in fat
- Vegan
- No artificial colours, flavours or preservatives
- Contributes to one of your five-a-day
- Gluten free



We know that taste is everything and just because we've cut the sugar and fat in our Banz, doesn't for a second mean we've compromised on flavour.



## EATING RIGHT: HEALTH & NUTRITION GOALS

Getting nutritious school lunches in front of kids is important to us. With a quarter of UK children overweight or obese when they start primary school – rising to a third by the time they start secondary school<sup>2</sup> – we believe we can help via the school lunch menu.

Through its Childhood Obesity Plan, Public Health England wants to halve obesity in children by 2030<sup>2</sup>. As part of this the food industry has been challenged to cut back on sugar and calorie content.

Overconsumption of calories is one of the most significant contributing factors in becoming overweight and by making healthier choices easier and fairer for everyone and ensuring the right support is there for those who need it is critical in tackling obesity. Heinz supports individual choice, giving children a fairer chance to maintain a healthy diet and lifestyle.

▼ 53%



▼ 47%



“Our comparisons show a 53% reduction in sugar content and a 47% reduction in salt content on our menus by using Heinz No Added Sugar Banz. When we performed a blind taste test, the Heinz Banz came out on top.”

SIMON DATO AND DAVID MACKNESS,  
LUTON CATERING SERVICE



## HEINZ COMMITMENT TO SUPPORTING SCHOOL CHILDREN DURING COVID-19

We understand that kids pick up habits at school – and that applies to healthy eating – which is why we sent out educational kits last year to help them understand where their food comes from. The kits featured quizzes, wordsearches, stickers and a grow-your-own Banz in a Can experiment.

We also offer Heinz free school meals bundles and were proud to join England footballer Marcus Rashford in the fight against child hunger, supplying food packages while UK schools were closed due to the pandemic for kids who would usually get free lunches.

Marcus says: “Breakfast Club played an integral part in my life. Not only did it guarantee that I had fuel to sustain the day and really engage in learning, but it is where I formed my life friendships.”



Breakfast Clubs offer a community, an acceptance and I’m thrilled to hear the efforts Heinz are going to support these vital services. People claim education is the best means of combating poverty, but that formula is only successful if children are able to engage with learning. No child can engage and sustain concentration on an empty stomach.”

Marcus Rashford



“The diets of children are particularly concerning: 47% of primary school children’s dietary energy comes from foods high in fat, salt and sugar, 85% of secondary school children are not eating enough fruit and vegetables, more than 90% are not eating enough fibre and all are eating too much sugar.”

THE FOOD FOUNDATION, 2018



Being healthy is important to me so I can live a long happy life. I think we need to worry less about the pictures we see on Instagram and learn to put more emphasis on what’s happening on the inside.”

Secondary school pupil, Edinburgh

However, our research shows that kids know what ‘healthy’ means.



71% of children think that being healthy means exercising<sup>1</sup>



68% said ‘eating 5 portions of fruit and vegetables each day’<sup>1</sup>



63% said ‘eating a balanced diet’<sup>1</sup>

But there’s a demand for more healthy options in schools from parents:

- Overall, 31% of parents want more healthier options<sup>1</sup>
- This jumps to 38% of parents with secondary school children<sup>1</sup>

Looking closer, more than half (51%) say that low-sugar school lunch options are the most important factor when thinking about their child’s nutrition. This was followed by: low fat (37%) low salt (35%) high protein (28%)<sup>1</sup>

<sup>1</sup> Onepoll 1,000 parents of children aged 6-16 in the UK, Feb 2020. <sup>2</sup> Tackling obesity: empowering adults and children to live healthier lives, July 2020 - <https://www.gov.uk/government/publications/tackling-obesity-government-strategy/tackling-obesity-empowering-adults-and-children-to-live-healthier-lives>

We asked kids what helps them be healthy:

“DRINKING WATER”<sup>1</sup>

“TRYING TO EAT LESS MEAT”<sup>1</sup>

“EATING HEALTHY FOOD”<sup>1</sup>

DID YOU KNOW?

Heinz No Added Sugar Banz have less fat and calories than a chicken breast, tofu, beef mince or sausages?

DID YOU KNOW?

Heinz No Added Sugar Banz is the only no added sugar baked beans on the market?

## MOOD FOOD: WELLBEING & HAPPINESS

When you take a look at the UK's annual happiness survey, child happiness has fallen to its lowest level in more than a decade.<sup>3</sup> Couple that with the latest figures from NHS England – which show 1 in 10 children<sup>4</sup> suffer from mental health issues – and this presents a gloomy picture.

However, with celebrities like Selena Gomez, Miley Cyrus, Professor Green and Little Mix opening up publicly about their struggles – and with the conversation growing on social media – it's a subject that's being talked about more than ever before.

The relationship between food and mood is a two-way street. What children eat affects their mood. Helping children achieve and maintain a healthy diet will have lasting health benefits. A hungry child cannot concentrate so could miss out on half a day of lessons every school day if not given anything nutritious to eat first thing.<sup>6</sup>

Our research clearly shows that schoolchildren understand health and wellbeing are important factors when it comes to being 'healthy'.

### When asked what makes them happy:



71%

of children say "playing with friends"<sup>1</sup>

This was followed by:

64% spending time with family<sup>1</sup>

53% playing on the computer<sup>1</sup>

50% playing outside<sup>1</sup>

### When asked what makes them healthy:



48%

say "getting plenty of sleep"<sup>1</sup>

"Feeling well" and "being unstressed" were also mentioned<sup>1</sup>

We've partnered with children's charity Magic Breakfast whose mission is to ensure no child in the UK is too hungry to learn.

Magic Breakfast provides healthy breakfasts to children in over 1,000 schools in disadvantaged areas of the UK, plus expert support to help those schools reach all their pupils at risk of hunger without barrier or stigma. In 2020 Heinz provided 12 million meals to the charity for schoolchildren who might otherwise have gone hungry in the morning during the COVID-19 pandemic.

[WWW.MAGICBREAKFAST.COM](http://WWW.MAGICBREAKFAST.COM)

**BREAKFAST ISN'T GOING ANYWHERE.**



<sup>1</sup> Onepoll 1,000 parents of children aged 6-16 in the UK, Feb 2020. <sup>3</sup> The Children's Society annual Good Childhood report, 2019.

<sup>4</sup> NHS England, May 2020: <https://www.england.nhs.uk/mental-health/>. <sup>6</sup> Magic Breakfast: <https://www.magicbreakfast.com/what-the-charity-does-wellbeing>, August 2013

“Feeling happy is important because then I sleep better and enjoy doing things more.”  
Adam, 12, London

“I'm at my happiest when I'm playing with friends.”  
Sarah, 9, Sussex

“Feeling happy is important. It gives me positivity, creativity and more energy.”  
Primary school child, Surrey, England

## GREEN LIGHT: GENERATION ALPHA AND THE PLANET

Thanks to the influence of their Millennial parents and Gen Z role models, the Alpha child, born between 2011-2025 has strong ethics and values. The Greta Thunberg effect is credited with instilling a strong desire in kids to be kind, do good and look after our planet.

### When it comes to the future:



67%

of 6 to 9 year olds say that saving the planet will be the focus of their career<sup>7</sup>



59%

would like to work in a job that involves saving lives<sup>7</sup>



51%

want to work in a job where they can use technology to make a difference<sup>7</sup>

Teenagers feel the pressure when it comes to tackling environmental issues, with **80%** aware they should get involved but not sure they are well enough equipped to make a difference.<sup>8</sup> So school is their learning ground. **71%** of children say they like to learn about where their food comes from.<sup>8</sup>

### When it comes to what they eat:

Vegetarian (**15%**) and vegan (**6%**) options are important factors for parents when choosing a child's nutrition.<sup>8</sup>

Parents from East Anglia place most emphasis on vegetarian options (**21%**). Parents in London and Ireland place most importance on vegan options (**11%**).<sup>8</sup>

### DID YOU KNOW

Swapping meat for plant-based alternatives like lentils and beans could drastically reduce the effects of carbon emissions by "more than a decade", as well as improve our health.

NEW YORK UNIVERSITY'S DEPARTMENT OF ENVIRONMENTAL STUDIES

**100%** Heinz No Added Sugar Banz are suitable for vegans and the steel cans are 100% recyclable.

**62%** Some 62% of Gen Z prefer to buy from sustainable brands.<sup>9</sup>

The Alpha generation may be focused on greener living, but recycling, plastic reduction and using up food waste in schools divide opinion.



52%

More than half of children would like their school to recycle more to help the planet compared with 44% of parents<sup>8</sup>



48%

of children would like their school to use less plastic and 46% of parents agree<sup>8</sup>



29%

of parents would like their child's school to use up leftover food, compared with 23% of children<sup>8</sup>

“

It's important to look after the planet so we can make it last longer.”

Zac, 13, Croydon

“

It's important to look after the planet so that we make sure humans and animals have a good place to live.”

Eva, 7, Edinburgh

“

If we don't look after the planet, pollution will happen and the sea will fill with plastic.”

Kimon, 7, Edinburgh



ProVeg UK is a part of ProVeg International, a global food awareness organisation with the mission to reduce global animal consumption by 50% by the year 2040. We're active in eight countries across four continents.

Like Heinz, we're passionate about making small changes to school menus that can have a big impact on children's health and the health of our planet. We're working to increase the uptake of existing vegetarian meals, and to increase the quantity and quality of plant-based food in schools.

We share Heinz's view that we owe it to our children and the planet to make school meals healthier and more sustainable.

JIMMY PIERSON, DIRECTOR OF PROVEG UK



## BACK TO CLASS: TIPS FOR SCHOOLS

As well as looking to offer nutritionally balanced and healthy meals for children, schools need to cater for a growing number of dietary requirements. Our No Added Sugar Beanz are here to help!



### NO ADDED SUGAR BEANZ (2.62KG)

- The only no added sugar baked beans on the market
- Suitable for vegans
- 1 of your 5 a day
- High in protein and fibre, low in fat (meets PHE guidelines)

Besides being an everyday staple to add to a baked potato, can also be used with well-loved dishes such as lasagne, casserole and cottage pie to add some juicy flavour. And it's not just lunches - get creative with Beanz toasties, shakshuka and burritos to ensure kids are full and ready to learn!

“

We make Cowboy Casserole, which is chopped up sausages and bacon mixed into the beans. This is a definite favourite! Beans are a popular staple - they're cheap, filling and nutritious.”



## 1. TAKE A LOOK AT OUR HEINZ BEANZ EDUCATION COOKBOOK FOR MORE RECIPE IDEAS.



HEINZ  
ESTD 1869

## 2. GET TO KNOW THE REST OF OUR DEDICATED RANGE FOR SCHOOLS

### 50% LESS SUGAR & SALT TOMATO KETCHUP (2.15L)

- The lowest sugar, salt and calorie ketchup in Foodservice UK
- Contains real tomatoes
- Unique Heinz taste
- Meets PHE and FSA salt target



### LIGHT MAYONNAISE (5L)

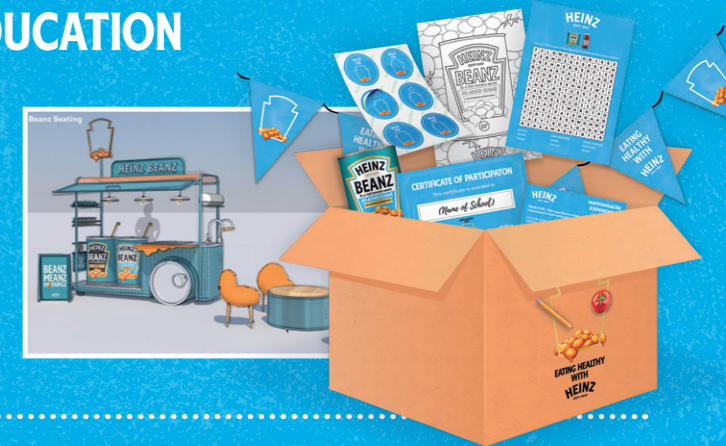
- Only 39 calories per tbsp
- No mustard allergen vs brand leader
- Made with free range eggs
- Improved thickness for better mixing

## 3. EXCITE KIDS ABOUT HEALTHY EATING IN SCHOOL



### HEINZ ASSETS FOR EDUCATION

- Eating healthy with Heinz Kit
- Beanz truck
- Heinz Education Cookbook

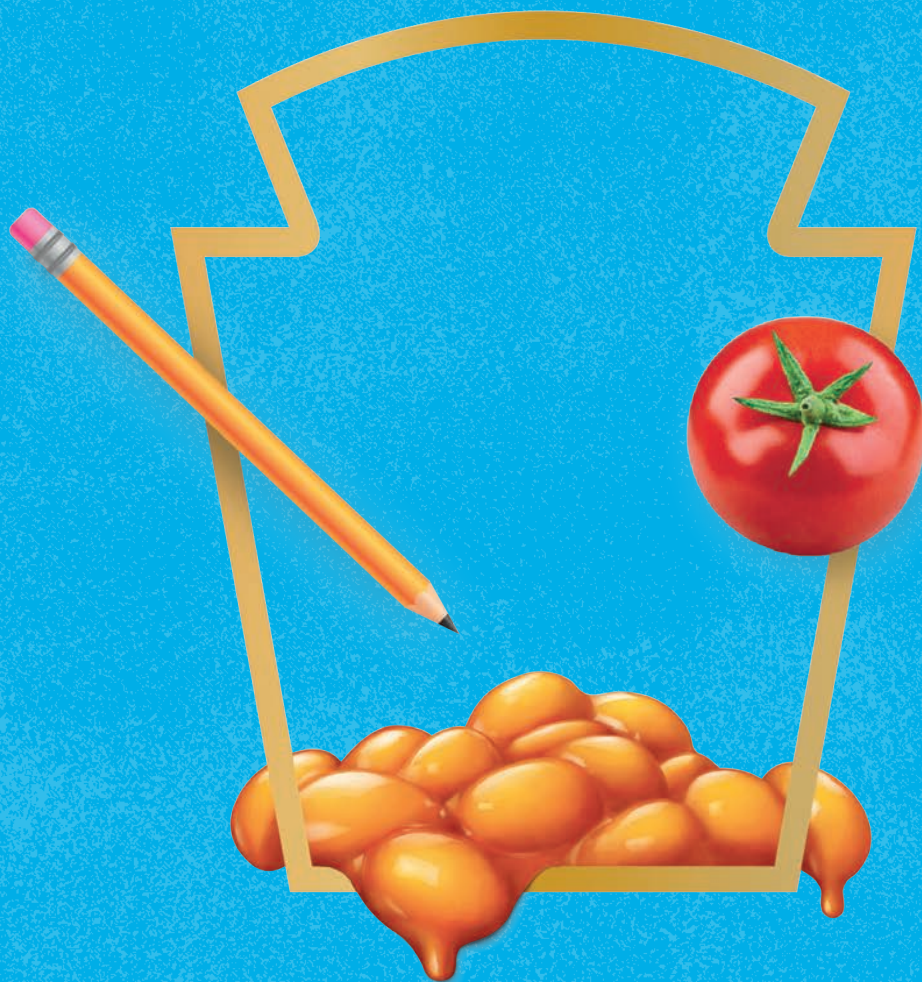


## CONTACT YOUR WHOLESALER TO PLACE YOUR ORDER

Contact [education@kraftheinz.com](mailto:education@kraftheinz.com) for further information on how to get our dedicated and engaging assets for schools.

HEINZ  
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**EATING HEALTHY  
WITH**

**HEINZ**  
ESTD 1869

Contact: [education@kraftheinz.com](mailto:education@kraftheinz.com)

to hear how Heinz No Added Sugar Banz can help your school or college  
create nutritious, flavour-packed meals to keep pupils full of beanz.

[www.heinzfoodservice.co.uk](http://www.heinzfoodservice.co.uk) | [@kraftheinz\\_fsuk](https://www.instagram.com/kraftheinz_fsuk)