

Shire Services - December 2025



Parent Newsletter



Merry Christmas & Happy New Year!

As the festive season arrives, we'd like to thank all parents and carers for supporting school meals. Your support helps us provide safe, nutritious, and enjoyable food for every child - every day.

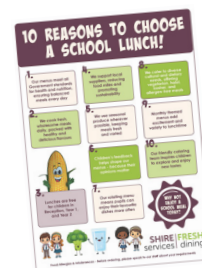
Why School Meals Matter

School meals aren't just convenient - they support your child's health, learning, and wellbeing.

- Balanced nutrition: Fresh fruit and veg, wholegrains, and healthy portions for energy and focus.
- Affordable and stress-free: No packed lunch planning needed!

Prefer a Packed Lunch?

We can provide healthy, freshly prepared packed lunches for children who would rather have those - just ask your school's catering manager for details.



SHIRE SERVICES PACKED LUNCH!

Why not treat yourself to one of our delicious packed lunches?

Freshly-made and packed for collection at lunchtime from the school catering team!

Includes a Yummy Sandwich
Crisps
Fruit
Dessert of the Day
or Sweet Treat

AVAILABLE TO PRE-ORDER ALONGSIDE OUR HOT AND COLD LUNCH OPTIONS!

SHIRE|FRESH|services|dining
www.shireservices.co.uk

Food Allergies & Intolerances - Before ordering, please speak to our staff about your requirements.

Important Date: School Census Day - Thursday 15 January 2026

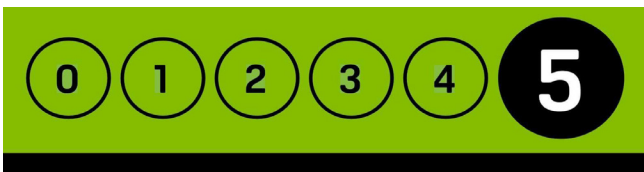
Choosing a school lunch (hot meal or packed lunch) on Census Day helps your child's school. Meal uptake on this day directly affects future school funding.

Please encourage your child to enjoy a school meal - every meal really does count!



Celebrating Success

- **Award-Winning Menus** - We've received multiple national awards this year for healthy, tasty menus and excellent service - because your child deserves the best.



- **5-Star Hygiene** - Every site inspected since July achieved the highest rating, showing our strict standards for cleanliness and safety.
- **Climate-Friendly Choices** - Our recent [ProVeg School Plates Bronze Award](#) accreditation means more delicious, plant based options that are good for your child and the planet.
- **Food for Life & Sugarwise** - We're renewing our [Food for Life](#) Served Here accreditation, a nationally recognised standard for fresh, seasonal ingredients, local sourcing, and balanced nutrition. We're also applying for [Sugarwise](#) status to reduce free sugars across menus, helping children eat well today while protecting their health for the future.

Making Lunchtimes Fun



Children eat better when lunchtime is exciting! We support national initiatives that make healthy eating enjoyable:

- [Eat Them to Defeat Them](#) - Turns eating veg into a fun challenge with games and prizes.
- [Love British Food](#) - Celebrates local produce and seasonal favourites.
- [National School Meals Week](#) - A week of themed menus, competitions, and "try something new" days.



Safety First: Allergens & Intolerances

Your child's safety is our priority.

- We've operated a food allergy policy for over 20 years and keep procedures fully up to date.
- Ingredient lists can change, so please always check our online [allergen matrix](#) and online [carb matrix](#) for the latest information.
- If your child has allergies, diabetes, or other medical needs, you can book a meeting with your Shire Services school catering manager to agree a safe, suitable menu.

For further support, contact your school catering contract manager.

Why School Food Standards Matter

All our menus meet national [School Food Standards](#)

ensuring:

- Balanced nutrition for growth and learning
- Limits on sugar, salt, and saturated fat
- More fruit, vegetables, and wholegrains

These standards support children's health and wellbeing - something we're passionate about.

Championing School Meals at Westminster



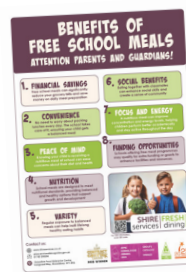
Our general manager, Susan Vuli, now regularly attends national parliamentary meetings on school meals to make sure your child's needs are heard at the highest level. At the most recent round table, Susan was invited to speak - sharing ideas on funding, sustainability, and best practice to improve school catering across the country.

Why does this matter for your child?

- We're pushing for better funding so schools can keep providing high-quality meals.
- We're supporting British produce and sustainability to keep menus fresh and climate-friendly.
- We're sharing best practice so your child benefits from the latest standards in school catering.

Free School Meals & Universal Infant Free School Meals

Every child deserves a healthy, balanced meal at school - and these schemes make it possible at no cost to you.



If you think your child may be eligible, please check:

- Your school's website for details on applying (or speak to your school).
- Local authority Free School Meals page: [Apply for Free School Meals](#)
- [Universal Infant Free School Meals guidance:](#)

These schemes ensure every child has access to a healthy, balanced meal at school - at no cost to you.

Sammy Sweetcorn & Inspiring Young Minds

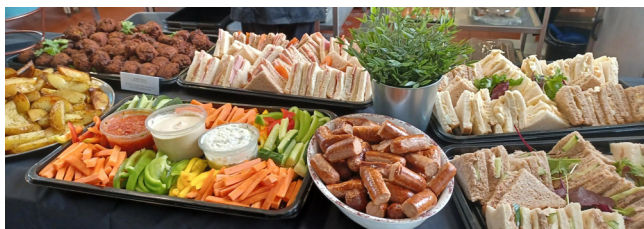


We supported the ['This Girl Can'](#) event, inspiring 250 girls to get active and try new foods. Sammy Sweetcorn was a big hit with our 'Guess the Hidden Vegetable in the Dessert' challenge, making healthy eating fun and memorable. Sammy has also visited schools this year, bringing smiles and excitement to lunchtimes!

More Than Just School Meals

We also offer:

- [Hospitality](#) for any occasion – From birthdays and weddings to community events, we provide delicious catering tailored to your needs.



- [Food safety advice & compliance consultancy](#) – Expert guidance to help businesses and organisations meet the highest standards.



- [Training courses](#) – We deliver regular, accredited training for our staff and offer bespoke courses for external organisations too. Topics include food hygiene, allergen management, catering skills, and compliance.

[Explore our full range of services](#)

or contact us (details below).

SHIRE services



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	www.shireservices.co.uk
	Shropshire Food Enterprise Centre, Vanguard Way, Shrewsbury SY1 3TG

Have Your Say

Help us improve! Please complete our quick [School Meal Survey](#) - your feedback shapes future menus and keeps lunchtimes exciting for your children.

Follow the above link to complete the survey or Scan the QR code



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Follow us for updates, theme days, and fun activities:



SOCIAL MEDIA QR CODES

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Sweetcorn Fun! Photo Gallery



Knitted Sammy enjoyed meeting staff at Nansen and Wyndcliffe Primary Schools, Birmingham (part of Leigh Trust)



Sammy Sweetcorn pictured with staff at Bomere Heath CE Primary School



Sammy Sweetcorn presenting prizes to competition winners at St John The Baptist CE Primary School, Ruyton XI Towns



Sammy Sweetcorn pumpkin picking at Battlefield Farm, Shrewsbury, with his little helpers Alice and Toby



Sammy Sweetcorn joined in the sports day fun at Radbrook Primary School, Shrewsbury

Sammy Sweetcorn & Knitted Sammy can't wait to meet YOU!
Bring some fun to your day - book a visit now!

Contact your Contract Manager today to arrange your visit.