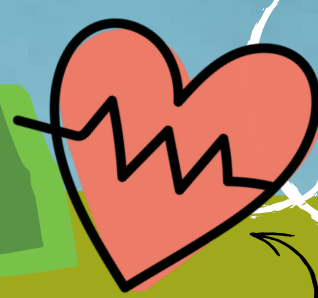


Introducing Nudge, Nudge!



Nutritionist Choice logo

Nudge, Nudge is Chartwells' healthy eating initiative which aims to subtly encourage pupils and parents to make more nutritious meal choices, as a part of Chartwells' Sustainability Strategy.

Why is it important:

- **1 in 3** children entering secondary education are obese or overweight
- At Chartwells we want to help children develop **healthy eating habits** and keep them **energised** throughout the day

Nutritionist Choice:

- Our nutrition team have identified recipes which have gone the **extra mile nutritionally and sustainably**, these will be referred to as '**Nutritionist Choice**' recipes

Nudging Techniques!



1. **Nutritionist Choice wording & logo** on ParentPay & dish tickets
2. **Counter layout** - fruits, salad and yoghurt promoted first on counter
3. **Healthy eating cue posters** i.e. 'Why not add some fresh salad to your lunch?'
4. **Dish tasters** of our yummy **Nutritionist Choice** dishes

New 'nudging' techniques will be added bi-annually to retain excitement

Counter Layout



Healthy Eating Cue Posters



Keep an eye out for our Nudge Nudge launching in schools this September!!