



INNOVATION FOR THE  
FOOD SERVICE SECTOR

# GOOD PRACTICE HEALTHY FOOD SERVICE COMPENDIUM

## A key resource for VET trainers

INSPIRED BY  
50 BEST  
PRACTICES  
FROM ACROSS  
EUROPE



Meet a new generation of value-added food service businesses, adapting to a fast changing and challenging sector in a responsible, ethical and profitable way.



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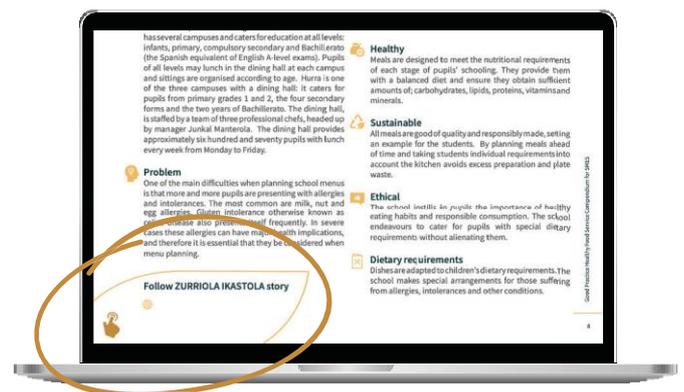
# HOW TO USE THIS INTERACTIVE GUIDE

The SUSTAIN Good Practice Healthy Food Service Compendium is an online interactive guide full of rich media resources (like videos) and additional learning links. This rich media content provides a deeper, self-guided learning opportunity. We invite you to use these links and to explore and engage with the case studies and best practices in more detail.

Interactive content is identified in this guide by these **ICONS**



**DEEPER LEARNING** - Click to find out more about our case studies

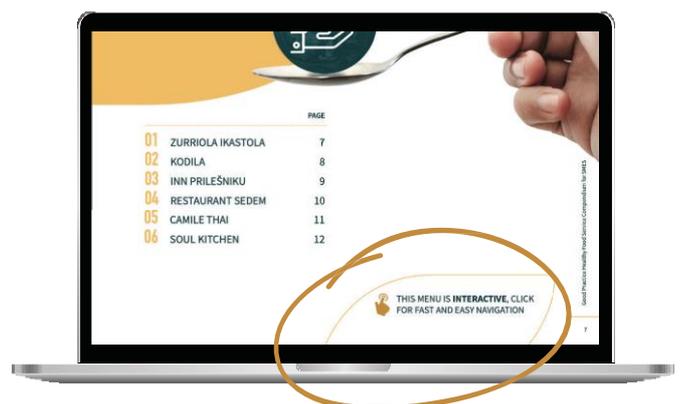
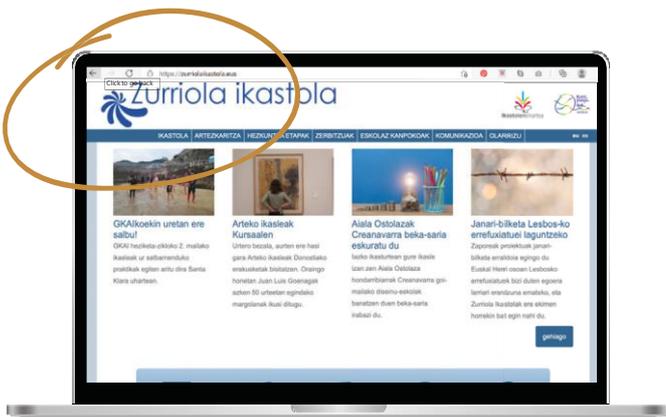


## TOP TIP

To return to the compendium – use the click to go back option in your browser

## FAST AND EASY NAVIGATION

Jump to a case study section of your choice by clicking on it in our interactive table of contents.



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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION

# Introduction

It is hard to imagine living through a historic global shift, but we most certainly are. The world seemed so certain a year ago, nothing seems certain now. Whole sectors have essentially collapsed, including events, hospitality, tourism and culture. 2020 - 2021 has been a rollercoaster for all in the foodservice sector, but with great challenges come great opportunities.

Those that **adapt successfully to the new reality fastest** – are likely to define the future of the sector. Many **food service businesses have pivoted to a range of different practices**; operating click-n-collect or delivery services, cook at home gourmet meal-kits or reheat food boxes.

The only way to survive will be to innovate and to adapt to suit the current trends. In a time of pandemic (COVID 19) the focus has become independent caterers. They are some of the most innovative, exciting and hardworking people in hospitality. Covid-19 has been devastating for many businesses, and many more great companies could find themselves still under threat. Now is the time to be bold and respond to changing demands, not to wait for the good times to return. There will be good times, but they will look very different.



*The virus should prove to be the catalyst for the adoption of new technology across the industry to build hygiene defenses and drive longterm sustainability.*



**Trish Caddy, Senior Foodservice Analyst**

With **50 examples of healthy food innovation** approaches used to transform food service businesses, the SUSTAIN team share these best practice examples of SMEs adapting to emerging market/consumer trends. These identified best practices enable/encourage their peers to become more innovative in offering healthier food service products. In essence the SUSTAIN GOOD PRACTICE HEALTHY FOOD SERVICE COMPENDIUM for VETs is a resource to inspire you as educators and information providers to create and encourage a new generation of food service operators and entrepreneurs. Food service operators and providers who will want to strive to meet the needs, values and expectations of society in a socially responsible and ethical way.

Our case studies are sourced from the **UK, Ireland, Spain, Slovenia, and Bulgaria.**

We captured inspirational stories and best practice examples. This Compendium is aimed at VETs, with a practical focus on pioneering approaches for healthier and greener food service business and indicates how you as a food service sector educator/trainer can encourage your students / SMEs to capitalise on them



We reveal best practice across the following **food service categories**, which act as our Compendium Index:-



Restaurant/Dining Hall



Café/Street Food



Workplace Catering/Home Delivery



Environmentally Friendly/Sustainable



Artisan



Organic



Vegetarian



Ethical



Vegan



Digitalization/Innovative Covid-19 response

## ACUTE NEED FOR INNOVATION

Innovation in food service has never been to the fore more than during the current Covid-19 crisis. Our Compendium brings together many diverse approaches to innovation and behind each approach there are passionate people who want to make a difference through their food service offering, (whether that be through the food offering itself, the way it is packaged, delivery through a short supply chain or adoption of technology). Many of the case-studies combine multiple approaches. It becomes evident how food service SMEs are thriving through practices such as sustainable local sourcing, ethical menu planning and a focus on nutritional health foods, while also fighting against food waste, using eco packaging, and considering planetary health and thus creating new more sustainable business models. Our case studies highlight the resilience and flexibility of the sector to innovative in the face of crisis. Covid-19 has resulted in a marked acceleration in digitalization, in terms of shifting to online business models with online orders, payment and deliveries and blended solutions of reduced capacity sit-in and online offerings.

## WHO WILL BENEFIT?

The SUSTAIN project aims to make a substantial contribution to supporting educators to stay abreast of trends and adaptations required in the Food Service sector and their implications for innovation and growth. SUSTAIN is aiming to create a unique training resource that pools the diverse knowledge to provide vocational education training (VET) educators with a complete guide to the drivers and opportunities for food innovation in Food Service in Europe. While also providing vital input to their own professional development, improving their results and opening doors to future career opportunities

### WATCH - Tackling Tough Times & Winning

Chairman and founder of NCASS Bob Fox. Described by some as the 'Godfather of the food service industry,' Bob has over 30 years' experience working in the catering sector; going from selling bacon butties on industrial trading estates to taking over the organisation known today as the Nationwide Caterers Association



CLICK TO VIEW

# ABOUT THIS COMPENDIUM:

This Good Practice Guide is a unique training tool for VET educators to get a complete view to the trends, drivers and opportunities for innovation and business survival in the food service sector in Europe especially mid & post pandemic. It aims to achieve this goal via highlighting Good Practices from project partner regions which were collected as a part of the SUSTAIN project.

Good Practice in the context of this project is defined as a food service provider demonstrating diverse approaches to innovation while wanting to make a difference through their food service offering, whether that be through the food offering itself, the way it is packaged, delivery, through a short supply chain, adoption of technology, while simultaneously keeping the green agenda at the forefront.

## THE POWER OF CASE STUDIES AS A TRAINING TOOL

*The SUSTAIN compendium of 50 Good Practice case studies provides a unique training resource that pools the diverse knowledge to provide VET educators with a complete guide to the drivers and opportunities for food innovation in the food service sector in Europe.*

**We encourage you to use case studies as part of your teaching/training practice. Why? Case studies are**

- used as a teaching tool to show the application of a theory or concept to real situations.
- fact and context driven. They create empathy with the main characters, are relevant to the reader, in relating to a challenge that needs to be solved.
- a way of discovering the concept in a new manner.

**A major advantage of teaching with case studies is that the learners are actively engaged in figuring out the principles by abstracting from the examples. This develops their skills in the key competencies of:**

- Problem solving
- Analytical tools, quantitative and/or qualitative, depending on the case
- Decision making in complex situations
- Coping with ambiguities

**SUSTAIN will substantially improve training for food service SME's and their staff by:**

- Raising their awareness & commitment to innovation for business growth via innovative sustainable systems, improved nutrition & digitalisation
- Providing applied industry input to their own professional development, improving their results and opening doors to future pivots and adaptations while also achieving commercialisation of opportunities



## THE PEDAGOGY OF CASE STUDIES

***Food SMEs are hungry for innovation. Although the food and drink service sector plays an important role within the EU economy, innovation in food sector SMEs has received little previous attention***

(Baregheh, A., Rowley, J., Sambrook, S., Davies, D. "Innovation in food sector SMEs", Journal of Small Business and Enterprise Development).

In applying the SUSTAIN Good Practice case studies in your training/teaching, you have the opportunity to address specific pedagogical issues and to develop higher-order skills in learners. We are adapting from the case method, based on a philosophy of professional education which **associates knowledge directly with action** (Boehrer, 1995). The case method is a rich and powerful approach to the development of cognitive skills in learners. It is also a flexible approach, in the sense that trainers can use it in alternative ways.

Velenchik (1995) highlights that the case method<sup>1</sup> is a **motivation to learn theory**. In VET training practice, we often use examples to illustrate the application of theoretical concepts. However, we tend to use the example to reinforce the theory, having taught the theory first, rather than thinking of the theory as a set of tools for answering the question

posed by the application. The focus, therefore, is on the theory itself, and the application is often perceived as incidental. When students do not understand the purpose of theory, the process of learning becomes more difficult than it needs to be, and they often fail to grasp the tools they need.

In the case method, the problem that the students are challenged to solve takes centre stage. They soon realise that they do not have the tools and they start looking for the tools. They want to learn theory. The case method can also be used in a very effective way to move learners gradually up the cognitive skills ladder from the low skills levels of knowledge, comprehension and application to the higher skills of analysis, synthesis and evaluation. This educational taxonomy was originally proposed by Bloom (1956) and provides a transparent and structured approach to the development of learner skills.

<sup>1</sup> The pedagogy of case studies | The Economics Network

## IN TERMS OF THE PEDAGOGY POWER OF CASE STUDIES, THE CASE METHOD DELIVERS:-

**Establishing knowledge within a real-world context;** the case method supports and facilitates the comprehension of basic knowledge. It involves the recall of a wide range of material but all that is required is bringing appropriate information to mind, not necessarily understanding its meaning. When combined with other training content, the case method is used to broaden knowledge.

**Comprehension.** This skill is defined as the ability to grasp the meaning of material. It can be demonstrated by translating material from one form to another, by interpreting material and by extrapolating information. By basing knowledge within a real-world context, the case method supports and facilitates the comprehension of basic knowledge.

**Application.** This is the ability to use learned material in new and concrete situations (i.e. taking influence to apply learning in their own food service innovation journey). Through our 50 Good Practice cases, learners develop an understanding of how theory is applied in real world contexts.

**Analysis.** Our Good Practices require students to break down complex information, establish relationships and identify issues. The process generally includes identification of the various parts, analysis of the relationships among the parts and recognition of the principles involved. As already mentioned, analysis is at the centre of the case method.

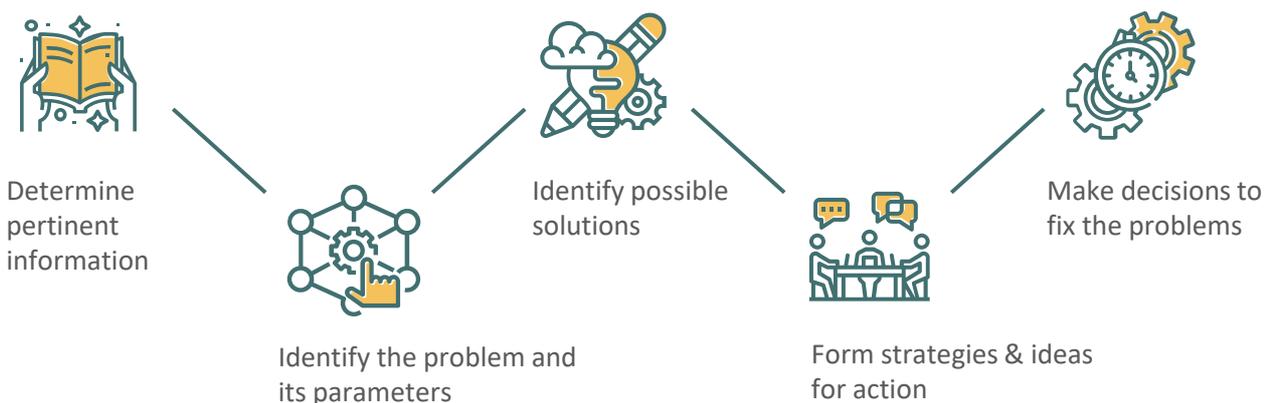
**Synthesis.** This skill refers to the ability to put parts together to form a new whole. The process may involve, for example, the production their own new business model development plan or research of new avenues to keep up to speed with trends and current events (e.g., a pandemic).

**Evaluation.** Critical evaluation is concerned with the ability to judge the value of material for a given purpose. After having analysed and synthesised a particular case, learners should engage in an evaluation of alternative policies or strategies available to the Good Practice business. This can include an evaluation of decisions already taken against possible alternative solutions.

## IN TERMS OF THE PEDAGOGY POWER OF CASE STUDIES, THE CASE METHOD DELIVERS:-

The objective of the Good Practice Guide is to provoke critical thinking and a broadening of perspectives and knowledge of food service SMEs and the VET bodies on the opportunities to innovate the food service industry so that it becomes more sustainable in every essence of the word. Either in groups or in individual learning, empower your learners to take over a Good Practice case, and dissect key information in order to identify the problems that arose and find solutions to the problems.

This allows learners to be able to:



## INSTRUCTIONS FOR LEARNERS

To achieve the full benefit from our Good Practice case studies in your training/teaching practice, encourage your learners to approach each case with the following **guidelines**:

- Thoroughly read the Good Practice case and formulate your own opinions before sharing ideas with others in your group or class. You must be able to critically examine the best practice presented, identify the problems on your own, as well as be able to offer solutions and alternatives. Before the study is discussed with the group, you must be able to form your own outline and course of action.
- Once you have a clear understanding of the good practice, you can share your ideas with other members of your group.
- Open discussion of the case and listen to the input of others in your group and class.
- Reflect on how your original ideas changed as a result of the group discussion.

**This is the first training deliverable of SUSTAIN. As an educator and as the project progresses, you will also benefit from our :-**

- Open Education Resources which realises a classroom course that makes maximum use of multimedia resources and our trainer's resource will introduce educators to the Education 4.0 agenda of forward-looking technology for adaptive learning.
- Online Course (IO3) which enables food service SME managers and employees to continue learning in a flexible, mobile environment.

## POLICY DRIVERS AND THE IMPACT OF POLICY CHANGES FOR THE FOOD SERVICE INDUSTRY

The burden of disease associated with poor nutrition continues to grow across Europe. Poor diet, overweight and obesity contribute to a large proportion of noncommunicable diseases, including cardiovascular diseases and cancer, the two main killers in Europe. National surveys in most countries indicate excessive fat intake, low fruit and vegetable intake and an increasing problem of obesity, all of which not only shorten life expectancy, but also harm the quality of life. Weight problems and obesity are increasing at a rapid rate in most of the EU member states, with estimates of **51.6 %** of the EU's population (18 and over) **overweight** in 2014, and this is increasing (EUROSTAT).

The SUSTAIN compendium & course has been designed to equip training organisations and food service businesses to develop healthy innovative products and digitalised business processes to ensure that food service SMEs in Europe are inspired and upskilled to dynamically respond to obesity challenges, changes in technology and lifestyles, also our compendium of case studies responds to the devastating changes that have challenged the food service sector since March 2020 and Covid-19.

# POLICY DRIVERS AND THE IMPACT OF POLICY CHANGES FOR THE FOOD SERVICE INDUSTRY

provision of safe, nutritious, high quality and affordable food to Europe's consumers is the central objective of EU policy, which covers all stages of the EU food supply chain, "from farm to fork". Its standards and requirements aim to ensure a high level of food safety and nutrition within an efficient, competitive, sustainable and innovative global market.

However, a series of emerging challenges and risks could put the currently successful European food system under severe stress. These challenges include demographic imbalances, climate change, resource and energy scarcity, slowing agricultural productivity, increasing concentration of the supply chain, price volatility, changing diet trends and the emergence of anti-microbial resistant strands.

Foresight analysis on "Delivering on EU Food Safety and Nutrition in 2050 - Scenarios of future change and policy responses" is a first step of the Commission's Foresight Project for future food policy development.

## THE PROJECT AIMS TO PROVIDE INSIGHT AND GUIDANCE FOR FUTURE POLICY-MAKING AND THE RESEARCH WHICH UNDERPINS EU POLICY IN THIS AREA BY IDENTIFYING THE:

- critical challenges to EU food legislative framework;
- future evolution of the challenges (in years 2020, 2030 and 2050);
- impacts of current challenges on EU's food legislative framework;
- potential critical changes in the current framework necessary to maintain the prevailing high standards.

## FOR MORE INFORMATION:

- 2015: "[Conference on the future of food safety and nutrition](#)" in EXPO Milano
- 2013: [Foresight analysis on "Delivering on EU Food Safety and Nutrition in 2050 - Scenarios of future change and policy responses"](#)

The [Farm to Fork Strategy](#) is at the heart of the [European Green Deal](#) aiming to make food systems fair, healthy and environmentally-friendly. The strategy sets out both regulatory and non-regulatory initiatives, Food systems cannot be resilient to crises such as the COVID-19 pandemic if they are not sustainable. We need to redesign our food systems which today account for nearly one-third of global GHG emissions, consume large amounts of natural resources, result in biodiversity loss and negative health impacts (due to both under- and over-nutrition) and do not allow fair economic returns and livelihoods for all actors, in particular for primary producers.

Putting our food systems on a sustainable path also brings new opportunities for operators in the food value chain. New technologies and scientific discoveries, combined with increasing public awareness and demand for sustainable food, will benefit all stakeholders.

“ “ *Delivering on EU Food Safety and Nutrition in 2050 - Scenarios of future change and policy responses* ” ”



## THE FARM TO FORK STRATEGY AIMS TO ACCELERATE OUR TRANSITION TO A SUSTAINABLE FOOD SYSTEM THAT SHOULD:

- have a neutral or positive environmental impact
- help to mitigate climate change and adapt to its impacts
- reverse the loss of biodiversity
- ensure food security, nutrition and public health, making sure that everyone has access to sufficient, safe, nutritious, sustainable food
- preserve affordability of food while generating fairer economic returns, fostering competitiveness of the EU supply sector and promoting fair trade

## WHAT IS THE POLICY BACKGROUND TO THIS WORK?

The [Europe 2020 Strategy - A resource-efficient Europe](#) calls for an increase in resource efficiency, to: "...find new ways to reduce inputs, minimise waste, improve management of resource stocks, change consumption patterns, optimise production processes, management and business methods, and improve logistics."

The [Roadmap to a Resource-Efficient Europe](#) follows up on this, and stresses that our natural resource base is being eroded by growing global demand, highlighting the food sector as priority area for taking action –

The 2011 European Parliament report on "[how to avoid food wastage: strategies for a more efficient food chain in the EU](#)" also strongly supports action in this area.

## WHAT DRIVES OUR FOOD SYSTEM?

The food system is highly complex and is driven by many economic, cultural and environmental factors. Better understanding these drivers and how they interact could help to improve public policies. In the box below, for information, are some of the key pressures on, and relating to, the food system. You will be given the opportunity to comment and provide you views/expertise on these issues.

By teaching the importance of policy context, you help your learners understand the macro environment in which their food product or service will perform. It is the Big Picture piece that each SME must appreciate and draw learning from. We have summarised the key policies that are important for your learners. Use the hyperlinks to learn more.

# INNOVATION BASED BUSINESS DEVELOPMENT

*This project is based on innovation within the Food service sector, and so as educators it is important that it is understood what innovation is. It is considered as a new idea and/or new way of doing things. Innovation is essential when wanting to improve products, services, sales, reduce costs or to make processes of an organization more effective and efficient.*

## TEACHING INNOVATION-BASED BUSINESS DEVELOPMENT WILL YIELD POWERFUL RESULTS:-

- Innovation is no less than the lifeblood of long-term development and growth. Your teaching should reflect that it is a process -- a journey, not a destination. Our Good Practices will give you tangible examples of 50 businesses on that journey.
- Learners will understand the creation of new processes, experiences, features, customers, offerings and models, but through the special lens of innovative thinking and innovative action to meet the needs of our customers
- The best innovations come in the execution, not necessarily the initial idea. Learn from our 50 Best Practices who have taken the challenge to think, adapt, and execute differently.

Broadly speaking, innovation as a phenomenon can be defined in various ways depending on various approaches and methodology of classifications. The basic definitions and types of innovation are presented by the [Organization for Economic Cooperation and Development](#) (OECD) in a series of manuals. The latest manual - [the Oslo Manual \(2018\)](#) defines innovation as “a new or improved product or process (or combination thereof) that differs significantly from the unit’s previous products or processes and that has been made available to potential users (product) or brought into use by the unit (process)”<sup>2</sup>. The European Commission in its "Green Paper on Innovation"<sup>3</sup> defines the term "innovation" as a synonym for the successful production, assimilation and use of novelty in the economic and social spheres. Innovations offer new solutions to problems and thus make it possible to meet the needs of individuals and society. The variety of innovation characteristics is expressed by many different definitions and authors. Different innovation definitions reflect the broad spectrum of aspects of innovation. The analysis of innovation aspects shows that since the first innovation definitions were developed the discussion of innovation aspects has progressed substantially -

“*innovation is seen not only as process of change or physical object, but also as instrument of change and the condition for this change*”

<sup>2</sup> <https://www.oecd.org/site/innovationstrategy/defininginnovation.htm>

<sup>3</sup> <https://op.europa.eu/en/publication-detail/-/publication/ad1d6f21-0b2e-423f-9301-c608035e906>

## THUS, THE ASPECTS OF INNOVATION CAN BE SUMMARIZED AS FOLLOWS:

01

innovation as something new (real object: product or service);

02

innovation as process of doing, creating something new;

03

innovation as the instrument for doing, creating something new;

04

innovation as condition (environment) for doing something new;

05

innovation as idea (concept) of something new;

06

innovation as human abilities for doing something new;

07

innovation as process of change.

The innovation classification has gone a long way and the latest categorisation of innovations in accordance with OECD methodology can be summarized as follows: there are two major types of innovation by:

- innovations that change the firm's products (product innovations)
- innovations that change the firm's business processes (business process innovations)<sup>4</sup>.

**Product/service Innovation** is a new or improved good or service that differs significantly from the firm's previous goods or services and that has been introduced on the market. Product innovations can involve two generic types of products: goods and services:

- Goods include tangible objects and some knowledge-capturing products over which ownership rights can be established and whose ownership can be transferred through market transactions.

- Services are intangible activities that are produced and consumed simultaneously and that change the conditions (e.g. physical, psychological, etc.) of users. The engagement of users through their time, availability, attention, transmission of information, or effort is often a necessary condition that leads to the co- production of services by users and the firm. The attributes or experience of a service can therefore depend on the input of users. Services can also include some knowledge-capturing products.

<sup>4</sup> [https://www.oecd-ilibrary.org/sites/9789264304604-en/1/1/4/index.html?itemId=/content/publication/978926\\_4304604](https://www.oecd-ilibrary.org/sites/9789264304604-en/1/1/4/index.html?itemId=/content/publication/978926_4304604)

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# 01

## RESTAURANTS/DINING



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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION

# 01 ZURRIOLA IKASTOLA

## School Dining hall

**Type:** Eating healthier at school  
**Country:** Spain, The Basque Country Donostia  
– San Sebastián



### Why it is a good practice?

This project is transforming school meals. Uniquely, meals served have been preplanned and adapted to pupils' nutritional requirements, dietary allergies and any other special needs the students may have. Although, the school caters for large groups, all pupils receive meals that provide them with adequate nutrition and while simultaneously instilling healthy eating habits. Thus, this establishment's Healthy eating ethos prevails, and they ensure that scaling-up in quantities doesn't affect their quality and nutritional content.



### About

Zurriola Ikastola is an educational co-operative of primary and secondary schools in the Basque Autonomous Community, where pupils are taught either entirely or predominantly in their native Basque language. The organisation is made up of parents, students and workers and was formed to provide quality education in Basque based on improved teaching methods. Zurriola Ikastola has several campuses and caters foreducation at all levels: infants, primary, compulsory secondary and Bachillerato (the Spanish equivalent of English A-level exams). Pupils of all levels may lunch in the dining hall at each campus and sittings are organised according to age. Hurra is one of the three campuses with a dining hall: it caters for pupils from primary grades 1 and 2, the four secondary forms and the two years of Bachillerato. The dining hall, is staffed by a team of three professional chefs, headed up by manager Junkal Manterola. The dining hall provides approximately six hundred and seventy pupils with lunch every week from Monday to Friday.



### Problem

One of the main difficulties when planning school menus is that more and more pupils are presenting with allergies and intolerances. The most common are milk, nut and egg allergies. Gluten intolerance otherwise known as celiac disease also presents itself frequently. In severe cases these allergies can have major health implications, and therefore it is essential that they be considered when menu planning.



### Action

In order to take the dietary requirements of each and every pupil into account, the cooking staff take this information and create menus around it. They then submit these menus to Itsas Natura, a company that provides comprehensive consultancy on food safety & food hygiene for all food handlers in the industry. A nutritionist also checks the menus to ensure they provide pupils with a balanced diet.



### Result

Every attempt is made to meet general dietary requirements; pupils with allergies or other conditions receive special adapted meals, while a balanced diet is obtained simultaneously for all students. The school also distributes a copy of the menu, which contains advice on planning balanced evening meals that provide children and adolescents with adequate nutrition during their growth spurts. The school ethos is that it is not enough just to feed pupils; it is essential to teach them how to feed themselves.



### Healthy

Meals are designed to meet the nutritional requirements of each stage of pupils' schooling. They provide them with a balanced diet and ensure they obtain sufficient amounts of; carbohydrates, lipids, proteins, vitamins and minerals.



### Sustainable

All meals are good of quality and responsibly made, setting an example for the students. By planning meals ahead of time and taking students individual requirements into account the kitchen avoids excess preparation and plate waste.



### Ethical

The school instills in pupils the importance of healthy eating habits and responsible consumption. The school endeavours to cater for pupils with special dietary requirements without alienating them.



### Dietary requirements

Dishes are adapted to children's dietary requirements. The school makes special arrangements for those suffering from allergies, intolerances and other conditions.

### Follow ZURRIOLA IKASTOLA story



## 02 KODILA

### Gourmet Ham Shop

**Type:** Ham shop, Butcher shop and Restaurant  
**Country:** Slovenia  
**Contact:** Janko Kodila



#### Why it is a good practice?

The Kodila family are very aware of their business carbon footprint and are endeavouring to minimise this impact. They only use a short supply chain for all livestock and fresh produce and are very successful in minimizing food waste throughout their business. They also believe in the importance of food origin and culinary heritage and are excellent in the promotion of local food products, ingredients and recipes. They keep these traditions alive by having skilled local employees.

#### About

Kodila Gourmet Ham shop is not just a shop. It is a third generation, family business, which combines butchery, curing and smoking, delicatessen and a highly esteemed Restaurant. Janez-Janko and his wife Helena are very much to the forefront of this enterprise. They are carrying on family and cultural traditions throughout the business. Their main focus is pig meat and all the pigs are of local origin, to ensure the appropriate quality of the product. They do however also serve quality beef and top-rated vegetarian dishes. In terms of the pig meat they avoid all artificial methods of curing and smoking and their experienced team use local Slovenian salt and traditional non-chemically enhanced smoking agents in large chambers. Their motto is “when you know what you’re eating”

#### Healthy

The Ham and all the other pig-meat products are prepared from locally grown pigs and without artificial preservatives, gluten, lactose or chemically enhanced smoke. Their restaurant also caters for vegetarians.

#### Sustainable

Despite the higher price of meat, the pigs are of local origin. This ensures the quality, and the food miles are minimal, thus reducing the products carbon footprint. The architecture of the ham factory was considered and carefully selected local materials were used, based on pragmatic design solutions from the architectural heritage of the environment.

The Kodila business constantly monitors and trains the staff to understand the importance of responsible handling of quality food and follows “from head to toe” principle. This means that they are also preparing meat products using the less known, but high nutrient content pig parts. This contributes to minimizing food waste and promotes more use of their heritage products, as these were commonly eaten in the past. Director Janez- Janko Kodila is also a key initiator and stakeholder in the protection of local produce. Prekmurje ham (Prekmurje is a region in the East of Slovenia) has gained protection at an EU level precisely because of his engagement.

#### Ethical

The company employs people from the local environment, those who share his sense of heritage and hospitality through their work. Due to his exemplary attitude towards employees, director Jamez-Janko Kodila has been repeatedly named the best craftsman in the region of Prekmurje.

#### Dietary requirements

Special profiles: organic food, seasonal food, local food, heritage foods, gluten free, naturally smoked, no artificial preservatives, lactose free.

#### Use of technology

Cashless payment, website, delivery.

#### Follow KODILA story



## 03 INN PRI LEŠNIKU

The culture of self-sufficiency in a traditional Slovenian Inn

**Type:** Inn/Restaurant.  
**Country:** Slovenia  
**Contact:** Zdenka Lešnik



### Why it is a good practice?

Produce from their on-site vegetable garden and orchard is used as a unique selling proposition of the Inn. In doing so, the Inn can insist on the production of old varieties and restore food culture heritage in their area. By following a distinct seasonal offering of dishes, they are more sustainable and their Zero Waste principle of business can be followed (Zero Waste is a set of principles focused on waste prevention that encourages the redesign of resource life cycles so that all products are reused).

### About

The PreLešiku Inn was established in 1932 and as a food business, it has always pivoted around their garden. Here they cultivate trees for fruit, an array of seasonal vegetables and aromatic herbs. They manage the garden in an ecofriendly way via, water harvesting and organic composting and through the use of, non-genetically modified seeds. They strive to be as self-sufficient as possible. They bake their own goods and rely on neighbours for milk and other dairy produce. Their ethos is that actions have consequences and their philosophy is to minimise these consequences and promote their cultural heritage through their food and hospitality.

### Healthy

The owners of Pri Lešniku Inn are aware of the importance of healthy food for the wellbeing of guests. This is the reason their garden has been the pillar of their offerings for almost a century. With biodiversity and natural food production on site, they also support this philosophy through the careful selection of other similar minded local suppliers.

### Sustainable

The sustainable approach of the operation at the Inn is evident at every step of their food business. They are self-sufficient in many aspects; they harvest rainwater for watering the garden, all organic waste is composted, and careful menu planning and winter stock preparation supports their efforts towards zero waste.

### Ethical

The company employs people from the locality, who pass on the same sense of heritage and hospitality through their work. When selecting seeds for planting, they avoid genetically modified ones.

### Dietary requirements

Special profiles catered for including vegetarian, vegan, those who seek out homegrown organic food, seasonal menus and local ingredients. Their entire collection of menus, are orientated around healthy eating.

### Use of technology

Cashless business, delivery that adapts to market needs - contactless sales, electric bicycles for their guests.

Follow INN PRI LEŠNIKU story



# 04 RESTAURANT SEDEM

Taste Maribor

**Type:** Restaurant  
**Country:** Slovenia  
**Contact:** Mojca Polak [mojca.polak@vsqt-mb.si](mailto:mojca.polak@vsqt-mb.si)



## Why it is a good practice?

This school restaurant is an innovative way to build a basis for the future of food through promote local culinary heritage. The next generation of food creators is empowered through culinary storytelling, local sourcing of raw materials, healthy balanced menu planning.

## About

Restaurant Sedem is the first school restaurant in Slovenia that operates according to an innovatively designed business model, where students independently perform all professional duties & processes under the supervision of mentors. The introduction of Restaurant Sedem itself, is a great asset for the school, as the students get to use the theoretical knowledge acquired also in practical manner. They train in the preparation of good coffee, natural juices, learn about raw materials, design and preparation of menus, dishes and desserts of all kinds.

They develop and strengthen skills in receiving guests and serving, organising the workspace, and get think about introducing their own innovative ideas. For students at the end of school and graduation it is very important that they know how to demonstrate all the acquired professional competencies. Under the watchful eye of the mentors in the restaurant, they gain even more knowledge and experience and are more confident and ready for new discoveries and creative professional challenges the moment they leave the school with a diploma in hand. The Restaurant received a Michelin Plate for 2020 indicating the quality of the food being served. This is hugely encouraging for the students and mentors alike.

## Healthy

Sedem encourages the revitalization and reintroduction of local traditional dishes, with a twist. The students are encouraged to consider their culinary heritage but in a healthy approach. They create dishes using seasonal local ingredients and create nutritionally balanced meals.

## Sustainable

Culinary heritage is based on the integration of local knowledge and skills. This involves strengthening collective awareness and pride and promoting deficient professions in the fields of agriculture, food technology and hospitality among students and local consumers. Restaurant Sedem, through promoting local culinary heritage through a modern lens, promotes the use of seasonal produce which feeds into a reduction in carbon footprint.

## Ethical

The restaurant school employs mentors from the local environment, who pass on a sense of heritage and hospitality through their teachings. The students consequently learn the necessity of local gastronomy heritage, how to reintroduce forgotten dishes and the correct usage of local produce. The restaurant is open to the public and offers an honest approach to their guests, by having a very visually open kitchen. They also have a garden terrace, which acts as a green oasis in the middle of the city giving rest bite to the diners.

## Dietary requirements

The restaurant considers all dietary profiles: organic food, seasonal ingredients, local recipes and vegetarian dishes all with a view to improving or innovating the traditional recipes into healthier versions. They offer alternative breakfasts, lunches and dinners but all as balanced meals.

## Use of technology

Website, cashless payment and delivery, that adapts to the demand

## Follow SEDEM story



**Type:** Restaurant / Take-away  
**Country:** Ireland



## Why it is a good practice?

Camile Thai is innovating the fast-food world by demonstrating that take-away or delivery of 'fast-food' can also be healthy food and can be produced in a sustainable and ethical manner. The restaurant chain through its development strategy has supported their franchisees every step of the way to deliver a quality and consistent product. No matter in what location, they are all aligned with the same principles of locally sourced produce, hand-made aromatic sauces and made to order dishes of 'good mood Thai food'. Through digitalisation they are going that one step further and promoting health, through the use of their App. Here, they provide calorie and macronutrient counts, which are lab tested and certified by Nutritionists. Their website is very much health and nutrition focused.

## About

Camile Thai was established in 2010, opening their first restaurant in Dublin, Ireland. It was small beginnings, but through franchising, the company has expanded to other parts of Ireland. They now have 29 outlets in the country, as well as restaurants in London. Camile Thai has grown to be a well-known and trusted brand in Ireland. To negate restaurant revenue lost during the COVID-19 pandemic, Camile Thai have innovated and come up with new ways to grow their business and in the process to break the mould of the 'traditional takeaway' by delivering local, healthy and fresh, restaurant-quality Thai food straight to your door. They have a recipe for success and have won the best Thai restaurant in Ireland for four years running. They had identified locations that would benefit from having a food delivery service and have brought their kitchens back to life, with minimal capital expenditure. With Camile's delivery sales increased by +35% since social distancing was introduced, they are largely insulated from the Covid-19 storm and are now offering a new format of franchise for others to replicate their business model.

## Healthy

With all the menus, the Camile Thai approach is simple. Their expert Thai chefs create restaurant-quality Thai food using fresh, natural ingredients. No grease, no guilt, just delicious, healthy food. Camile is committed to the idea that fast food doesn't have to mean unhealthy food. Their menus are certified by a nutritionist and they cater for all diets. Everything on the menu is calorie counted, including macros, so the customer can track exactly what they are eating. They also run free yoga classes across Dublin and give healthy cookery demos.

## Sustainable

Environmental and sustainable development has become at the heart of everything Camile Thai are working on. Camile was the first restaurant chain in Ireland, and among the first in Europe, to introduce compostable delivery packaging across its stores. They use the most sophisticated recycling program available to restaurants, as well as water-regulating woks and on average have <1% food waste weekly. They believe in keeping their environmental impact as low as possible. Camille Thai use locally grown, grass fed Irish beef and pork, as well as locally grown vegetables and herbs when in season.

## Ethical

Camile Thai believe in positive change as they grow, and they know how important it is to be both ethical and to reflect guests' dietary choices. They recently created a Vegan menu, which is cooked using separate, meat-free woks, oil and utensils, which are only ever used for preparing Vegan dishes. They aim for zero food waste and are trialing 'cleaner' delivery methods via Drone delivery. They also put a delivery radius from each outlet to minimise the carbon footprint of the food.

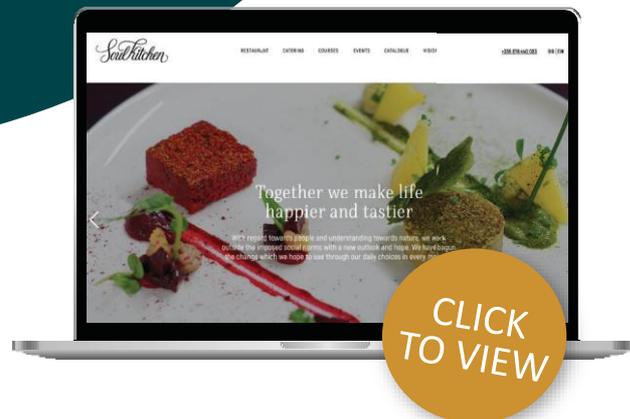
## Use of technology

They have developed an App and are linked with MyFitnessPal, which encourages their customers to be aware of what they are eating and promotes health and fitness. Their website is a route to their contactless ordering or delivery service. They are trialing a cleaner and greener delivery method in one location via the use of drones <https://oranmore.manna.aero/>

## Follow Camile Thai story



**Type:** Restaurant / Take away / meal delivery  
**Country:** Sofia, Bulgaria



## Why it is a good practice?

Soul Kitchen is an innovative Vegan Restaurant in the center of Sofia where sustainability and good ethical behaviour are the basis of their business model. They like to serve diverse and fresh food every day, at an affordable price. They work around a seasonal menu...“in tune with nature’s rhythm” and so, local sourcing and a short supply chain is key. The restaurant is run under the ethos of professionalism, innovation and a taste for experiments.

## About

Soul Kitchen was established by a group of friends, and professionalism and love offood drive them to inspire their guests. It is one of the most beloved places in the center of Sofia. Through thinking about people and empathy with nature, they work outside of the norms, with a new vision and faith for the future. Their motto is “Together we make life happier and tastier” and they do this through their menu, service, and beliefs. At Soul Kitchen you will taste a variety of cleansing & alternate drinks, interesting and creative Vegan dishes, no bake / raw desserts and many other unusual and different offerings each day. They are happy to offer delivery service within the working hours of the restaurant, throughout the territory of Sofia city. Soul Kitchen is a dream come true for this group of friends, as it has become a fresh and alternative venue in Sofia. Their vision has been realized through their love for food, attention to detail and an uncompromising selection of all raw materials.

## Healthy

Soul Kitchen offers smaller portion sizes; an array of water and low-sugar drinks and even their no bake vegan desserts are nutritious. The aim to reduce/avoid refined sugars, saturated fats and trans fats in their menu and offer healthy foods to aid the obesity crisis. Their approach is to, only cook ingredients to retain the maximum freshness of products and keep food in their natural state as much as possible.

Portion sizes are considered carefully for example soup of the day is 300 ml /Soul kitchen dessert is 150g.

Good food for them is:

- Food with pure origin – seasonal and predominately organic products are selected of regional and Bulgarian origin, as much as possible.
- Prepared using optimal fresh ingredients.
- Products and raw materials without, or with minimal friendly thermal treatment, in order to preserve the living microelements and vitamins within the products.
- Entirely wholegrain, natural, untreated and unrefined ingredients.
- All those free of animal products, ingredients with milk origin, artificial additives, improvers, colors, flavors, refined salt, refined and trans-fats, sodium glutamate, ingredients with E-numbers.

## Sustainable

When purchasing ingredients, they try to avoid packaging, as they are aware of the Environmental impact and waste. They believe in operating a circular economy and have eco-solutions in place for their take-away packaging. They offer purified water from the water purification system, Spring-Time 400 by Aqua Living. With this system they offer clean, fresh and quality “spring water”, thus avoiding the use of glass bottles, plastic, residues and heavy metals. In terms of sustaining their business they have established flexible sales channels.

## Ethical

Soul Kitchen is an SME who bases its business on healthy nutrition; responsible food chain; ethical sourcing and eco nutrition. They believe in empowering the consumer with all relevant information. As mentioned through thinking about people and bearing empathy towards nature, they are continuously improving their processes, with a new vision and faith for a greener future.

## Dietary requirements

The restaurant’s profile is mainly Vegan/Vegetarian. All allergens are considered and menus are designed to tackle global health issues like diabetes and obesity. Everything is plant based and carefully reflected upon for its health benefits. Portions sizes are well thought-out and coeliacs are catered for throughout all the available menus.

## Follow Soul Kitchen’s story



# 02

# CAFÉ/STREET FOOD



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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION

**Type:** Street food / Take-away  
**Country:** UK



## Why it is a good practice?

Guasa demonstrates innovative approaches to Healthy fast-food. They use fresh, quality ingredients throughout their menu and have introduced a relatively un-heard of cuisine into the London street food market, thus are keeping the Venezuelan culinary heritage alive, through the use of traditional recipes and methods. By considering their customers' needs and input they have made the filling choices adaptable to suit western palates. As a result of Covid-19 they have also demonstrated their ability to adapt and innovate their main business model to suit the new demands/trends imposed as a result of the crisis and create boxed meal kits and therefore are continuing the quality service and delivery of their product. At all times the business considers the impact of wasted ingredients on the planet and through correct menu planning and waste management are keeping their food waste to a minimum.

## Challenge

Venezuelan cuisine has never been common on the UK food scene and so David's dream was to bring his native flavours to the street food markets of Britain and demonstrate to foodies just how delicious Venezuelan food is. Initially, David introduced a very traditional Venezuelan menu whereby he taste-tested dishes every week until he got the flavour just right! He looked at offering 20 or so fillings but quickly realised that a large fresh food stock meant there was going to be a lot of food waste which, ethically or margin-wise, they didn't want. Instead, David opted to offer a select few fillings as part of Guasa's food line-up. He admits that appealing to new customers is a key challenge and the burger and pizza still win at times, but once he gets a new customer, he tends to keep them, as those who try his offerings love the flavours that they sample in Guasa's food.

## Action

The menu has been evolving through the years; they now adapt for each market/event and their customer needs in each location. David continues to listen to customer feedback when it comes to developing new recipes as he considers their input important in developing new additions to the menu. David's passion remains, he gets joy from preparing fresh food and cooking it in front of the customer and that feeds his love of working in the street food industry. He says; *"in a restaurant the chef rarely gets feedback, but with street food, people tell you straight away what they liked about the dish. It's about the whole vibe of seeing your food being made and then eating it in such an informal setting"*.

## About

Born in 2013 at London's Deptford Market, Guasa was the brainchild of young entrepreneur, David Gutierrez, who's dream was to bring the colourful flavours of his native country Venezuela to the palates of metropolitan Londoners. The economics graduate from Caracas combined his love of food with his degree, carefully calculated how he could successfully bring his native food to the streets of the UK with little or no experience. After teaching himself how to make the perfect Arepa – a traditional South American cornbread usually stuffed with beef, pork or eggs; David jumped straight in and set up his very own catering business. Now in the seventh year of trading,

David and his team have pitched up across the city and are also trading at Tooting Market and Mercato Metropolitano. They have also created quite the buzz at musical festivals amongst street food lovers; many of whom, had never heard of an Arepa prior to finding Guasa. After securing international media coverage for his work and the praise of tourists the world over, David has proved that a good head for business combined with hard work and passion are the key ingredients for success.

# GUASA

**Type:** Street food / Take-away

**Country:** UK

## Result

The ultimate goal from the beginning for David was simply to bring Venezuelan food to the UK and Guasa is now in the fortunate position of being a brand that is recognised for that. Looking to the future he would like to keep expanding the business, possibly into food halls and brick and mortar restaurants. David admits that he and the team get invited back to a lot of events now that they have a loyal following.

Having found a niche cuisine in which to base their menu around, the Guasa team have made quite a name for themselves amongst the London street food scene and it is thanks to their wide appeal and ability to consistently deliver high quality, fresh food that they have been featured in the Times, The Guardian and in South American press. David now has four fixed site locations under his belt and 16 people on the team. He has been keeping going through Covid-19 by offering Lockdown boxed-kits and food deliveries straight to people's door via Uber Eats.

## Healthy

All menus are prepared from fresh quality ingredients. The foundation of the menu is based on the Arepa (corn bread/ bun) which is naturally gluten, dairy and nut free so it enables those with particular dietary requirements order and only have to consider their fillings. There are fillings to suit all needs.

## Sustainable

Guasa take several measures to avoid food waste at all levels. They ensure to tailor their menu for different events in order to avoid plate waste and have also reduced their menu in size in comparison to traditional Venezuelan cuisine, which reduces the need to stock large amounts of fresh food.



**Follow Guasa's story**



# 08 DUMPLING DUMPLING

**Type:** Street food / Take-away  
**Country:** UK



## Why it is a good practice?

Founders of Dumpling Dumpling set up their business on the Isle of Wight to fill a niche in the market for authentic hand-made Asian style dumplings. However, they soon realized how versatile the food parcels could be and soon innovated the traditional version into inventive, original taste pleasing “food-bombs”. They did this in a fun way by allowing their customers become the inventors from time to time and in doing so created Vegan, Vegetarian and Meaty classics. Like most food businesses as a result of the Covid pandemic, they had to alter their business model and offerings. They have developed frozen feast boxes for delivery available for even beyond their native Isle and an online click’n’collect or delivery service for their hot dumplings and sides keeping the locals happy.

## Action

It dawned on them how versatile the dumpling is, and pretty much anything (as long as it tastes good) can be put into the perfect little parcel with a dumpling wrap - they call them FLAVOURBOMBS! To date they’ve created over 100 dumpling flavours, including sweet and savoury. The most popular are the Hoisin Not Duck and the Pesto Mac ‘N’ Cheese – both of which are plant based using a creamy coconut cheese. Dan and Natalie love to get inspiration for dumpling fillings from customers and dumpling fans so run lots of “What’s in Yours?” competitions online. For example, the inspiration behind their All-Day Breakfast Dumpling came from one creative customer – it’s got hash browns, scrambled egg, sausage, crispy bacon and baked beans all in one little parcel.

## About

Isle of Wight based street food business, Dumpling Dumpling, was the brainchild of Dan and Natalie Stirrup. After returning from living in China, they were left with a strong hankering for the classic dumpling experience of their former adopted country. The duo’s appreciation for the doughy delight began in the mountains of Yulin where they spent time wrapping dumplings with friends, before Natalie embarked on a cooking course in the region. After spending time perfecting the art of dumpling creation and trialing out their recipes on friends and family, the pair were finally ready to hit the local food scene and show off their culinary delights to customers. These customers are very influential as to what fillings make their way onto the Dumpling Dumpling menu.

## Result

One of the biggest highlights so far for the business was winning Best International Cuisine and the top prize of Best Street Food at the 2019 Hampshire Street Food Awards. Where they were praised for the quality, texture, flavours, sides and the rapport they have with their customers and fellow traders. This mentioned rapport with customers, has gained them a loyal following and since lockdown measures were put in place in March 2020, the team have been busy doing ‘dumpling drop-offs’ in their local area. Since their launch 4 years ago, the Dumpling Dumpling team have made over 100,000 dumplings by hand, created over 70 original fillings and traded at 50+ events. Despite the fact that Covid-19 has prevented them from trading at lots of festivals & events, their frozen dumpling drop-off service has enabled them to keep the business going and they’ve received fantastic feedback from grateful customers needing a ‘pick-me-up, treat dish’ on social media.

## Challenge

When the couple moved back to the Isle of Wight in 2011, they struggled to find dumplings that satisfied their cravings, so began to make them themselves based on what they had learnt from friends in China. They had friends over for dumpling parties where they got creative with fillings, rather than sticking to the traditional Chinese flavours.

## Healthy

All menus are prepared from fresh quality ingredients. The foundation of the menu is based the handmade Asian pastry, but the versatility of it’s fillings means that vegan, vegetarian and omnivorous diets can all be catered for.

## Sustainable

All their cutlery and serving trays are compostable and recyclable. Most of the events they attend do not allow plastic bottles, so drinks are in cans. They source ingredients locally and ensure the meat used is from reputable farms and butchers. They make small changes wherever they can, to limit the amount of single use items used within the business.

## Follow Dumpling Dumpling’s story



# 09 HOP & ROLL

**Type:** Street food / Take-away  
**Country:** UK



## Why it is a good practice?

By setting up Hop and Roll, Rosh was tapping into a cuisine that was quite unique in London. Having Sri Lankan heritage, she was able to reinvent traditional recipes in a new and innovative way. She chose the street food avenue to initiate her new venture to limit the amount of capital expenditure required, and in doing so was providing busy commuters with affordable, hot nourishing food. Hop & Roll has the ability to cater for meat-eaters and vegans alike and showed their adaptability during the Covid-19 crisis to be able deliver their food to the community.



## Action

Rosh said she had always wanted to be a member of KERB and it was her mission to do a workshop with them. Initially she was asked if she would like to do a taste and cook session for KERB traders at an event. After a successful trial, she and the team were asked to become a permanent fixture. At KERB she was assigned a mentor – a street food specialist who provides advice to businesses on how to attract customers, as well as leading them through the branding and menu process. It was here that she met other street food traders and learned the tricks of the trade.

## About

Rosh set up Hop & Roll in early 2019 after noticing a gap in the UK street food market for Sri Lankan food. Inspired by the cuisine of her childhood and armed with her mother and grandmother's old recipes, the passionate cook got to work creating a smorgasbord of beautiful dishes that would transport people from the bustling streets of London to the rolling green hills of Sri Lanka. After impressing KERB (the street food membership organisation in London) organisers and traders with her Sri Lankan hoppers filled with coconut and onion sambols and various meat and fish curries, Rosh secured a place on KERB's InKERBator programme, where she has been learning all the tricks of the trade from the experts.



## Result

When Covid-19 broke out and lockdown measures came into force across the UK, the Hop & Roll team adapted and began dispatching Hopper Kits for UK wide sale, building up a loyal following online with customers posting videos and images of themselves re-creating hoppers at home.



## Healthy

All menus are prepared from fresh quality ingredients. The foundation of the menu is based on the hoppers but the versatility of its fillings means that vegan, vegetarian and omnivorous diets can all be catered for, making the perfectly tasty, fulfilling and nourishing dish for busy commuters and those looking for an authentic Sri Lankan dish to re-create affordably at home.

## Challenge

Rosh's parents came to the UK from Sri Lanka in the 50's and so she was brought up eating their food at home. In central London there are only two Sri Lankan restaurants, and she was tired of people confusing her native cuisine with Indian. So, Rosh saw an opportunity to bring to light the different flavours and highlight how unique Sri Lankan food is. Two of the recipes for Sambols came from her mother and she put her own twist on them.

## Follow Hop and Roll's story



# 10 FRESHLY CHOPPED

**Type:** Salad café / Take-away  
**Country:** Ireland



## Why it is a good practice?

Freshly Chopped is showing the world that fast food can be healthy. With a strong emphasis on being plant based and therefore more sustainable and ethical. They give a good range of choice to their customers and use eco-friendly packaging to deliver the fresh and tasty offerings. They retained the market in Ireland, by quickly expanding using the franchise model and now are going international.

## About

Childhood friends Brian Lee and Andy Chen saw the movement towards a healthier Ireland in 2011 and felt there was a need for a healthy alternative in the fast-food industry. So, the idea of Freshly Chopped was born, with the first store opening in Dublin in May 2012. The company has been extremely fast moving, going from 3 to 50 outlets in the space of just three years. Most recently, Freshly Chopped agreed a six-figure deal to open two new outlets in Cyprus.

Brian Lee is no stranger to entrepreneurship and thinking outside the box. He started his first business; a gardening service, at the tender age of 11. His entrepreneurial spirit continued throughout his teenage years, running his own stalls at markets across Dublin. Brian describes the turning point for his business: *"The recession was in many ways a game changer for us. It forced people to go out on their own. It forced people into being an entrepreneur. For our business it definitely helped to negotiate rents to get into the market."*

Brian also explains that going down the franchise route was probably the hardest thing the company has done. They did this to grow the company quickly, which was in response to the news that a similar company was coming into Ireland. Due the Freshly Chopped move the other company decided not to come to Ireland.

Freshly Chopped was rewarded with the "best emerging franchise" at the Irish Franchise Awards in 2016. Every party interested in becoming a franchisee must go through rigorous steps to ensure they maintain the ethos of the company. Freshly Chopped now have 53 stores across Ireland, Cyprus and the UK, selling over 20,000 healthy salads a week as well as healthy blended wraps, baked Choppitos and homemade soups. The company hopes to emulate the expansion success of fast-food chain McDonald's and become a game-changer in the fast food business.

## Healthy

Freshly Chopped are committed to informing & educating their customers about healthy eating choices. The main basis for the menu is plant based with additional ingredients added according to the customers wishes. They cater for every dietary need and can boast customers of ages from 5 to 85. The company use, the finest quality ingredients & source locally first, where possible. The menu is assessed seasonally in order to empower the customer in making informed food choices. A full nutrition and allergen booklet can be found in every Freshly Chopped store or online. They offer a delivery, collection, take-away and dine-in service.

## Sustainable

Freshly Chopped not only focus on sustainability with their food they also make sure their packaging is sustainable. The salad bowls & lids are 100% compostable, the paper bags are made from Kraft paper, which is 100% recyclable and compostable. The supplier also operates a zero waste to landfill policy, are an IPPC (Integrated Pollution Prevention and Control) license holder, and runs on 100% green energy.

## Follow Freshly Chopped's story



# 03

## WORKPLACE CATERING/ HOME DELIVERY



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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION

# 11 MARYMOUNT CARE CENTRE

Lucan, Co Dublin

**Type:** Workplace Catering / healthcare sector  
**Country:** Ireland



## Why it is a good practice?

Marymount Care Centre's ethos is to serve good quality, 'real' food to hospital and care home residents. By providing a nutritious menu made from fresh ingredients they are proud to provide nourishment and healing food, resulting in healthier patients and residents. They avoid waste by good kitchen management and avoid over-processed and over-packaged foods by using fresh and local ingredients. By blending meals for those with special needs, they eliminate patient segregation. Food is not just sustenance but also celebrated as a social occasion and something to look forward to and to talk about.

## About

Joyce Timmins is a force to be reckoned with when it comes to food in the healthcare sector. When you think of hospital and care home food in Ireland you might think of something rather bland and colourless. Not so with The Rotunda Hospital and the Marymount Care Centre in Dublin, which have become a game-changers in hospital food. In 2017 Joyce, a Michelin star chef, took over in the catering department of the Rotunda, with a "fresh eye". Although it was her first job in the healthcare sector, she had extensive experience in restaurants around Ireland and in the UK, and she approached the challenge as a chef first and foremost. In September 2019, Joyce moved onto become the Catering Manager at The Marymount Care Centre, Lucan where she uses the same ethos of fresh food and fantastic flavours. As a result, there is far less food waste and far more nutrition in each meal, which of course makes for healthier patients and residents. Joyce would like to see more emphasis on food in the health care sector. She feels this is an area of the HSE [Ireland's health authority] that needs major changes. Hence, Joyce's next ambition is to be employed on by the HSE and work with dieticians and nutritionists to improve the catering across the board and get the menus to the standard that they should be at.

## Healthy

When Joyce came to the hospital, the food options were extremely limited with the evening meal consisting of a salad or a sandwich and many of the other meals consisted of processed or packaged foods. Joyce made a change straight away for everything to be cooked from scratch including soups and sauces. At the Rotunda Hospital nothing comes out of a jar or a packet. Simple, fresh meals are cooked and served on the same day. Out went hot boxes that kept food warm and congealing in kitchens before making its way to wards and in came fresh food, which was carved and plated up on wards and delivered to patients immediately.

*"Mealtimes are a time to look forward to for our residents. I want all residents and patients, no matter what their eating capabilities, to rest assured that they get not only nutritious meal, but it is a time of happiness too. Sometimes we need to build up some residents so we would use full fat products rather than low fat, but we make sure that the food contains all the natural nutrients that are so important for their health."*

## Ethical

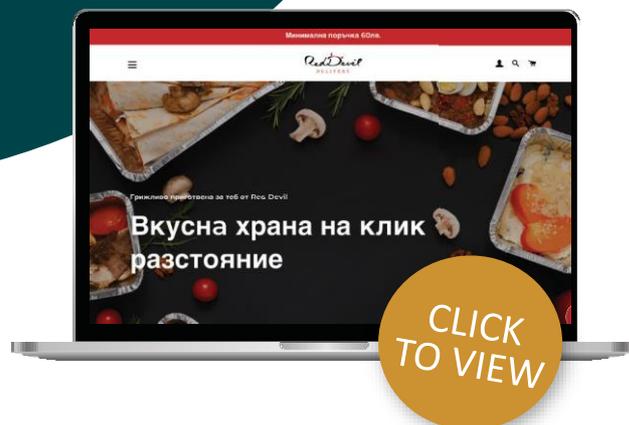
Joyce has a particular skill in creating visual masterpieces for those with a dysphagia condition, where one has difficulty in the passage of solids or liquids from the mouth to the stomach, a lack of pharyngeal sensation or various other inadequacies of the swallowing mechanism. From an all puréed Christmas dinner to open salmon sandwiches, Joyce epitomises innovation in healthy food service. By doing this there is less segregation or alienation among care home residents. The same great menu for all but adapted to suit the special needs of some. This method is far more nutritious and inclusive for residents.

Follow Joyce Timmin's story



# 12 RED DEVIL CATERING

**Type:** Restaurant/Take away/delivery  
**Country:** Sofia, Bulgaria



## Why it is a good practice?

The founders of Red Devil catering combine two things to create their successful business: experience and constant curiosity. Through innovative ideas they are always aiming to find alternative ways to make events happen so that they are the best in their field. They promote health and well-being through their wide choice of menus for all events whether complex or in one's home and have options to suit all budgets. Since the Covid pandemic they have adapted their business model to make it more sustainable but have also nobly become involved in a charity campaign to help the vulnerable of Sofia.

## About

Since 1997, the Red Devil catering company, have been developing their catering business so that it is not just about the food and drink but about forming exciting events. They organize events so that they become unforgettable experiences of tastes for the guests. Taking advantage of its numerous international contacts and the experience gained during frequent internships abroad, they have been able to serve the French President, the German Chancellor and the head of the Roman Catholic Church during their visits to Bulgaria. However, they can also serve their offerings straight to one's home, but their priorities remain the same: Service that will make one feel special, and a taste experience that your senses are unlikely to forget! Importantly, they have the capacity to create events of any size and financial resources. *"Complete organization and service of private and corporate events...exceeding the expectations and ideas of guests and customers, thanks to its uniqueness... we turn the Ordinary Event into a Big Event. The result is sophistication, interesting atmosphere, attractive performance, impeccable service and delicious food of course"*.

## Healthy

This catering company is developing corporate catering services with a difference. They provide for companies that want nutritious and delicious food for their events. The Red Devil catering takes care of entire corporate teams in this way. They prepare healthy and tasty foods, beverages and everything necessary to satisfy all dietary

requirements. They have developed food programs so the path to health is now more accessible. They encourage good eating habits. Due to the scale of their business, health and hygiene is of paramount importance. They apply all the most innovative precautions and technologies in the preparation of their food. In addition to the constant disinfection of the kitchen and work surfaces, complete protective clothing for the teams in the kitchen and logistics is worn. They also use UVC disinfection lamps. UVC treatment of air and surfaces kills bacteria and viruses such as Coronavirus before they are transmitted to products. In this way they guarantee the constant quality and safety of the food prepared in their kitchen throughout the day.

## Sustainable

Red Devil Catering is very conscious of the environmental impact of business waste and make efforts to minimise their waste. They source food products locally as much as possible to ensure short supply chains are in use. To survive economically during the pandemic, they adapted their business model so that smaller orders and events could also be catered for, thus demonstrating their use of flexible sales channels.

## Ethical

Red Devil Catering is an SME that promotes healthy nutrition through their food programs. They believe in responsible food chain, ethical sourcing and eco nutrition. Since the beginning of April 2020, they are involved in a campaign for daily deliveries of home-cooked food, in order to help and support to their most vulnerable citizens and to those in the social institutions that care for them. The Charity campaign is known as; "Solidarity with a pinch of love".

## Dietary requirements

They cater for all dietary requirements and offer Vegan, Vegetarian, Gluten free options in all their menus. All products and ingredients are carefully selected to meet clients' preferences. They do not use improvers, colorants, preservatives, sweeteners and or other chemical additives.

## Use of technology

Online ordering systems through their website. Delivery service. Cashless services. Hi tech hygiene technology in their kitchens. Video promotion.

## Click to watch

[VIDEO 1](#) [VIDEO 2](#) [VIDEO 3](#) [VIDEO 4](#) [VIDEO 5](#)

## Follow Red Devil Catering story



# 13 THE TWO LIONS PIZZERIA RESTAURANT

**Type:** Restaurant/Take away / meal delivery  
**Country:** Sofia, Bulgaria



## Why it is a good practice?

This Bulgarian Restaurant demonstrates good practice by promoting their culinary heritage in creative and visually pleasing ways. The manner, in which the business is operated also considers the health and nutrition of its customers by operating portion control. As a consequence, this also helps in the reduction of food waste. In order for the business to remain viable during the current pandemic they adapted the business to suit the new demand for take-away and delivery of food.

## About

The Two Lions Pizzeria Restaurant is the project of a group of friends and culinary enthusiasts. The business encapsulates their desire to prepare tasty and fresh food with a creative visual aspect. Good food for them is: Food with pure origin and seasonal as much as possible. They use mainly organic products that are selected with from a short supply chain of Bulgarian and regional producers.

The restaurant dates back to 1995, but in 2008 underwent significant changes when they moved to a purpose built location that was furnished in a completely new design. Currently, the restaurant has 70 seats in two lounges and 50 seats in a nice and cool summer garden. The atmosphere is cosy in a modern style. You will be greeted by cheerful and smiling waiters. They host different types of events from corporate parties, birthdays, proms and more.

The menu is rich and varied. The chefs promote traditional Bulgarian dishes, grilled food, Italian cuisine, fresh fish and much more. Desserts are 100% homemade. Trademarks of the restaurant are the traditional dishes. Every day, more than 20 types of hot dishes and soups are prepared. A culinary shop has been developed as an addition to the restaurant. A lot of the shop's produce has a direct connection to the restaurant's kitchen. From here you can buy food for home from the 'warm shop window' at attractive prices. As well as this, the entire restaurant menu is available for take-away or delivery.

## Healthy

The restaurant offers controlled portion sizes with the health and welfare of their customers in mind. The menu offers lots of healthy choices including a vast array of salads, fresh fish dishes and several meat and dairy free options. All dietary requirements are catered for.

## Sustainable

The Two Lions approach to everything shows they are conscious of the environmental impact of business waste and make efforts to minimise all their waste products. They source food products locally as much as possible to ensure short supply chains are in use. To survive economically during the pandemic they adapted their business model, so that they could now offer a take-away and delivery service to the community of Sofia, thus demonstrating their use of flexible sales channels.

## Ethical

This restaurant is an SME that promotes healthy nutrition through their large choice of diverse menus. By using traditional recipes and methods of cooking they are keeping their culinary heritage alive. They constantly maintain the technical condition of all their cooling equipment and believe that there is room for continuous improvement in all work processes with vision and faith for a greener future.



Follow The Two Lions Restaurant story



**Type:** Catering /Café  
**Country:** Ireland



## Why it is a good practice?

FoodSpace is an Irish sustainable on-site food service & hospitality management company, which operate a zero-waste policy. Their ethos is 'Loyal to Local' and this is the idea behind everything they do. The business focuses on using local, seasonal produce and making sure it is sustainable. FoodSpace work closely with each business they cater for. They focus on tailor-made solutions and take time to develop bespoke ideas to match the client culture, employees' tastes and the physical environment. This is a key differential compared to other contract catering organisations. As a result, menus are carefully crafted to a local and healthy dimension.

## About

FoodSpace culture is based on the personalities of their entrepreneurial foodie leaders. Together, they have created a collaboration of like-minded people, who enjoy what they do every day! The team have operated food service and hospitality catering facilities in workplaces and colleges across Ireland, however they wanted to spread their ethos further and wider by opening a site that the general public could visit. So recently FoodSpace opened their own café called Ink, based in Dún Laoghaire, so that members of the public could enjoy their food and find out more about the ethos of the business with the focus on local suppliers, farmers and fishermen, and seasonality. Most of their food comes from within 50 miles of the site, and 85% from Ireland. Menus are written depending on what vegetables are in seasons and available that week. The only imported items are those not produced in Ireland, such as coffee, tea, and spices. Wine and Prosecco is sourced from sustainable vineyards, and beers and ciders are from independent Irish brewers.

## Healthy

The chefs in this company learn about the importance and principles behind nutritionally balanced menus by working with qualified dietitians. This gives them the tools to create truly nutritious meals and the ability to answer the growing need for special dietary requirements.

So, they create wholly inclusive menus for every customer in every location. FoodSpace chefs cook 100% of the food they serve fresh every morning, with an emphasis on fruit and vegetables and meals made using the minimum amount of dairy products. They bake every day and that means out of the oven fresh scones, muffins, sourdough and ryes free of all but the most natural preservatives or additives.

## Sustainable

FoodSpace are also committed to completely eliminating waste, with all fresh food delivered in reusable crates, no single use plastics (including clingfilm), and menus are pinned onto cardboard from deliveries. That goes for food waste too, with fruit skins and cores fermented to make vinegars, vegetable skins dehydrated and turned into powders for seasoning or sauces, and overripe fruit used to flavour their kombucha. Used coffee grounds are repurposed to make a version of pastrami, and as compost for growing their own herbs and salads. Conor Spacey, Culinary Director at FoodSpace is very focused on providing a sustainable food system that involves seasonal Irish ingredients, working directly with farmers across the country and implementing a zero-waste policy that also reduces our carbon footprint.

Culinary Director Conor Spacey explains:  
*"Onion skins, we roast and dehydrate. Others buy in bouillons but we in effect make our own with the tops and tails of veg. We take whey from ricotta, which we make and use it for barley porridges or as a base for a ferment. The people dining in our canteens are eating better... Kombucha, ferments, scobys and so on are good for their gut health. We make a Kim Chee cauliflower... from the leaves and the stalks, using sea salt, sugar, ginger, garlic, and carrot for sweetness. All these ideas are from a history that we lost, and we are bringing them back."*

FoodSpace was the first and to date, the only Irish catering company to receive and retain three gold stars at the Sustainable Restaurant Association awards, as well as an additional gold award for Loyal to Local.

## Follow FoodSpace's story



# 15 SALATERIA SOUPS & SALADS



CLICK TO VIEW

**Type:** Take away/online/ meal delivery  
**Country:** Sofia, Bulgaria

## Why it is a good practice?

Innovation, healthy, sustainable, ethical, menu planning, salt and sugar reduction, affordable price, good taste, local sourcing, short supply chain. Their mission is to give a new touch to fast-food! Freshness of no compromise. Perfect combination of quality and taste. They want to build better eating habits, of more fresh salads and soups and to demonstrate fast-food can be healthy. As they have imagined it - with love for food, attitude to detail and uncompromising selection of all raw materials. They offer purified water from the water purification system. With the system they offer you clean, fresh and first quality "spring water", thus avoiding the use of plastic, residues and heavy metals. They make delivery within the working hours of the restaurant throughout the territory of Sofia city.

## About

The idea for Salateria was born in 2014 by two true lovers of quality delicious food. Drawing from their experience of their "gourmet" travels in different parts of the world, they learned to distinguish fresh food, that prepared with care and attention to each ingredient, from the mass supply of semi-finished products in "modern" packaging. Therefore, they set out with the task of creating a place that offers customers the food that they themselves love and look for, but in a convenient manner to suit today's hectic lifestyles.

## Sustainable

These Culinary enthusiasts embody their idea to prepare tasty and fresh food from ingredients with pure origin – mainly organic products are selected as well as those with Bulgarian or regional origin. The menus are prepared with optimal fresh products and with with minimum or friendly thermal treatment, in order to preserve the living microelements and vitamins. They use eco-friendly packaging and make all efforts to avoid food waste.

## Healthy

Salateria offer home-made soups, fresh salads and fresh beverages all focused on promoting healthier eating habits. They serve smaller portion sizes and spring water. They are conscious of the obesity crisis and aim to reduce or eliminate sugar, salt, saturated fat, and artificial trans-saturated fat content in their foods. Their approach to cooking in minimal interference in order to keep the maximum benefits of all fresh products. They only use ingredients that they would use in their own home kitchen and avoid artificial stocks and broths and source their ingredients locally and from organic sources when possible. Their website blog informs their customers of the health benefits of what they serve and the reason why they use certain ingredients.

## Ethical

The Salateria, strive to educate and innovate the fast-food industry by preparing and serving healthy alternatives to help deal with the obesity crisis in Bulgaria.

## Dietary requirements

All dietary requirements are catered for at Salateria. They consider vegan and vegetarian options as well as dishes suitable for those suffering from diabetes and requiring coeliac friendly options.

## Use of technology

They use technology to inform their customers of their offerings and to educate them in relation to good food and nutrition. They have also adapted their website to cater for online sales and food deliveries as a result of the pandemic. They offer cashless transactions in store and online and have starting using the Foodpanda platform to operate their delivery service. Foodpanda is a platform for online food ordering and a site which connects users with more than 1000 restaurants in 23 Bulgarian locations.

## Click to watch

[VIDEO 1](#) [VIDEO 2](#) [VIDEO 3](#) [VIDEO 4](#) [VIDEO 5](#)  
[VIDEO 6](#) [VIDEO 7](#) [VIDEO 8](#) [VIDEO 9](#) [VIDEO 10](#)

## Follow Salateria's story



# 16 CLEAN CUT MEALS

**Type:** Catering /Home delivery  
**Country:** Ireland



## Why it is a good practice?

Clean Cut Meals prepare healthy ready-made meals that are delivered nationwide, to consumer homes. The service makes it easy for those who are trying to pursue a healthier lifestyle but don't have the time to plan their meals. The key selling message is to enable customers to maintain a healthy diet without time consuming planning and preparation. Customers can choose from variety of different plans comprising of lunch and dinner and can be assured to know that each meal contains fresh, locally sourced ingredients. Meals are made by experienced chefs using fresh ingredients available; seasonal produce, lean meats and minimal fats are key parts of the meals.

There is no calorie counting, portion control, or worrying about nutrition, you can leave all that to Clean Cut Meals. The team hope to inspire the Irish nation to understand and embrace healthy eating, nutrition, and a change of lifestyle. Over the past 5 years of trading Clean Cut Meals have supplied over 750,000 meals to the 32 counties of Ireland. They have also won several awards including Best Start Up Business in the 2019 National Enterprise Awards. The business now employs a team of 13 people and are always growing. They have their sights firmly set on becoming a successful international brand.

## About

Clean Cut Meals was established in January 2015 by 2 lifelong friends Conor McCallion and Michéal Dyer. The pair were studying in GMIT and both had a passion for healthy food and fitness.

*"We've both always been interested in keeping fit and eating well. We both found that training while we studied was the easy part but when it came to eating healthier it was nearly impossible. We knew that we needed to focus on our diets and what nutrients we were putting into our bodies in order to reach our optimal goals, but it proved so difficult when we were on the go all day."*

As a result, they spent a few nights each week preparing and batch cooking meals for the next couple of days. It was extremely time consuming, but eating well was really important to them both. When they brought their meals into college, friends began to take an interest... and so the seed of an idea was sown. So how does it work? From their website, one can order a suitable plan, the food arrives all freshly prepared, all the consumer needs to do is heat and eat. It could not be easier.

## Healthy

Along with everything being calorie controlled and prepared using fresh and local ingredients, a range of vegan and vegetarian meals is available too. Whether their customers are trying to slim down, build some muscle mass, or just stay lean, they will create a menu of delicious, healthy meals for individuals and deliver them right to their doorstep.

## Ethical

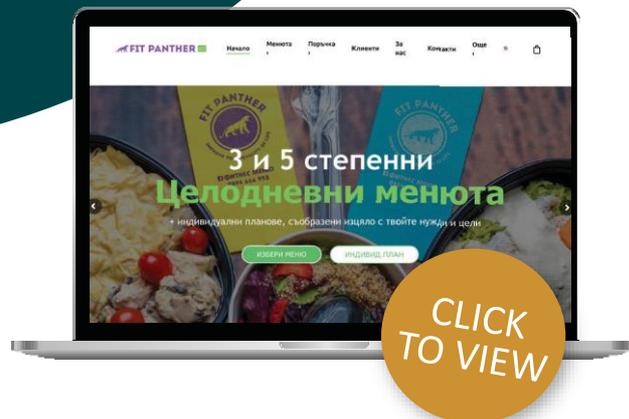
During the Covid-19 pandemic Clean Cut Meals pledged to feed frontline workers and vulnerable people in their community of Galway. They felt it was more important than ever for people to eat a nutritionally balanced diet.

## Follow Clean Cut Meal's story



# 17 FIT PANTHER

**Type:** Take away/online/ meal delivery  
**Country:** Sofia, Bulgaria



## Why it is a good practice?

Fit Panther's mission is to improve quality of life. They deliver high-quality food made from selected and organic products and deliver it ready for consumption to the home, office, or wherever a client wants, within the city of Sofia five days a week. Fit Panther is a healthy kitchen, offering lunch and full-day menus, tailored to the personal needs of their busy customers and in doing so are promoting health in an innovative way and via online platforms, demonstrating how digitalization can help with a business's sustainability and goals.

Healthy drinks such as fresh Smoothies, juices, tea, and other detox drinks, supplement their menus by giving more vitamins, minerals and vital energy throughout the day. The company uses the cleanest, highest quality ingredients in all their offerings, and they do not compromise on anything! They are conscious of salt and sugar content. People are happy because they get healthy food, a varied menu, their kids can eat it too and they are able to lose unwanted weight that they had plagued them for years. People are satisfied and feel better in their daily life.

## About

Fit Panther-Healthy Kitchen was established by Nikolay Petrov and his goals are to provide nutritious food to the community to help them become healthier and to detox their bodies. Nikolay has worked in sports and fitness for over 20 years and is a graduate of the National Sports Academy, where he is currently specialising in dietetics. His mission is the removal of foods with preservatives, palm oil, artificial improver, colouring and other harmful foods, and substances that catalyze negative reactions in the human body. His kitchen does all the hard work so that their customers don't waste time shopping, cooking or cleaning but can enjoy nutritious and healthy food with their family or colleagues and give themselves more time for their favourite activities. All their menus have an exact number of calories and nutritional value and have something to suit all taste preferences for their customers. The kitchen has a personal fitness instructor and consultant who will prepare individual diets according to height, weight and motor activity. Fit Panther has also Health food store.

## Ethical

This is a SME that promotes healthy eating and nutrition. They value a responsible food chain and follow ethical sourcing and eco-nutrition practices. They have implemented a consumer information strategy and have committed to correct product labelling. By partnering with and donating to local food banks they exhibit their social responsibility. Their food is extremely diverse, and they cater for all requirements, but their use of traditional recipes is keeping the local culinary heritage alive.

## Sustainable

Fit Panther completely changed its look by switching to paper packaging and 100% Compostable or BIO degradable cups made from Plants. They also made the decision to use glass bottles, to reduce plastic in their business.

## Dietary requirements

They offer individual healthy and nutritious plans that are fully tailored to a person's needs, goals and taste preferences. All menus are specially selected and balanced with considered combinations for better absorption and balance of the body. They also use highly alkaline and super foods. Individual nutrition plan.

## Use of technology

Their business is predominately operated via an online platform where their customers receive information and can order their choices to be delivered to their selected location within the city of Sofia. They offer cashless transactions and allow for phone orders.

## Healthy

The kitchen has a team of real professionals. They offer healthy, high alkaline menus rich in micro and macronutrients, balanced eating plans using selected foods with the correct quantities of proteins, fats and carbohydrates. We have menus for weight loss, muscle gain and weight maintenance.

## Follow Fit Panther's story



**Type:** Take away/online/ Meal delivery  
**Country:** Sofia, Bulgaria



## Why it is a good practice?

This is an innovative company where health and the benefits of a healthy diet are key values. Fitmeal's main goal is to offer high quality food that meets their customers' needs and requirements and instils the message that good food can be healing and delicious. They spread this message through several projects they are involved in. MS-I can do it for myself project is one where they plan menus with no saturated fats. These plant-based menus are specifically focused for those suffering from MS, Heart disease and Autism. Then are also involved in several Fitmeal-kids projects. One is food deliveries to participating kindergartens & schools to ensure that the children are eating well considered, balanced meals. Another is based on Chef Jamie Olivier's Food Revolutions in schools, where they educate the children in the classroom as to what is nutritious and how to make it, in the hope of changing their perspective and detaching them from the shiny wrappers of processed foods. In operating under projects like this they are creating a sustainable business but also providing for a sustainable future via the health of the community and their children.

## Healthy

FitMeal's ethos is centred around health and wellness. All their dishes contain valuable and beneficial products for the body - fruit, vegetables, legumes, pure meat and whole grains and super foods. Each project they work on includes menus containing a healthy balanced meal with main course, soup or salad and dessert whether for adults, those with health needs or children. They are constantly working to promote healthy eating and eating habits especially from a young age.

Daily FitMeal menus are designed to make it easy for all - regardless of their age, gender or occupation. Each dish is made from pure products, without preservatives, flavours or enhancers. The processes of preparation and heat treatment of food stuffs is minimal. Among the daily FITMEAL menus, anyone can find the most appropriate option for themselves, thus making it a pleasure to maintain a balanced diet and maintain good form and health. Questionnaires with nutritionist to define the relevant menu are used.

## Sustainable

The company demonstrates their values in terms of waste reduction and a circular economy. The food packaging used is eco-friendly. They consider all aspects of those in their community and show evidence of protecting them through improving health and diet, from children at a young age, to expectant mothers, to those with health conditions needing dietary help and guidance.

## Ethical

FitMeal is a great example of a SME who's ethos stems around the community's health and well-being. Their projects are exemplary of a company caring for their community. These projects are ethically and socially remarkable. They demonstrate how a SME can make a difference in terms of health & nutrition. As well as that they value responsible food chains and ethical product sourcing. All dishes included in their menus comply with the legal requirements for a balanced infant/child meal. They are prepared in ISO-standard, and Ecology certified professional kitchens, under strict quality control. They are delivered with their own licensed vehicles and registered with the Food Transport Agency.

**Type:** Take away/online/ Meal delivery

**Country:** Sofia, Bulgaria

## Dietary requirements

Specific profiles are all catered for: Vegan, vegetarian, allergens, diabetes etc. Their “Much Special Menu” (MSM) is a menu that does not contain animal products, or any saturated fat. Saturated fats (animal products, Palm and coconut oils) have long been associated with an increased risk of heart disease, elevated LDL levels and total blood cholesterol, stroke and even cancer. It has been proven that the modern world of the Western world consumes over 100 grams of saturated fat per day, and its exclusion from daily menus undoubtedly guarantees the maintenance of good health.

The MSM is a plant-based menu enriched with Omega 3 fats and natural aromatic spices. The dishes are flavored with olive, linseed or other Organic oils that are added to the dishes after their heat treatment.

MSM is suitable for anyone who believes in the healing properties of food, especially for those diagnosed with Multiple Sclerosis or other autoimmune diseases and for children diagnosed with autism. Prolonged adherence to this diet has been shown to impede the development of symptoms of multiple sclerosis.

## Use of technology

The FitMeal website is a complete online ordering platform and information resource for customers. Their service is therefore cashless. They have their own delivery vehicles.



Follow Fit Meal's story



**Type:** Take away/online/ Meal delivery  
**Country:** Sofia, Bulgaria



**Why it is a good practice?**  
 ANDDIET was the first of its kind in Bulgaria offering catering to those looking for convenient, healthy and diet-food plans. Over the years, they have developed the business, constantly supplementing and enriching their range, striving to improve the quality of food and incorporating the latest discoveries in the field of healthy eating. The creation and practical implementation of a healthy and nutritious diet is the result of a lot of work, and an interconnection of philosophy and technology using their knowledge and extensive experience. They encourage their clients to trust them with their health. Their diet program is created with the help of over 12 specially trained chefs & food technologists. Only fresh and carefully selected, natural and organic products are used. Every day they offer a unique selection of over 20 different types of main dishes, 10 different types of snacks, 8 different types of salads and 9 different types of desserts.

**About**  
 Originally from Beirut, Dr. Angie Kassabie is an assistant professor at the Department of Hygiene, Medical Ecology and Nutrition at the Medical University, Sofia, Bulgaria. She also has a degree in Dietetics from the University of Washington. In 2014 she received a doctorate from the Sports Academy, Sofia (PhD). But it was in 2006, that Angie established the first company in Bulgaria for healthy and diet related nutrition – ‘AND DIET’. The innovative approach and the delicious healthy menus quickly made the young nutritionist famous. Today she cares for many famous clients, including Hollywood stars and other global figures as well as the United Arab Emirates, Royal Family! Dr. Angie wanted to dispel the myth that healthy, or diet food had to be tasteless. She believes that through the correct choice of food products and ingredients, and carefully controlled cooking processes (without the use of improvers or preservatives), that she and her team can deliver food that is fresh and appetizing. By doing this she started enabling clients to rediscover their healthy bodies without feeling deprived of the joy and pleasure of good food.

**Healthy**  
 Their recipes and menus are embedded with the highest quality products, with guaranteed origin. Portion size and content is strictly controlled. All menus promote health, healing and weight loss in a safe and considered manner and can be tailored for all dietary needs. The Menus feature dishes from traditional Bulgarian, Italian, French, Greek, Lebanese and many other cuisines and allow for the fulfillment of individual preferences, such as a particular dish that does not contain onions, parsley, peppers, etc. They use whole-grains and promote fruit and vegetable consumption, through the inclusion of fresh juices, smoothies and protein shakes in their plans. Plant-based and vegetarian menus are important features of their offerings, and are carefully managed to ensure balanced meals are achieved. All salads arrive without dressing, but they provide quality herbs, olive oil and vinegar to add before eating so it remains fresh and crisp. Some meal plans, includes foods that help burn fat and boost metabolism e.g: Spirulina, chia, agave, algae, salvia seeds, poppy seeds, cinnamon, stevia, hemp seed, green tea, red pepper, curcumin, wakame, maple syrup, aloe vera, honey, cocoa beans.

**Sustainable**  
 AND DIET use flexible sales channels, to deliver their produce as effectively and efficiently as possible, therefore ensuring freshness and quality. All food deliveries are contained in eco-packaging to lessen their on the environment. Their model is based on the use of healthier cooking methods and ingredient transparency and there is regular reviewing of menus to ensure fruit, vegetables and whole-meal varieties are included.

**Ethical**  
 AND DIET is a SME who business model revolves around healthy nutrition, the promotion of good eating habits and improved relationships with food, therefore they are having a social impact, by improving the health of the community. They practice ethical sourcing of their quality ingredients and promote culinary heritage by including traditional local dishes in their meal plans. These recipes are carefully adjusted, achieving the perfect balance between traditional taste and healthy food, according to the required diet.

**Use of technology**  
 The AND DIET website is a complete online ordering platform and information source for customers. Their service is therefore cashless. They have their own delivery vehicles.

## Follow AND DIET's story



**Type:** Take away/online/ Meal delivery  
**Country:** Sofia, Bulgaria



### Why it is a good practice?

The KETO menu from Revivo.bg is fully compliant with all the principles of low quantities of fast-release carbohydrates and inclusion of high-fat meals. It was prepared as a result of long and detailed planning and consultation with Dr. Pelov. All products, quantities and proportions are carefully selected to give maximum results and so one starts to feel the impact of real food as quickly as possible. The dishes are prepared in a professional kitchen by a professional chef with a guarantee of quality and are delivered chilled by a special technology to preserve all the taste and nutritional qualities. Each dish is tested and approved only if it has impeccable taste, as our team appreciates and believes that food, in addition to being useful, can and should be delicious.

### About

Revivo's Chef Plamen and technologist is known for his work in iconic places such as the Restaurants "Regina", "Carrera" and pizzeria "Viktoria", now his creative work is available at Revivo. His menus are based on the keto-regime, which is a low-carb and high-fat plan. These are natural fats extracted from nature, not processed or artificial fats that flood the market. Today the stores are full of low-fat products, which, are full of sugar and starch. This leads to the fact that almost everything we buy packaged, has carbohydrates in some form. So, what is a Keto diet and why is it healthy. As we reduce the fast carbohydrates we eat, the liver begins to produce fat ketones, which serve as an alternative fuel when blood sugar is low. The main user of ketones is the brain, as it is the hungriest organ in the body and needs energy around the clock to function properly. When the body goes into keto mode, it begins to burn fat 24 hours a day, whether you exercise or sleep. You can guess that the most obvious effect of all this, is weight loss, which many people strive for. In addition, this ketosis is characterised by the fact that the feeling of hunger dissipates, and after a while the desire to eat sugary foods decreases. Experience shows us that when you eat this way you reduce eating naturally. This way you can stop counting calories.

### Follow Clean Cut Meal's story



In general, these recommendations are based on the traditional diet of the Bulgarians. Gradually, people begin to return to their roots. They recommend this lifestyle not just for weight loss, but for healing. Fighting obesity through diet is an attempt to treat the result, but not the cause. Revivo know from experience, that the main reason to abandon a diet or regimen is the difficulty of finding healthy products, lack of cooking time and loss of motivation due to the effort required to make healthy meals. Dr. Pelov has managed to gather everything in a balanced regime, which in addition to improving one's general health makes it easy to implement and it becomes a way of life.

### Healthy

This diet is healthy and balanced, as it takes people back to their roots and nature, where balance is everything. Over the years, we have upset this balance due to the availability of processed, high-carb foods in the market. Sugar addiction ensues and more and more of them are consumed which leads to illness. One of the main symptoms of this is obesity and its related diseases. It is suitable for anyone who wants to lose weight permanently and painlessly and is recommended for those with high blood pressure, cholesterol, or those who want to have more energy and reduce insomnia.

### Sustainable

Revivo considers sustainability at every step of the way, as an innovative catering company, they utilise eco solutions for their packaging and take a fully transparent approach with their customers in terms of ingredients.

### Dietary requirements

It was prepared as a result of long and detailed planning and consultation with Dr. Pelov. All products, quantities and proportions are carefully selected to give maximum results quickly. Menus typically are 50% Vegetables (Selection of the best vegetables on the market), 15% Protein (meat and fish only from verified sources of proven origin and quality), 20% Natural Vegetable fats (No artificial or processed fats), and 15% Natural Animal Fats (with proven quality and origin).

### Use of technology

The Revivo website, is a complete online ordering platform and information source for customers. Their service is cashless. They have their own delivery vehicles.

### Click to watch

[VIDEO 1](#) [VIDEO 2](#) [VIDEO 3](#)

# 04

## ENVIRONMENTALLY FRIENDLY/ SUSTAINABLE



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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION



**Type:** Environmentally friendly/ sustainable  
**Country:** Ireland

## Why it is a good practice?

The essence of this business is health and sustainability in an eco-friendly ethical way. Their tag line is “food to make you feel good” and the owners Virginia and Donal don’t just prepare an array of health –giving foods at their market stalls throughout Cork. Not just that, but they strive to encourage an appreciation for all our natural resources, based on the philosophy of permaculture. The business attempts to have zero waste: by a great use of by-products and reusable bottles and compostible packaging. My goodness is a part of the community and the community is a part of them.

## About

My Goodness is run by husband-and-wife team, Virginia and Donal O’Hara and is an ethical health focused business. They specialise in vegan, raw, sugar-free, gluten-free, and fermented food products. They are also the first company in Ireland producing Kefir and Kombucha from sustainably obtained water. Virginia moved to Ireland from Texas to study permaculture at Kinsale College, at the time that was the only place in the world to offer that course. She feels that the study and the patterns of nature and permaculture design, encourages people to create the perfect sustainable design in their lives and businesses. The My Goodness story is a story of how to overcome adversity in business. They started, as a vegan pop-up café in Cork city but after 6 months of trading there was a fire in the kitchen, so the business closed. The following week the couple had a stall at a local farmer’s market and had their takings stolen. This would have been more than enough for some people to quit, but not Virginia and Donal, they decided to rethink things. They are striving to create a sustainable business model based on mutual respect between the land, the farmers who work it, the people in the kitchen preparing the food, and their customers. They now have a 1,000 square foot production space, and half of that is dedicated to creating rainwater fermented Kefir and Kombucha. The My Goodness Kefirs are also now available on tap at a local Bar in Crosshaven. They were the first customers to have the drinks on tap, swapping between Minted Lime or Hibiscus & Citrus.



## Healthy

My Goodness, now pride themselves in transforming Ireland’s least favourite resources (rain and cabbages) into delicious, fermented goods. They create food, which is good for the gut, good for the brain, and good for the environment.



## Sustainable

The philosophy behind permaculture is that people adopt arrangements observed in flourishing ecosystems and use them in their own land management. It includes, regenerative agriculture, use and value of renewables, produce no waste and re-wilding. When Virginia moved to Ireland, she found it hard to deal with the weather, especially the amount of rain, so she decided to turn it into a positive. She started to see rain as a resource, arguably one of our most valuable, and turn it into something that is useful and consequently to appreciate it. That is where the idea of harvesting rainwater and fermenting it to make Kombucha and Kefir came into being. *“It’s a bit of a standing joke amongst my friends at this stage: ‘Oh, there’s Virginia, the Texan selling rainwater to the Irish!’ ‘We’re far from being perfect but keep trying our best every year to waste less. We use as much of a vegetable as we possibly can through dehydrating, preserving, fermentation, putting it back into the stock for the broth that we make. We make sauerkraut crackers from the brine from our sauerkraut and the tops and tails and skins of our vegetables and flax seeds.”*



## Ethical

My Goodness use local produce whenever available, supporting the local, chemical-free and organic farmers. They work at four different farmers’ markets every week to get the best of Cork’s produce and they have started to work with a group called CUSP, spreading their zero waste idea to Mahon Point Farmers’ Market. We collect rainwater and ferment it to make raw, living fermented drinks, kombucha and kefir, and we sell that in reusable bottles — as a food company, they don’t produce anything that is single use, everything is reusable or compostable.

## Follow My Goodness story



# 22 THE “BORDA” HOMESTEAD AND B&B (OLABERRÍA)

**Type:** Supply chain  
**Country:** Europe://Spain, The Basque Country



## Why it is a good practice?

Borda demonstrates good practice, mainly because of their sustainability and production principles: which do not involve using intensive farming methods and thus contributes to consumers' health and the quality of the product. They also practice and encourage short supply chain through the Co-Op they have formed and the protection of the endangered Pirenaica breed of cattle as a result.

## About

Borda is both a bed and breakfast and working farm. Irene and Alberto Irastorza run the business together: Irene manages the accommodation and Alberto the agriculture and livestock. The meat produced on the property is delivered directly to regular customers and also sold through “Lur Lan”, a co-operative association which brings together agricultural and livestock producers from eighteen different farms and includes products such as chillies, pork derivatives, cheeses and legumes. The association has a strong presence on the Internet and uses a direct selling strategy.

## Problem

Traditional agriculture and animal husbandry are labour intensive and require constant year round attention- there are no weekends or holidays. New generations no longer wish to assume such onerous responsibilities and the occupation is losing ground.

## Action

Irene and Alberto embarked on this direct selling meat marketing system by adapting a marketing and selling system used in the French Basque Region to suit their own area. The idea is that the producer sells his product direct to the consumer. The Irastorzas work from their farm and offer five kilo vacuum packs of meat. They contain eight different cuts or products of first and second quality cuts. The Irastorzas claim their prices are extremely competitive and represent great value for consumers. Packet labelling includes full traceability details and dates.

## Healthy

Proven high-quality meat from cattle fed on natural grain without transgenic products or grass.

## Sustainable

Production relies on local resources and is environmentally friendly. They have promoted the consumption of local or 'zero-kilometer' food and produce. By working this way, it enabled them to keep land in the area in use, thus contributing to the agricultural tourism industry.

## Ethical

The produce is sold direct to the public; this ensures the preservation of traditional working methods and promotes the economic development of local rural towns. It also ensures that rural dwellers continue working and making a living. They have made a contribution, towards the preservation of the Pirenaica breed of cattle which is an endangered species.

Follow Borda's story



# 23 GOURMET BAG PROJECT 2.0



**Type:** Restaurant, Eco Packaging, Food Waste  
**Country:** Spain, The Basque Country Donostia - San Sebastian

**Why it is a good practice?**  
The concept is to provide the population with a tool to fight against food waste. Eco-friendly receptacles called “Gourmet Bags” are made available to diners in restaurants so they can take away the food they are unable to eat. The idea is to make consumers aware of food wastage and that unwanted portions of food are not just rubbish to be disposed of, while simultaneously using an environmentally friendly approach to do this.

**About**  
This project is a co-operative effort between the Department for the Environment of the Government of Guipúzcoa, the Hotel Industry Association and the Donostia Impact Hub. The project kicked off in the Old Town of San Sebastián and the other main gastro/dining areas in the city. It has now extended its area of operation to Arrásate, Beasain, Éibar, Irún and Tolosa. The aim is to expand the project’s activities to encapsulate the entire province and all its eating establishments.

**Problem**  
Recent research reveals the consequences of food wastage in Guipúzcoa where 123,000 tonnes of food residues are generated each year. The management of these residues is a serious environmental issue as well as a source of greenhouse gas emissions. Prior to the “Gourmet Bags” restaurant staff offered diners plastic receptacles to take away uneaten food. This solved one problem but created another: the generation of plastic residues, which, as is well known, are highly damaging to our environment.

**Action**  
Waiting staff, are made aware of their responsibility, in that they are in fact the front-line promoters of the “Gourmet Bag”. It is their duty to offer and encourage the use of this tool to diners. A distinctive ‘bag’ stand is placed in the participating establishments. This heightens the initiative’s visibility and provides the public with information on it. The “gourmet bags” are supplied free of charge to restaurants.

**Result**  
More and more people are using the Gourmet Bags and there is a significant rise in the number of restaurants that are putting the initiative into practice all year round. This heightens awareness of the issue and subsequently promotes the need for the public at large to become involved in the problem of food and plastic residues.

**Impact**  
This project contributes to the reduction of food wastage in Guipúzcoa. Diners take uneaten food home, rather than leaving behind for it to be subsequently disposed of, thus reducing garbage. This is a serious issue as Spain generates the third largest amount of garbage in the world behind China and the U.S.A.

**Sustainable**  
The “Gourmet Bags” are made from recycled paper and may be placed in microwave ovens. They are totally compostable and when they are no longer required, they may be deposited in the organic waste recycling container thus closing the economic circle.

**Ethical**  
One of the aims of the bags is to highlight the importance of community commitment to the issue of food wastage. They also encourage the public to reflect on the issue of worldwide food shortage and remind them that a significant proportion of the world’s population do not receive adequate nutrition. According to the United Nations a third of the world’s food production goes to waste. One of the goals of sustainable growth for 2030 is to reduce this wastage by half; this initiative therefore contributes to meeting this goal.

## Follow Gourmet Bag’s story



# 24 CIRCULAR ECONOMY PROJECT

(between VET COLLEGES)

**Type:** Educational/catering/circular economy

**Country:** Spain, The Basque Country

## Why it is a good practice?

Three vocational training colleges take part in this circular economy project. The aim is to constantly recycle resources, products and residues and create a circular economy. Students from each college are given the opportunity to visit the other colleges involved in this bio-economic network. They can familiarize themselves with agricultural activities and projects being developed at the Fraisoro College; students can see the latest advances and techniques in aquiculture at Kardala; and last of all, they can see how produce from the two colleges is prepared and served at Cebanc Catering College. This process brings the three colleges together and provides students with a broader perspective of their field of education.

## Healthy

The produce is of exceptionally high quality and nutritional value. Kardala practises intensive fish farming and produce is fed on bio-plankton. The livestock at Fraisoro is raised on grass and grain and the plants and vegetables are cultivated using environmentally friendly techniques.

## Sustainable

The main aim is to familiarize students with the idea of a circular economy through a range of activities. The fish and livestock are farmed on dry land on a semi-industrial scale using recirculation systems that enable the reduction of residues and optimize water and energy use.

## Ethical

The aim of the project is to teach environmentally friendly techniques, that also safeguard animal welfare and to produce foodstuffs of high quality, using innovative high yield techniques. As educational institutions the goal is to equip future workers with the skills required to contribute to improvements in the primary sector.

## Dietary requirements

Crop fed fish and livestock and bio-set cultivated crops. Videos. Europe// Mutriku, Zizurkil y Donostia-San Sebastián



**Type:** Beekeeping, honey and bee products  
**Country:** Slovenia



### Why it is a good practice?

Innovative production of honey and bee products and the professional design of new honey products with the inclusion of functional superfoods. Consequently, via the production of this local Slovenian honey, they are protecting the areas culinary heritage and traditions. Cesar's are capitalizing on the re-establishment of the traditional centuries-old Slovenian beekeeping culture and honey production. They are doing this in a sustainable manner and improving the understanding and use of honey as a functional food, due to its natural characteristics and active ingredients.

### About

Marko Cesar is a young, ambitious, and innovative beekeeper, and he is president of the Maribor Honey Beverage Association. As a child, he loved to watch his Gran-uncle beekeeping, and always found this work interesting. He is a passionate lover of nature, which also guided him towards this role. He received the certificate for Slovenian honey with a geographical indication in 2010. He believes in quality and the controlled processing of honey, (he is also the inspector of the Slovenian Beekeepers' Association). Marko makes all attempts to increase the exposure of quality and controlled honey products like his (with heritage origins) and reduce the invasion of "no name" honey products and low added value honey products. He does this via education of the next generation and via culinary and eco-tourism projects. Cesar Beekeeping offers a remarkably diverse and imaginative sales program of honey and other bee products. They produce just about everything for health and culinary honey pleasures. Marko produces floral, chestnut, acacia, creamy honey, and combinations of new special flavours. He has an extraordinary imagination and a creative streak. Visitors are fascinated by the original varieties like, cinnamon honey, blueberry honey, honey with dried fruit, honey with chocolate and hazelnuts. Marko also produces an extensive range of health-giving bee products, such as propolis, pollen, honey and spruce tops syrup, a mixture of honey-pollen-royal jelly and propolis. They also have a range of premium honey drinks such as mead, sparkling mead, and honey liqueur.

### Healthy

Products prepared from honey and other bee products. Special honey products are prepared by adding functional ingredients for health promotion, from local organic farms and they are consequently transforming eating habits. They are spreading the word on apitherapy (the use of honey bee products in alternative medicine).

### Sustainable

This company promotes the preservation of biodiversity and nurturing of Pohorje mountains and honeymoon garden. They do this by conducting sensory honey tastings that create an in-depth acquaintance of the consumer with honey and give an understanding and recognition of their higher added value that stems from the local biodiversity. They initiate learning in the industry, by conducting beekeeping open days and presentations in schools and kindergartens.

### Ethical

Developing an ethical attitude towards bees is one of their main aims. Cesar's also promote; healthy eating, ethical food production, responsibility in establishing food chains, ethical choice of resources, nurturing local supply and food traditions. They believe in the joint promotion of all stakeholders in the supply chain and the importance of organic production. They use innovative marketing approaches, and pride themselves in educating children about the importance of self-care and production of healthy local food. Cesars are committed to proper labeling of food with truthful and verifiable information and are known to work with charitable food distribution organizations.

### Use of technology

Cashless payment, website sales, delivery.

### Follow Cesar's story



# 26 ECOLOGICAL DIDACTIC FARM PRI BARONU

**Type:** Ecological didactic farm  
**Country:** Slovenia



## Why it is a good practice?

Promotion of organic farming and traditional self-sufficiency skills. Teaching children of the community that, Healthy Organic food contains more nutrients, flavours and aromas than conventionally grown parallels and showing them how is not loaded with pesticides or chemical fertilizers. They farm and produce food, according to applicable international or country-specific standards; this means without the toxins and only with the use of nature-friendly, natural preservatives. They demonstrate how Organic food production is more than the cultivation of vegetables and fruits, but also animal husbandry, aquaculture, herbalism, and viticulture.

## Action

The Organic didactical farm “Pri Baronu” has decided to take an initiative to raise ecological awareness. They innovatively designed science days, where they host school students on their farm at events they market as: “Become a farmer for one day”. This means that the children familiarize themselves with the farm-to-fork food cycle, and so they learn about what is needed for them to have a meal. They also promote the importance of local ecological products and teach them about one’s responsibility towards animal care and wellbeing.

## Sustainable

This Organic farm follows sustainable production, processing, and distribution of food. Special attention is paid to the integration of natural methods and the circulation or reuse of natural matter. Their approach provides transparency over all operations that affect the “farm to fork” concept. By following natural cycles, there is an emphasis on seasonal availability and the promotion of such is crucial. Those consuming organic food, are in turn, making conscious decisions and aware of food surpluses and aim to follow the principle of “zero waste” (a set of principles focused on waste prevention that encourages the redesign of resource life cycles so that all products are reused).

## About

In an idyllic location, where the slopes of Framski Pohorje lie in the plain, and the silence and serenity of the surrounding forests and meadows reign. For more than 200 years at an altitude of 700 meters stands the Eco-farm, Baron’s Homestead. An organic farm which has become the best classroom for children, to learn how to grow food that is natural and animal friendly. The farm has open doors for all kindergartens, schools and other visitors who want to learn how to manage their food and produce without the environment suffering.

## Result

The organic farm near Baron was one of the pioneers the innovative distribution of its organic products in Slovenia. High quality, excellent communication with the public and a focus on constant innovation have positioned them at the very top of their industry. On their website, they advertise organic products that consumers can order and choose the distribution route. In doing so, they are constantly influencing those who are aware of the importance of using organic crops. On their didactical farm, they offer food and drink prepared exclusively from organic food that has been grown on their farm or on the surrounding organic farms. Become a farmer for one day they want to systematically teach children about the importance of self-sufficiency and organically grown food. The children learn about several of the seasonal farm chores on the farm. They are also provided with a snack prepared from organic products to embed the message that organic is better. Subsequently the school children are encouraged to return to the Pri Baronu farm with their parents, so that the didactical approach has an impact on the whole family and not just the children, about healthy food choices and responsibilities towards nature.

## Problem

The youth do not understand the importance of healthy food choices and ecological local produce. They do not know how animals are reared and cared for, or the processes involved to have meat on the table. They are lacking knowledge in vegetables’ form or how they are cultivated.

## Ethical

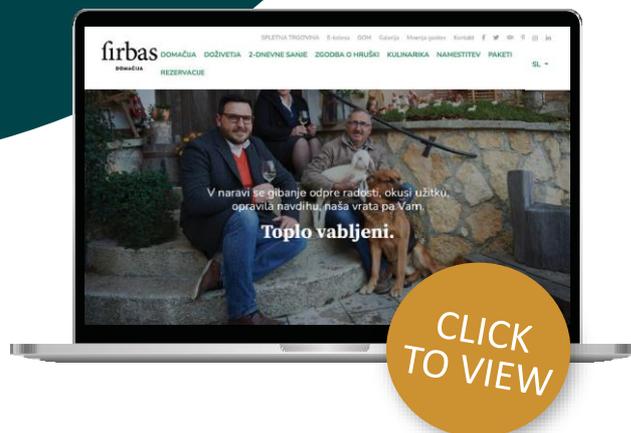
The company promotes a healthy diet and believes in their responsibility in establishing short food chains and the ethical choice of resources. They do this, by using local suppliers and promoting culinary traditions, organic production, ethical animal husbandry. Their innovative marketing approach involves educating children about the importance of self-care and nutrition.

## Follow Pri Baronu’s story



**Type:** Homestead including farm and other supporting facilities (accommodation, glamping, etc.)

**Country:** Slovenia



## Why it is a good practice?

Innovative production, sale and promotion of locally grown food fresh from vegetable garden, homestead and orchard is successfully marketed due to the successful integration of the homestead brand into all levels of the homestead operation.

## About

In addition to the activities of a tourist farm with accommodation, the Firbas homestead recognised the importance of exposing and clearly marketing their quality local produce. By analyzing the market value of their own produce, their home-grown William pears became the crown jewel market product of the homestead. The Firbas family was constantly looking for an opportunity to accelerate the sale of excellent home-made pear products. In doing so, they bet on a high quality and interesting range of products (jam, juice, brandy, fruit chunks, chutney). With successful promotion and strong connections with the Slovenian Tourist Organization, they managed to integrate their pear juice into most of the best catering establishments in Slovenia. Their juice has thus become an important ambassador and symbol of the homestead, gaining in recognition every year. Their homestead offers a great variety of dishes to guests, all of which have one thing in common: exquisite flavours. Firbas is synonymous with 100% fresh, and delicious. They ensure full traceability of all ingredients from their own farm, which can only be joined by a select few from nearby farms. If you are in the mood, you will be offered foods of tradition origin and heritage.

## Healthy

In the area of Slovenske Gorice (North East Slovenia), the Firbas homestead has begun to communicate intensively the importance of naturally produced local food. They insist on 90% self-sufficiency of foods from all groups (milk, eggs, meat, vegetables, fruits, wine, cereals, etc.). In the cultivation of vegetables and fruits, they rely on the production skills of the past and avoid pharmaceutical products.

## Sustainable

A sustainable approach to the operation of the homestead is felt at all levels. The homestead is almost entirely self-sufficient. Homestead workforce represents the local population. The materials used in the construction of the homestead facilities are from its own forest. The father of the family is an amateur restorer who, with his knowledge, constantly restores used machinery so that it can be used again adding value and heritage. The homestead has its own electric bicycles, which are offered to guests to explore the area.

## Ethical

The company employs people from the local environment, who pass on a sense of heritage and hospitality through their work. The animals on the farm graze freely and at the same time are involved in the didactic role of the farm (handicrafts and agricultural skills), which visitors can learn about during their visit.

## Dietary requirements

Special profiles: vegetarianism, veganism, organic food, seasonal diet, local diet.

## Use of technology

Cashless business, delivery that adapts to market needs - contactless sales, electric bicycles.

Follow Homestead Firbas's story



**Type:** Environmentally Friendly/ Sustainable/ circular economy.

**Country:** Spain, The Basque Country

### Why it is a good practice?

This is an innovation project that brings together sheep farms in the Basque Region and Ternua, an outdoor clothing company. Its aim is to create a market for the fleece of Latxa sheep, a domestic breed native to the Spanish Basque Country which has traditionally provided income for local farmers. At the moment, the industry produces some 2,000 tonnes of residues each year; these are difficult and expensive to manage. The idea is to transform these residues into raw material for clothing to substitute synthetics and the legendary Merino wool.

### Healthy

These sheep produce two highly reputed gourmet products: milk and cheese. Both are produced using organic methods. They also have a high nutritional value and are thought to provide numerous health benefits.

### Sustainable

This is an environmentally friendly project with a circular economic strategy: it seeks to recycle wool residues and use them as substitutes for oil-derived insulating materials, thus reducing environmental damage. In addition, the product is local and will consequently reduce the need for imports and at the same time stimulate industry and employment in the surrounding area.

### Ethical

This project seeks to produce environmentally friendly food and textile products. Its principal aim is to promote the common good and stimulate local industry, not simply generate profits.

### Dietary requirements

This project will be producing organic foodstuffs.

# 29 ROZANNE STEVENS

The Noosphere Institute

**Type:** Social enterprise

**Country:** Dublin, Ireland



## Why it is a good practice?

Rozanne is the founder and culinary director of The Noosphere Institute, a unique social enterprise project in partnership with Dublin City University. Noosphere has been selected to take part in a prestigious GCSO (Global Commission for Sustainable Outcomes) study to create a model zero-waste, sustainable test kitchen which will be replicated on campuses around the world. This will incorporate food services and contract catering across the industry and act as a research and development facility for plant-based foods, food production and sustainability practices. The Institute runs a Zero-waste kitchen programme, and looks at contemporary wholefood approach, nutritional analysis, plant-based recipe, and menu development for food services. As well as providing staff training and mentoring and sustainable development goals implementation.

## About

Rozanne Stevens is one of Ireland's food champions and is a trailblazer for food sustainability. Wholefood Eco Chef, Zero-Waste Sustainable Test Kitchen, Educator, Cookbook Author, formally from South Africa, Rozanne studied law and trained at The Cape Wine Academy as a food and wine lecturer, before moving to Ireland in 1999. Everything Rozanne does is based on Sustainable Development Global Goals 3 and 12, which are the ethos behind her work. Sustainable Goal number 3 aims to ensure healthy lives and promote well-being for all at all ages. Sustainable Goal number 12 aims to ensure sustainable consumption and production patterns. Much work has been done on these goals, but Rozanne hopes to do as much as she can in her work to support them. *"I do what I do because I feel like I am incredibly lucky to have found my life's work. My god given talents plus my education and experience has given me this purpose."*

## Healthy

Under SDG3 Rozanne is dedicated to human health, and people having access to good quality, nutritious food, food education, and cooking skills education.

## Sustainable

DCU already has a robust system for measuring food waste which it has been using and monitoring over the last 3 years. As part of the Noosphere project they are trialing many methods, including a software programme that photographs and analyses prepared food and waste. "Our mission statement is to find the harmonious intersection between human health and planetary health, and to protect and promote that. It's not a 'them versus us' situation. You can love people and the planet in equal measure."

## Use of technology

The Noosphere Institute is working on several projects that utilise technology to reduce food waste.

Follow Rozanne Stevens story



# 05

## ARTISAN



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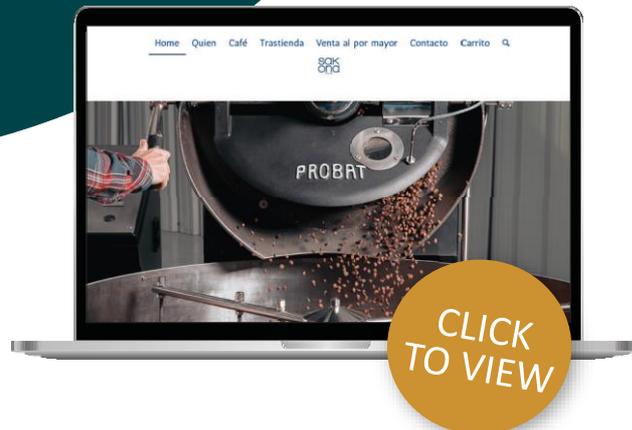
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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION

# 30 SAKONA COFFEE ROASTERS



**Type:** Artisan/ Sustainable/ circular economy  
**Country:** Spain, The Basque Country

## Why it is a good practice?

Sakona Micro Coffee Roastery operates as an innovative concept of a micro-roastery. Establishments like Sakona are currently known as micro roasteries. The coffee beans are roasted on the premises and here owner Javier García sells his coffee in small quantities marking a return to traditional and more ethical practices. Micro roasteries have become a worldwide trend and promote the consumption of fine, small production coffees. It goes without saying that the quality of the coffee at Sakona is guaranteed. This micro roastery also serves bakery products such as traditional pastries and some other contemporary cuisine.

## About

Sakona is a small company in Irún (Guipúzcoa). It was founded in 2015 by Javier Garcia Funez, who is a 5 time Spanish Barista Champion and a finalist in the 2011 WBC (World Barista Championship) held in Bogotá, Colombia. Javier is combining his two passions, specialty coffee and the hospitality industry. Javier's mission is to share a great experience with locals, by serving specialty artisan coffees, accompanied by great service and an enjoyable atmosphere and all the while showing "love and care for all the actions we commit, in order to enrich as many lives as possible".

## Healthy

The primary product is the coffee, and the beans are obtained from the best European importers. New shipments arrive on a weekly basis guaranteeing maximum freshness. The beans are roasted on the premises, which ensures the preservation of their aromas and the high quality of the end product.

## Sustainable

The beans are harvested in a range of countries across the globe to ensure their seasonal nature and optimal quality. Coffee may be purchased at the retail outlet or online and comes in recyclable packs and they also provide generic compostable pods for brewing in common domestic machines.

## Ethical

Javier believes in a different way of doing things and wants to take into account its human impact. He wants his selected coffees to be produced and marketed in a way that is different from what has been generally established across the industry. Through the roasting and sale of these coffees he feels he can positively influence people's lives by creating a whole new experience that has beneficial repercussions in all directions, towards its origin and towards the consumer who discovers and chooses it. All labelling used, shows the origin of the coffee, the plantation or co-operative where it was cultivated as well as the roasting date.

## Dietary requirements

Vegan, vegetarian, gluten free.

Follow Sakona Coffee Roasters story



# 31 KOCBEK: PUMPKIN SEED OIL

**Type:** Artisan Oil milling and production of local products  
**Country:** Slovenia



**Why it is a good practice?**  
Kocbek is a signature pumpkin oil now sold across the world as a quality artisan product competing against the popular olive oils. It has made a name for itself in the world of gastronomy and is receiving credit for its superior quality. Simultaneously, The Kocbek mill is retaining the traditional craft and keeping the skills alive in the area, thus promoting their culinary heritage. What was a struggling business, is now an asset to the community and a sustainable industry. They have received a certificate of protected geographical indication for their Pumpkin Oil.

**About**  
Alojz Kocbek started working in milling and oil production in 1929. In the heart of Slovenske Gorice, there is an old oil mill, where now, the third generation produces quality pumpkin oil. Alojz and his wife Antonija passed on their knowledge and experience to their son Anton, who in turn passed it on to his son Gorazd. As the third generation, it was only Gorazd who refined the pumpkin seed oil and took it to a world where it is increasingly sought after today. Today, the products of the Kocbek oil mill are recognisable both in Slovenia and globally and enrich the most prestigious dishes for gourmets from Dubai through Japan to America. New products or side products from pumpkin seed and pumpkin seed oil are expanding the story, mission and philosophy of the Kocbek oil mill and the promotion of the region.

Gorazd has avoided the temptation of using cheaper, lower quality and more plentiful pumpkin seeds from China. *“Each drop of Kocbek pumpkin oil is made from selected seeds, grown by local farmers and represents a gift from nature that is contained in bottles without any additives”*

**Healthy**  
Pumpkin seed oil and pumpkin seeds represent one of the key local products in Slovenia with a long tradition. Pumpkin seed oil is used as a natural remedy for the treatment of prostate problems and against intestinal parasites. Pumpkin seeds contain many vitamins such as provitamin A, vitamin B, C and E.

**Sustainable**  
The Organic and local farmers used for the supply of pumpkin seeds to the Kocbek oil mill, follow sustainable production, processing, and distribution of their seeds. Particular attention is paid to integrating natural methods and the circulation of substances in nature. A short supply chain is especially important to the brand. Gorazd is reducing waste by also making new products from the byproducts of the oil mill such as salt with the crushed seed husks, salamis, spreads, and soaps.

**Ethical**  
The company employs people from their home environment. Pumpkin seeds are bought from local organic farmers. The oil mill cultivates the local traditions and craft and still practices the custom of locals hiring an oil mill for a few hours to squeeze pumpkin oil from their seeds. Extracting the oil is also a social event that cultivates a sense of gratitude for nature and social closeness.

**Use of technology**  
Cashless payment is available in their online store. The website is used for online sales and marketing worldwide and it also shares the history of their craft. By good promotion of their products the world is being educated as to the value of quality organic pumpkin oils and its byproducts...Now its price represents its quality. On their website, they also promote the sale of their produce using a range of interesting

**Follow Kocbek 1929 story**





**Type:** An innovative culinary product  
**Country:** Slovenia

**Why it is a good practice?**  
 Innovative integration of culinary and cultural heritage with the philosophy of upcycling and learning handicraft skills

**Healthy**  
 “Džlica” product is based on integrating local organic dishes into interesting animation associated with wooden spoon making.

**Sustainable**  
 “Džlica” product originates from the sustainable philosophy of UPCYCLING, which aims to upgrade the already existing material or object with a creative and sustainable idea. The wooden spoon is thus made from the components of a second-hand wine barrel, which the guest completes with his own hands (grinds). The guest is then served an organic dish made of local ingredients prepared using food from a local supply chain.

**Ethical**  
 The company employs people from their local environment. Durable wooden barrels are bought from local winemakers at a fair market price. Dishes served with a spoon are made from organic food produced according to organic philosophy.

**Dietary requirements**  
 Vegetarianism, Veganism, Organic Nutrition, Seasonal Nutrition, Local Nutrition.

**Use of technology**  
 Cashless payment, website.

**Follow Džlica story**



# 06

## ORGANIC



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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION

**Type:** Ecological agricultural cooperation  
**Country:** Ireland



**Why it is a good practice?**  
 Neantog have dedicated their lives to good food and passing their knowledge onto others. Through their school they teach the benefits of eating healthily, organic gardening, foraging, fermenting, plant-based cooking, and sourdough baking. Their ethos revolves around a sustainable lifestyle and all their teachings promote this and eco-tourism for their region.

**About**  
 Neantóg is the Irish word for nettle and the name of their organic farm in Sligo because the cottage they moved into was surrounded by nettles, which are nourishing, healing, and energizing. Neantóg was founded by Gaby and Hans Wieland who moved to rural Ireland from Germany in 1985 and lived in a tent for two years becoming farmers, growers, cheese-makers and bakers. They were one of the first local producers to supply shops in Sligo and among the first to make sourdough bread in the region. In 1987 they bought their farm, and as well as being their home, it is where offer courses and workshops at their Kitchen Garden School and where Gaby runs her Naturopathic Clinic. Gaby and Hans got involved with the organic movement in the Northwest of Ireland and especially The Organic Centre project, where they began giving courses as early as 1996. Gaby, with a background in nursing, graduated as a Naturopath and Herbalist in 2004. Hans dedicated the next 16 years to developing courses and training programmes in organic horticulture, sustainable living and eco-tourism helping to make The Organic Centre renowned nationally and internationally as a centre of excellence. Together they now concentrate on developing Neantóg Kitchen Garden School’s programme of courses, tours, workshops, and mentorships.

“At Neantóg we aim to provide a space for learning skills, gaining knowledge and sharing ideas for a healthy and sustainable life. All our courses are based on our experience as growers, producers and practitioners”. In 2019 they took on another venture, when they started Sligo Food Tours sharing the culinary history of the area while also enjoying food at some of the best cafes, restaurants, and locations in the area.

**Healthy**  
 Nourishing, healing and energizing just like their motto is the basis for the range of courses in organic gardening, plant-based cooking, sourdough baking, fermenting and foraging that Neantog offer. They promote plant-based food for all its health benefits and have an abundance of recipes on offer to give variety and inspiration.

**Sustainable**  
 The Wielands way of life and courses are all centered around sustainable living and practices. They teach from their own experiences in farming, food production and alternative remedies and therapies.

**Use of technology**  
 There is also an extensive website with news, recipes and more: <https://www.neantog.com> Gaby has also written the bestselling Neantóg Cookbook and the couple have made several appearances on national television.

### Follow Neantog’s story



# 34 KARABEL, ORGANIC FARM

**Type:** Supply chain, supply, circular economy

**Country:** Spain/ The Basque Country – Hernani

## Why it is a good practice?

Market gardening and organic farming create a sense of well-being. They are creating sustainable practices within the community and providing healthy produce to the locals. Simultaneously, they are assisting with the social integration and inclusion of the mentally ill and help stimulate awareness of their problems.

## About

Karabel is a pioneering experimental organic farm. It was created through the joint efforts of Blasenea, a company that produces organic market garden vegetables and plants, Kimubat, that makes products for the home, vegetable garden and flower garden and the Guipúzcoa Association for Sufferers from Mental Illness and their Relatives. Karabel assists sufferers of mental illnesses, to return to the workforce. They employ them to tend the organic vegetable garden. The products from the garden are subsequently sold to and served in local restaurants. They are also available at the eco-shop and can be purchased in baskets which are home delivered to customers. Karabel runs organic agriculture research programmes and attempts to broaden knowledge in the field through projects that promote plant biodiversity and environmentally friendly solutions involving circular economic strategies. One example is a project for turning organic residues into compost for vegetable gardens and another is on different cultivation techniques for plants.

## Problem

Often those suffering from mental illness find it difficult to re-establish themselves within the workforce and community. The idea of the vegetable basket distribution arose with the aim to deal as directly as possible with consumers and streamline sales channels or provide zero-kilometre produce.

## Action

The baskets comprise of between eight and ten different locally grown, organic seasonal vegetables. Customers may also order additional organic products such as eggs, olive oil, bread and others. The cultivation of the gardens and the baskets are prepared by sufferers from mental illness. This activity helps to motivate them and give them a sense of achievement due to their usefulness and seeing content customers. The consumer group is constantly growing as is the number of volunteers taking part in the care of the market garden.

## Healthy

The project provides baskets of organic vegetables cultivated using completely natural techniques. They are harvested on reaching optimum conditions and delivered to the consumer on the same day. The baskets come in three sizes: small for a single person, medium for two or three people and large for a family of four or five. The mental well-being and recovery is very much considered of those working here.

## Sustainable

The vegetables are produced using environmentally friendly methods. The organic farming techniques employed and the limited distribution distances to the consumer greatly reduce their impact on the surrounding environment. The distribution chain is short: produce is sold at the eco-shop and to local restaurants or delivered to a convenient pick-up point where members of the consumer group can collect their baskets. In addition, the project revives the traditional farming methods by recycling the organic residues from one of the restaurants to make compost for the farmhouse vegetable gardens.

## Ethical

The project supports several initiatives, to facilitate the recovery and reintegration of the mentally ill and other groups in danger of alienation. It also provides them with independence and assists their personal development. One of the project's aims is to create awareness of the challenges faced by the mentally ill. The project gives courses on organic agriculture and guided tours of the farm. It also makes a constant contribution to the social and economic development of the local area through the eco-shop which sells exclusively locally grown organic products thus providing a showcase for local producers close to the property.

## Dietary requirements

These are vegetable bio set products suitable for consumption by Vegans and Vegetarians.

# 07

## VEGETARIAN



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THIS MENU IS **INTERACTIVE**, CLICK FOR FAST AND EASY NAVIGATION

# 35 "DOBRINA" ECOLOGICAL. BOX.

**Type:** Ecological agricultural cooperation  
**Country:** Slovenia



## Why it is a good practice?

The cooperative connects like-minded small growers and carries out several marketing activities on their behalf. They take care of general education and raising awareness in the importance of eating fresh, locally grown food. They support small, local farmers, and encourage others to return to the land, in an effort to increase the level of self-sufficiency and biodiversity in Slovenia. A huge number of indigenous, vegetables have been lost forever and they aim to halt this occurrence. Only domestic, local production without the use of aggressive chemicals will ensure that they will not go hungry in the long run. Simultaneously, the Dobrina Cooperative connects and unites local producers to create a more successful market presence. They manage all promotion and contact with various customer groups.

## Healthy

By joining forces, they can create and provide vegetable boxes full of varied produce for sale online. This encourages and promotes the consumption of good wholesome organic produce for the wider community and will have the result of a healthier community.

## Ethical

The Cooperative "Dobrina" cares for and promotes healthy eating, by providing a wide choice of local organic produce. They educate or retrain the small farmers in ethical animal husbandry and organic cultivation methods. The co-op had been highly successful, in establishing short food chains, and in nurturing local supply and food traditions. The joint promotion of all stakeholders in the supply chain is the essence of their organization.

## About

The Dobrina Ecological box is a cooperative for the development of sustainable local supply, established in 2011. The basic purpose of the Dobrina cooperative is not to generate profit, but to develop small farms, fair food trade and provide opportunities for fair payment to growers and producers. Simultaneously the co-op connects the countryside with the urban centre and consequently promotes and develops organic farming. It encourages the principles of sustainable local food supply and social-entrepreneurial activities in food production and processing, and the preservation of cultural, technical, and natural heritage in agriculture. It was established by growers and processors from small traditional farms within Slovenske gorice. With the desire to offer residents in an urban environment a fresh, seasonal, local and healthy crops, they combined their produce and established their co-operative market. Today, they supply many public catering establishments with local food. They offer their products to the residents of Maribor through a system of boxes with fresh vegetables and fruits via an online store.

## Use of technology

Cashless payment, website for information and online ordering system, delivery in the area and surrounding hinterland.

Follow Ecological Box story



**Type:** Café /Take away / Meal kits  
**Country:** London and Oxford, UK



## Why it is a good practice?

Founders of Greenbox had a vision to modernize what it means to eat British. The Sunday Roast is a British institution and the origins of sitting down for a meal consisting of meat and three veg goes back centuries. British pub food traditionally consists of classic staples such as sausage and mash, beef and ale pie, fish & chips and roast chicken, making the quest to turn a traditional 'wet pub' into a haven for vegans a significant challenge. But these guys did just that by securing a residency in a pub in East London. 2020 meant changes had to be made. So, to deal with the lockdown restrictions etc they pivoted their business and created boxed meal options, of British classics, Vegan style. Therefore, although the pubs were closed their innovative and delicious plant based offerings could still be enjoyed, just at home. The Covid challenge also drove them to team up with their favourite coffee guys (Routes coffee) and this year they have combined their passions and opened a Vegan café-Green Routes, (in Oxford). An eco-friendly approach, good nutrition and sustainability remain at the core of their business. Greenbox is challenging the concept that vegan food must be bland and boring and are leading the way for other food businesses wanting to bring plant-based food into the mainstream.

## About

Founded by childhood best friends Tom Smith and Ross Milne, Greenbox was born from an old family recipe, a drive to deliver delicious, nutritious, plant-based food and a great affection for sitting down and sharing mealtimes with loved ones. Having toured the festival scene around the UK, from The London Marathon to Wilderness Festival, the duo secured a kitchen residency at The Prince Arthur pub in East London, where they are serving up 'London's Best Vegan Roast' to punters. Shoreditch, in East London, was already a good hub for people looking to indulge in a plant-based diet, which is why the team at The Prince Arthur was happy to try and create something different. Both Tom and Ross appreciate

what is special about British pub culture and they saw an opportunity to use their flair for plant-based food to keep the great British Sunday Roast alive. Greenbox's modern approach to culinary heritage was innovative in the kitchen. They broke away from a predominantly meat-based culture and instead served up Ross' grandmother's nutty patty. The duo's aim to make the food industry tastier and kinder to our planet is a major drive for them.

## Healthy

By introducing a plant-based diet to traditional meat eaters Greenbox is making a difference to the health of the community. They have reinvented a classic British pastime into something more nutritious and nourishing. All the iconic dishes are well balanced, wholemeal, handmade and free from artificial additives and preservatives. They are available as ready meals or can be enjoyed from their base in Oxford.

## Sustainable

The team is passionate about sustainability. They consider it a personal responsibility to hold suppliers to account, both as a business and on an individual level. Ross and Tom both want to do more to help drive systematic change towards sustainable food choices, including seasonal, local and conscious consuming. They continue to demonstrate these decisions through their menu options. Both their former base in London and their new base in Oxford, has enabled them to showcase the extensive health benefits and enjoyment that a plant-based diet can provide to punters. To stay in line with these beliefs, the sleeves of their food packs are recyclable and the food trays are 100% compostable. They use whole-grains only, which are carbon negative and they operate a tree growing program to further increase their carbon consumption.

## Ethical

Tom says "it's important to value your heritage no matter where it's from but always be ready to challenge the parts that you know aren't right. Hundreds of millions of chickens are slaughtered each year in our country; millions of turkeys just for Christmas roasts. We can change these traditions so that the next generation can still enjoy what makes sitting down for a roast with your family special, without the need to slaughter on the insane scale that we currently do."

## Follow Greenbox Food Co.'s story



**Type:** Café /Take Away / Meal Kits  
**Country:** Birmingham, UK



## Why it is a good practice?

After delighting Birmingham commuters with her healthy breakfasts – all served from a renovated trike bike, the budding entrepreneur has made her mark on the street food scene and is progressing further from pop up to permanent residence. From this we can see true innovation. She is selling an ordinary product in a fun and creative manner. Through constantly adapting her product and business model she found what was the right combination for all stakeholders.

- Accessible breakfast product with a street food twist
- Raising the humble bowl of porridge to a trendy breakfast option
- Low-cost start-up that has grown into a fixed site location
- Healthy eating messaging – ‘breakfast is the most important meal of the day’

## About

Naomi Morris founded her business, Morrridge in 2017 whilst studying for a degree in Culinary Arts at University College Birmingham. She did a module on innovation management whereby they were challenged with delivering a pitch for a business idea. On her walk to lectures each morning she always saw scores of business people queuing up outside an independent café in central Birmingham, to get their almond porridge hit. She noticed how it always quickly sold out. She herself was already a fan of porridge and liked to experiment with flavours. From these observations she believed it would be a suitable business idea to pitch. She proposed setting up a street food stand, near a train station with high footfall, so that commuters could grab a healthy breakfast on the way to work. She received a really good response from her lecturers and she put the idea on hold. That was until Mark Laurie (NCASS director) and Lee Desagnes (Baked in Brick) were guest speakers in one of her classes, discussing the street food scene.

Naomi’s lecturers pushed her forward to reveal her porridge idea and Mark jumped on the idea straight away. Consequently, Naomi went on to work for Lee, where she gained invaluable experience and made new contacts, before she bought her trike and set up Morrridge. It wasn’t long before a Birmingham Street Food Market got word of her new business venture and approached her to deliver her savoury risotto porridges at their veggie market. As her business developed, Naomi had started getting asked about drinks offerings and this is when James came on board as her business partner. Morrridge moved in to its first premises in 2020. Their customer base is already strong and their shop is in a prominent business district in Birmingham city center. They feel that growing their business is about understanding the market.

## Healthy

The health benefits of oats are known widely but Morrridge adds colour and flavour with imaginative and nutritious additions. The café caters for breakfast and lunch with mainly plant based offerings.

## Sustainable

The big chains use a lot of plastic and do not recycle coffee grinds for example, so people visiting specialist coffee houses want a lot more information about where the ingredients are sourced and are not so worried about costs, Morrridge meets these needs. As well as this, they source their organic oats from a local family farm. They collect orders of only 25 kilos at a time to ensure freshness, quality and reduce waste. Morrridge sources milk from the neighbouring Mawley Town Farm, which operates on 100% renewable energy. They also use compostable spoons, takeaway cups and packaging.

## Ethical

They guarantee that their coffee is ethically sourced and free from pesticides. From the beginning, Morrridge has had quality at its heart and have tried to be reasonable with how they have costed their products. Morrridge want to run a shop that they are really proud of and that requires them to serve ethically sourced, delicious food and drink that’s made with love.

## Follow Morrridge’s story



# 08

## ETHICAL



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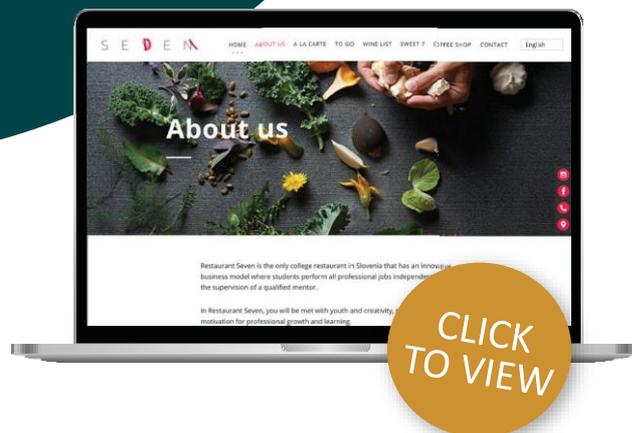
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# 38 SEVEN: URBAN GARDEN

**Type:** Restaurant  
**Country:** Slovenia



## Why it is a good practice?

As a restaurant-college Sedem is constantly looking for ways to continue the learning experience as well as make a difference to the environment and the community. It does this effectively in this project by teaching many lessons. The value of grow-it-yourself and a short-supply-chain, the efficient exploitation of urban space and lessons in self-sufficiency and sustainability are all supported. As a result of this project, the restaurant innovatively, now also produces limited seasonal products as a part of branded herbal food range (herbal salt, herbal infusion).

## About

Seven or Sedem is a City centre restaurant in Maribor, Slovenia. Unused roof space is common in urban spaces and so to make a sustainable difference to the Restaurant-College they decided to think outside the box. So, when comparing prices/supply chain/quality, Restaurant Sedem decided to grow their own herbs and limited vegetables on the roof of one of their buildings in the direct vicinity of their Restaurant-college. Fresh herbs are an important ingredient for most fine dining restaurants and the price of herbs is relatively high in comparison with the cost of growing and cultivating one's own supply. It is sometimes difficult to estimate the quantity of fresh herbs needed and there is always the challenge of obtaining a steady supply of quality fresh herbs. After a feasibility study, Chefs prepared a simple study of which herbs and limited vegetables to plant in the garden given the sunlight and position of it. The construction of the garden and planting followed. The garden now flourishes with rosemary, chives, mint, parsley, lavender, basil, oregano, cilantro. They also grow limited vegetables such as chili, tomatoes and celery. The garden also allows limited recycling of vegetable waste as compost. Since the Restaurant Seven is a fine dining restaurant-college, it also provides students with an open-air classroom to learn about food cultivation. The garden also promotes the importance of urban critters and pollinators (bees, wasps, ants, etc).

## Healthy

'Home' grown fresh herbs and vegetables for dishes and menus. This offers transparency for chefs, students and diners.

## Sustainable

Produce coming straight from the garden means there is no need for food packaging. The college is improving their carbon footprint by having a roof-garden, and they are promoting self-sufficiency and an efficient use of urban space.

## Ethical

Here the restaurant-college is encouraging innovative thinking and teaching and practicing what a responsible food chain is. This project is built on basis of ethical and local sourcing just in a small scale but is getting the message out there. Critters and pollinators are also being considered.

## Dietary requirements

Vegetarianism, veganism, organic diet, seasonal diet, local diet.

## Follow Seven's story



# 39 SLOW FOOD BIRMINGHAM

**Type:** Slow food Movement  
**Country:** Birmingham, UK



## Why it is a good practice?

Slow Food is a global, grassroots movement with thousands of members around the world that links the pleasure of food with a commitment to community and the environment. They are a non-profit organisation seeking to promote a better way to eat, celebrating the rich food traditions of the different nations that make up the UK, and protecting their edible biodiversity. Slow Food engage members of the public, food producers, chefs, businesses, academics and a global network, spreading and enacting their philosophies internationally and locally. These Healthy food innovative approaches in food service result in great collaborative community based projects that help develop partnerships with other businesses expanding local producers reach and impact, and so this also enables locals access to local produce and stops crops or produce going to waste. The underlining theme tends to be healthy food and there is a focus on healthy food education.

## About

Slow food Birmingham (SFB) is a Volunteer organization – started by advocate Kate Smith (now head of SFB) who moved to the area 3 years ago but had been previously involved with the movement for many years. SFB is run by local groups who chose projects to work on, and calls those who have an interest in the movement co-producers. They choose to spend money on certain things in the food system and so if people chose to buy local, organic etc. they are co-producing this type of the food system.



## Problem

Due to the Covid-19 lockdown, there has been an excess of fruit and vegetable produce going unsold, as the hospitality industry didn't require stock - contracts with supermarkets take 6 months to sort out, restaurants are closed, traders are not buying, and so Slow Food Birmingham wanted to support these local producers. To make sure they can grow next season's crops and remain viable, these producers needed to find new customers fast or add to the growing amount of food that is wasted, before it can be eaten.



## Action

Slow Food Birmingham worked with Eat Make Play to move local produce into the emergency food system, but also ensured that the farmer was paid a fair price for his crop. Also NCASS put Kate in touch with Digbeth Dining Club (DDC) who were launching a click & collect Street Food project bringing together local food & drink businesses. This Click & Collect and Slow Food Birmingham was the perfect partnership to expand the Slow Food audience and help local producers. Kate felt that working with DDC was fantastic because they got the concept. As customers were there to support independent businesses, they could also buy fruit & veg boxes as well as lots of other local produce at the same time.



## Sustainable

Before Covid-19, Slow Food Birmingham had 20 customers / week now these numbers are growing. Their story is being heard by many more people and they are looking to up-sell. This means that local producers are in a more secure place because of SFB. This focus on developing local food promotes a seasonal diet and reduces food waste, create a more climate friendly approach to diet.



## Click to watch

The [Slow Food Birmingham](#) X DDC partnership has also seen coverage

## Follow Slow Food story



# 40 ORGANIC DAIRY VENDING MACHINES

**Type:** Supply chain, take away, circular economy  
**Country:** Spain, The Basque Country

## Why it is a good practice?

The innovative idea of placing the milk and other dairy product vending machines in local towns and villages came about due to necessity. According to Ramón Muguertza from the Telleri Zahar Farm in Hernani, the only option for dairy farmers is to sell direct to the public as the prices offered by dairy plants are too low to ensure the viability of a farm. Direct selling eliminates middlemen and enables consumers to purchase extremely fresh, minimally processed, local products at the same price as in supermarkets. Thus, the small farms remain ensuring the survival of local primary industry and supporting rural life, the supply-chain is short, and the community are receiving fresh, natural produce.

## About

These vending machines supply full-fat milk, stored at a controlled temperature of under 4°C Celsius. Dairy farmers pasteurise their milk at 73°C for thirty seconds at the dairy farm and then transport it in tanks to the vending machines. The Department of Health grants the permits to pasteurise and then distribute the milk for retail sale in the vending machines. Each machine has a total capacity of 200 litres. Cows are milked first thing in the morning and their milk is available for purchase from the machines by 7am. The farmers collect the unsold milk each evening and refill the machines with fresh milk the following morning. A litre costs €1 and a half litre 50 cents. Other dairy products are produced on the farms in the same way as the milk using traditional methods and minimal processing. Farmers use fresh, natural, traditional ingredients and prices are the same as in supermarkets. The Behemendi Association request and process the permits required for the installation of the vending machines. The town councils, then provide the space and the location of the machines for members of the association. Regional and town, governments have implemented measures to encourage this direct selling, and the Basque Government finances forty per cent of the dairy farmer's investment infrastructure.



## Result

More and more consumers are opting to purchase milk from the vending machines; consequently, more and more are being installed. They now offer a wider range of dairy products, such as origin certified Idiazábal cheese, yoghurts and sheep's milk and rennet to make junket. All these products are organic.



## Healthy

The vending machines provide consumers with direct access to healthy produce, that is of high quality, fresh and flavoursome. The traditional methods used involve a minimum of processing and only essential ingredients are added. As well as this, these dairy products are organic: they contain no toxic residues, are totally non-transgenic.



## Sustainable

The vending machines offer consumers a new way of purchasing fresh milk and dairy products. These machines are empowering the community to choose the quality and quantity they want. The vending machines also eliminate packaging as customers provide their own receptacles. The short supply-chain and direct selling cuts costs and means the local farmers will become more sustainable.



## Ethical

All involved farmers are acutely aware of environmental issues: they use only natural fertilizers such as manure and mineral ones such as carbonate, calcium and dolomite, and they attach great importance to their livestock's welfare. The animals spend summer grazing in open pastures and when needed their diet is supplemented with organically certified transgenic free fodder.



## Dietary requirements

These dairy products are produced using wholly organic methods.

# 09

## VEGAN



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# 41 VEGAN JUNKIES

**Type:** Street Food /catering  
**Country:** Manchester, UK



## Why it is a good practice?

Vegan Junkies is an innovative way of promoting healthier eating. They have tackled the challenging perception that a Vegan diet mean tastless and monotonous dishes and that it is all about the ethical reasons to avoid animal products. They cook fast-food that just happens to be plant based. Vegan Junkies are all about responding to the appeal of delicious tasting comfort food, that can be loved by anybody and everybody from meat eaters to vegans and everybody in between. Due to it's appeal, their signature dish is their spicy chilli and this is incorporated into their burritos and nachos but they also serve fragrant curries and traditional style english pies with a twist. Following Covid-19 they adapted their business model into more of a catering company that provides chilled ready meals. They part took in the 'Meals for the NHS' charity and this helped sustain the business.



## Healthy

The plant based meals are well balanced. They avoid meat replacements, and the dishes are primarily vegetables but include beans and rice or potatoes to ensure the protein and carbohydrate needs are also met. They are targeting all walks of life by providing comfort food but in doing so are promoting the health and well-being of their consumers.



## Sustainable

A shift towards a more plant-based diet is vital in order to stay within our planetary boundaries. Vegan Junkies make a plant-based diet more accessible to a wide range of customers promoting a more healthy and planet friendly alternative to meat based meals.



## Click to watch

Recorded [interview](#) can be found here:

## About

Vegan Junkies is owned and run by Sophie, a former teacher and Dave a former commercial film maker. Sophie is vegan and had dreamed of owning her own food business and Dave gained interest while making a series of films with a popular TV chef during Veganuary. In January 2019 her dream became a reality when Vegan Junkies was born and they became a member of NCASS. They are based in Manchester but prior to Covid-19 travelled all over the UK to provide deliciously addictive, plant based food, for any event big or small. They offered pop up style street food served from an outdoor gazebo stall, or bespoke 4 course wedding breakfasts and could cater for 30 people or 3000 people at festivals and corporate events. They are not in the business of preaching veganism, they just cook and serve "tasty, satisfying, comfort food" that just happens to be 100% plant based. They are flexible, friendly and dedicated to making sure the food at your event is a perfect success.

## Follow Vegan Junkies story



# 42 KM.0 - VEGAN VEGETARIAN RESTAURANT



**Type:** Restaurant / Take away  
**Country:** Spain, The Basque Country, Donostia-San Sebastian

## Why it is a good practice?

Km.0 is a health driven vegan and vegetarian restaurant that purposely serves traditional-style cuisine made from locally grown produce. It endeavours to promote short supply chains and domestic sourcing. The restaurant also forms part of the "Too Good To Go" movement that aims to reduce food waste and contribute to the reversal of global warming.

## About

0.Km as the name suggests wants to promote the use of local produce and reduce the carbon footprint that is becoming associated with fresh produce. They want to obtain seasonal produce with minimal or 0 kilometers involved and use less forced growth as well as avoiding out of season produce. The restaurant's philosophy is to take care of health using a healthy diet. They believe it is possible to do this without harming any animal and consequentially their menu is entirely Vegan and Vegetarian. Their goal is to offer their customers balanced menus that help improve their health and well-being. Food for them is medicine and they want to spread the word that "we are what we eat!" Another passion of 0.Km is to restore the traditions of local cuisine and the food's cultural heritage and to initiate the elimination of globalization in the gastro world.

## Problem

The phenomenon of globalization is having a significant effect on the food systems of developing countries around the world. The market power of transnational food corporations combined with the spread of processed food products is impacting food security and nutrition patterns worldwide. Along with these issues, is the carbon footprint that out of season produce is acquiring.

## Result

0.Km sources all its produce locally or domestically therefore reducing their carbon footprint. Also, through food waste reduction and as part of the "Too Good To Go" movement they are striving to eliminate or contribute to the reversal of global warming.

## Healthy

The restaurant's vegetarian and vegan dishes are well balanced considered items that provide genuine health benefits. All produce is in season and include fruits, vegetables, seeds, legumes, some dairy and whole-meal cereals.

## Sustainable

Sustainability is at the core of Km.0 with all produce being locally sourced and produced. This is also now known as 'Zero Kilometre produce' or 'slow food' which amounts to the use of seasonal traditional local produce and therefore reducing length of the supply chain and the associated carbon with the produce.

## Ethical

The key concepts behind the restaurant are consumer health and ethical sourcing coupled with responsible food chains and the reduction of food wastage.

## Dietary requirements

The restaurant's cuisine meets the dietary requirements of vegetarians and vegans but is suitable for all diners to enjoy with the promise of tasty food.

Follow Km.0 story



# 43 SWEET BEAT CAFÉ

**Type:** Café / Take-away  
**Country:** Ireland



## Why it is a good practice?

Sweet Beat is a plant-based wholefoods cafe located on the banks of the Garavogue River in Sligo town. It is Sligo's first vegan café, serving delicious food along with an extensive drink menu, including freshly made smoothies, juices and of course coffee. The founder shows her innovation and passion in her simple philosophy: "We take great pride in our commitment to producing our award-winning plant-based menu; sourcing ingredients from and working with a network of organic farms, growers and producers across the Northwest of Ireland." When the Corona virus pandemic hit, Sweet Beat were the first Sligo café offering a take-away service. They adapted so quickly with an online shop so customers could order and pay for food and collect it from the newly built serving hatch. Sweet Beat also teamed up with the 'Feed the Heroes' campaign and delivered nourishing food to frontline health care workers.

## About

The café is the brainchild of Carolanne Rushe, who is a trailblazer when it comes to plant-based food. Travelling the world gave her the opportunity to explore food and she began a blog, to document her recipes and the cuisine of the various places that she lived in. Carolanne started her food career as The Green Warrior and following a year of trading at markets in South Africa, she moved back home to Sligo. Here she joined the Strandhill People's Market in May 2014 and has been busy ever since, launching her popular Super Salads, Organic Kale Pesto, Chili Coriander Hummus and Raw Bars. Her market stall was so successful, Carolanne saw a need for a plant-based cafe, so in 2015 Sweet Beat Café was born. This has been a recipe for success, winning the "Best vegetarian restaurant" from the Irish Times December 2016, best "Free from" from the Irish Restaurants Association 2018 among many other awards.

## Healthy

Carolanne has been featured in national media on many occasions and is a real inspiration when it comes to plant-based food in Ireland. She is educating the community and further afield in healthy food and the benefits of a plant-based diet. Now Sweet Beat offers a weekly delivery service to various locations outside Sligo town. Deliveries include Dinner Kits, Plant-based Meals, Organic Produce, Organic Selection Boxes, Super Salads, Cold Pressed Juices + More.

## Sustainable

Sweet Beat's kitchen staff have also adopted a zero-waste approach to food waste and use compostable packaging from Down2Earth Materials in Cork.

## Ethical

The Organic Selection Boxes are full of what is in season in Ireland right this minute, so each week customers can enjoy new seasonal products that travel less than thirty minutes from farm to shop as they aim to reduce human impact on the environment and our carbon footprint. All produce is grown organically, chemical free + harvested to order. They are delighted to be working with such exceptional local growers, Croghan Organic Garden and Knockvicar Organic Garden.

## Follow Sweet Beat's story



**Type:** Café / Take-away  
**Country:** Ireland



## Why it is a good practice?

Simply Green is an eco-friendly, vegan café in Co. Donegal. It's founder Fiona practices environmentally friendly, and sustainability in every aspect of the business. From sourcing her produce locally to reduce its carbon footprint as well as knowing that the produce is grown in an ethical and eco-friendly manner to operating a zero waste café. By 'simply' eliminating the use of single use cups she is making her business more 'green'. Her menu is Vegan based promoting a healthier way of life to the residents and visitors to the area.

## About

Simply Green is a compact café located in Ireland's oldest town: Ballyshannon, Co. Donegal. Fiona McIntyre is the founder and creator behind Simply Green. It is a zero-waste and sustainable coffee shop. Originally from Dublin, Fiona returned to her father's hometown of Ballyshannon and family farm with her son Max, as she wanted him to grow up in the countryside, eating locally sourced food and living sustainably. When it comes to Simply Green food, the produce is supplied by Fiona's family eco-farm or locally in the North West. Every step of the process in the café is researched and planned, so Fiona ensures it's fully sustainable and it produces zero waste.

## Healthy

The menu is fully vegan and varies due to the seasons, so only fruit and vegetables that are in season locally are used. There is also a wide array of gluten free options, so every dietary need is catered for. The coffee used is Fairtrade and all produce is delivered without plastic and in cardboard boxes that are then returned for reuse.

## Sustainable

Although many cafes offer disposable coffee cups, Fiona decided to take the disposable cups out of the equation. Up to 200 million single use coffee cups are thrown away every year in Ireland. These cups may seem like they are made from paper or cardboard, but in fact they have a layer of plastic over them, making them unsuitable for recycling. Some sustainably aware cafes have introduced compostable coffee cups but unless this is done in the correct manner the cups will not turn to compost. The customers of Simply Green are asked to bring their own cup or use one and sit in at the café. If they don't have time to sit in the café, Fiona offers a 'boomerang' mug; for a refundable deposit of 50 cent, the customers can 'borrow' a mug from Simply Green. Customers are also encouraged to bring their own lunch boxes for takeaway food. Simply Green take any food waste back to the farm for compost and the coffee grinds are also reused as a fertilizer for the vegetables on the farm. The café also has a variety of eco-friendly products for sale so that customers can refill their containers when they visit.

## Ethical

The principle behind Simply Green is to reduce waste and promote greener and more sustainable living within the community and with the help of the community. Fiona explains: *"The Ballyshannon community has been so engaged with the cafe and enthusiastic about the zero-waste element of our business. Before we opened, I went to all the local businesses to tell them about what Simple Green was trying to achieve and staff from a local charity shop even dropped in crockery and mugs to help. The support has been amazing, we've had queues out the door."*

Simply Green is also dog friendly, so you can bring your furry friend out to lunch with you, and meet Oscar, Fiona's rescue dog, showing how inclusion is also an element of this business.

Follow Simple Green's story



# 10

## DIGITALIZATION/ INNOVATIVE COVID-19 RESPONSE



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THIS MENU IS **INTERACTIVE**, CLICK  
FOR FAST AND EASY NAVIGATION

**Type:** Restaurant  
**Country:** Spain (Donostia/San Sebastián)

## Why it is a good practice?

This is a hospitality industry innovation project. It involves the creation of an application that supplies companies and consumers with information on ingredients and their nutritional value and possible allergens. The information is supplied by QR codes. When scanned with an electronic device the code provides information that enables restaurateurs to implement improvements at all stages of preparation as well as during the acquisition of produce, its storage, usage, the management of residues and the presentation of the finished product. It also provides consumers with information that does not appear on the menu.

## Problem

Food processing is the action of performing a series of mechanical or chemical operations on food in order to change or preserve it. Now, while this is often necessary, to give food longer shelf life and thus reduce food waste, there can be cons also associated with some processes. Sometimes especially the chemical operations can leave the consumer with a different product than expected due to the volumes of preservatives and additives. Other issues are a lack of knowledge in the end user, as to the composition of foodstuff and whether or not they are suitable for their personal consumption. (e.g. does it contain allergens or high sugar levels or gluten etc.)

## Result

This innovative App empowers both the restaurant kitchen buyers/ chefs and the end consumer with knowledge. From the information gained they can decide for themselves if they want to use or consume these products. They now understand the composition, the nutritional benefits and how it will suit them and their needs.

## Healthy

The application enables restaurants to provide diners with supplementary information such as products' nutritional and energy value, ingredients' chemical composition and information on allergens. This enables consumers to choose healthier alternatives and ones that best meet their requirements. Consumers can choose products for example that are low in sugar, low in saturated fats, fat-free, free from genetically modified ingredients or artificial additives.

## Sustainable

The information supplied by QR codes facilitates the appropriate management of produce, reducing the chances of cross-contamination, expiration, or general misuse which feeds into the reduction of food waste across the board.

## Ethical

The application involves a commitment to consumers and assists them in making choices. It empowers both the restaurateurs and the end user via knowledge and education.

## Dietary requirements

The QR codes also supply dietary information. This enables restaurants to serve dishes suitable for diners with certain conditions or those who have nutritional restrictions such as diabetics or customers suffering conditions that are diet related, allergies or those who are Vegan or Vegetarian.

# 46 BAKED IN BRICK

**Type:** Street food / Take-away  
**Country:** UK



**Why it is a good practice?**  
Baked in Brick is a prime example of how a business innovated and adapted to deal with the pandemic. Owner and qualified chef Lee showed his ability to completely change his business model to suit the circumstances. By adapting his menu he supported the local and vulnerable communities in providing nutritious cost effective meals. The introduction of Fruit & Veg boxes meant he ensured healthy eating options were readily available. By trading in more than one way, Lee made his business more sustainable and likely to ride out the crisis.

**Action**  
Lee and his team had to change the way they traded quickly and moved into home deliveries and click 'n' collect options. As well as this, Lee began working with Meals for the NHS and Warwickshire Council. They created a range of offers for the council that were planned and cooked in line with their requirements. They changed their operations to ensure that they were able provide meals for the vulnerable and to create fruit & vegetable boxes.

**About**  
Baked In Brick started with a hand built wood-fired pizza oven and a shed at the bottom of owner and chef, Lee Desanges' garden. He converted a classic mini car and married it together with a wood oven on the back and BBQ under the bonnet. Lee's food is mostly based around real live fire cooking, his love of spice and fresh tasty seasonal ingredients. His little street food business has gone from strength to strength, with multiple street food set ups all based around classic vehicles and in 2018 opened his first pizzeria / street food restaurant in Digbeth, Birmingham. In 2016, Baked in Brick won 'Best Street Food and Pop Up' in its hometown, the West Midlands. Then went on to win 'Best Dish' and 'Best of the Best' at the British Street Food Awards. In 2017 Lee travelled to Berlin in his newly converted VW LT28 and won 'Best Main Course' and 'Best street food in Europe' in the European Street Food Awards.

**Result**  
Working to feed vulnerable groups during the Covid-19 crisis meant that they had to devise a menu that was affordable for the council as well as being healthy at a time when nutrition was key to keeping and staying Covid-19 safe. The fruit & vegetable boxes have become an ongoing project that have enabled communities to access healthy food. Their Meal boxes are also now being delivered across the country. The plan upon reopening post Covid restrictions, is that Baked in Brick will invite guests to come back to their restaurant with physical distancing and a new menu so that their safety and well-being, is considered

**Challenge**  
Covid-19 struck when the restaurant was growing, street food market pitches were booked across the country and they were getting ready for a busy summer at festivals and events.

**Follow Baked in Brick's story**



# 47 SOCIAL CAFE BAR & KITCHEN

**Type:** Take away/online/ meal delivery  
**Country:** Sofia, Bulgaria



## Why it is a good practice?

The innovative chefs of Social Bar & Café use favourite local recipes, keeping the culinary heritage of Bulgaria alive and also serve world cuisine giving a great choice to their customers. All dishes are prepared with care and can be tailored to individual needs, with nutrition and flavour as primary goals. To ensure a short supply chain they work closely with local food suppliers for fresh ingredients, that are essential for their dishes to have real flavours. This is just one reason why they enjoy such good reviews from their clientele. Being Social is what lies behind their concept and food is a major part of this. They believe they are seen as a restaurant/family where you can fully trust everyone on the kitchen. They do not compromise quality.

## About

The founders believe that Social Cafe Bar & Kitchen is the ideal location for a great social experience in the heart of Sofia. It is a restaurant, bar and cafe where, tourists and locals alike select to relax after work, meet with friends or just stop for a drink. It has become a preferred place for many of the expats living in Bulgaria. They encourage their guests to try the various irresistible items that enhance the body and soul. Depending on the situation, the company and mood, there are many options from this Mediterranean/ Italian themed venue. They serve pizza and pasta, fresh salads, bruschettas, meat dishes, risotto and seafood. Their selection for vegetarians, vegans and children is a priority emphasising the inclusive nature of the Social Cafe Bar & Kitchen restaurant and how it is suitable for an entire group. The menu is precisely selected, so every meal that comes out of the kitchen is a polished creation. Their team of professionals take care of their guests from the moment they enter through the door all the way to their departure.

*"We all need to socialise. We need to meet up and share our lives and our feelings whilst enjoying good food and drink".* Since the Covid pandemic has hit people are finding it harder to do this but the Social café, is doing

its part by now delivering their high quality food ready for consumption, to homes, offices, or wherever a client wants, within the city of Sofia five days a week. They have been honoured with the Italian chamber commerce in Bulgaria award.

## Healthy

In the Social Cafe Bar's Mediterranean Kitchen their mission and goals are for healthy cooking. They want their diners to enjoy nutritious and healthy food with their family or colleagues and give themselves more time for other activities and thus encourage their consumers' well-being. They believe their menu stands out from the crowd with its healthy attitude and irresistible creations that enhance your 'body and soul'.

They offer individual healthy and dietary nutrition plans that are fully tailored to specific needs, goals and taste preferences.

## Sustainable

All aspects of the business consider their Environmental impact. They follow strict menu planning to reduce food waste, and since the introduction of take-away they are using eco-solutions in all their packaging.

## Ethical

The Social Café & bar practice ethical sourcing of all their produce and eco nutrition. They strive to get the healthy message out to their customers through innovative marketing and the implementation of consumer information and a product labelling commitment. They have also partnered with food banks to donate any leftovers that cannot be used within the business. They use healthier cooking methods and ingredients transparency; reviewing menus to ensure fruit, vegetables and whole-meal varieties are included. They do not compromise quality. They always pay what is required for quality ingredients, to be able to serve quality dishes. Personal approach is guaranteed.

## Use of technology

Demand driven delivery. Cashless services. Option to choose a menu on their website and order online or by phone.

## Click to watch

[VIDEO 1](#) [VIDEO 2](#) [VIDEO 3](#) [VIDEO 4](#) [VIDEO 5](#)  
[VIDEO 6](#) [VIDEO 7](#)

## Follow Social Café's story



**Type:** Take away/online/ Meal delivery  
**Country:** Sofia, Bulgaria



**Why it is a good practice?**  
 Royal Nature – Healthy Kitchen is a catering company that help people get started on the road to a healthy and balanced life. The company is competent in the development of healthy nutritional regimes, for individuals, private corporations and mainstream catering. Their mission is to inspire or to show that a healthy way of life can be good, and that taste is critical during this journey. During the initial stages of the pandemic, they offered to pay 50% of the cost, with delivery included, to encourage people to gift a lunch to a stranger. *“To stand # Together on the side of GOOD!”*

**About**  
 Royal Nature is a healthy catering company that will help one start living a balanced life. Their mission is to inspire and show their customers, that a healthy lifestyle can be easy, tasty and is a matter of choice that each one simply must make. They target those with busy lifestyles, whose health is being impacted by not making the time to nourish their bodies with good food. So, they take care of their clients’ needs and health by preparing high quality food from carefully selected and organic products. To suit the busy lifestyles, they deliver it ready for consumption, with utensils, to homes, offices, or wherever it is needed, within the city of Sofia. Thus, their customers save time; shopping, cooking, calculating calories, searching for quality products, they just have to order online. They can enjoy a healthy lunch or dinner, or an all-day individual plan, prepared according to the recipes of some of the most famous nutritionists in the country.

**Healthy**  
 All dietary requirements are catered for - Vegan, Gluten-free, Vegetarian, Standard. They offer calculated portions to adhere to healthy eating plans and their website is geared towards providing information on healthy eating and eating habits through the use of their blog which details great recipes and helpful tips.

They do not use improvers, colorants, preservatives, sweeteners and other chemical additives. The processes of pre-treatment /heat treatment of food products are adapted to suit the preparation of healthy food. The path to health and happiness is now possible and easy with its programs. Royal Nature’s products create good habits and its very convenient.

**Sustainable**  
 Royal Nature is conscious of their environmental impact and make efforts to reduce their waste and use eco-friendly solutions in their food packaging. They use healthier cooking methods and believe in ingredient transparency. There is regular reviewing of menus to ensure fruit, vegetables and whole-meal varieties are included.

**Ethical**  
 Royal Nature is a SME promoting healthy nutrition, the use of responsible food chains and ethical sourcing. They empower their customers with information and aim to make a difference to community health through their service and offerings.

**Use of technology**  
 Their business is predominately operated via the company website and their Facebook page, where their customers receive information and can order their choices to be delivered to their selected location within the city of Sofia. They also use the delivery platform FoodPanda to extend their reach. They offer cashless transactions and allow for phone orders.



**Type:** Street Food/ take-away  
**Country:** Birmingham, UK



## Why it is a good practice?

Full of Chaat, originally established as a Street Food project in 2017, was due to experience their busiest summer to date having been allocated a spot at the European Street Food awards and had plenty of festival work lined up. When COVID-19 restrictions were put in place and all, but essential businesses were instructed to close, street food traders were forced to close without any access to financial support. Owner Sarah Ventre, found a way to pivot through the crisis by delivering food to regular customers and taking part in the meals for NHS workers, serving the community and ensuring she could keep key staff members in employment.

## About

Sarah Ventre founded Full of Chaat in February 2017. She was already working in private catering but made the decision to focus on launching a street food set-up as a side project. After securing a spot at the award-winning Digbeth Dining Club in Birmingham, business was booming and Full of Chaat quickly became a household name in the city. After the lockdown Sarah spent three weeks planning ways in which she could adapt her business to serve the community. Initially, Sarah and the team began serving regular customers by driving to their homes and dropping off hot meals on their doorsteps once a week. When the 'Meals for NHS' initiative was set up with the aim of delivering free hot meals to frontline workers, Sarah applied for the scheme via the NCASS Work Opportunities system. It was this way that she got involved with the charity and was often providing up to 200 hot meals a day to NHS workers.

The first few weeks were very emotional for the Full of Chaat team because the Intensive Care staff on shift came out looking exhausted but were really looking forward to a delicious, hot meal. Sarah and her team were making regular drop-offs at their local hospitals and built up a rapport with many staff members. Not only were the Full of Chaat team allowed to stay in employment during the pandemic and keep the business functional, but they were also being given a purpose to get up each day in the knowledge that they were providing a much-needed source of comfort and energy boost to frontline workers.

## Healthy

When Sarah got the opportunity to work with Meals for the NHS, her initial concern was whether they would want Chaat or something completely different like traditional sausage and mash, for example. In fact, they wanted the Chaat menu because it was the ultimate comfort food – healthy, homely and nutritious, combining meat with lots of vegetables. The aim was to prevent key workers from needing to visit vending machines whilst on duty and to ensure that they didn't need to go home after a long, 16-hour shift, to cook their own meal during a time when many didn't have the time to go food shopping.

## Ethical

Through Sarah successfully pivoting Full of Chaat, she supported the local community through a number of ways;

- By ensuring essential workers are getting one nourishing meal a day
- Keeping employees in work giving them a sense of purpose during difficult times
- Supporting members of the community by supplying them with nutritious meals

## Follow Full of Chaat's story





**Type:** Catering /Home delivery  
**Country:** Ireland

## Why it is a good practice?

Gourmet Fuel provide health-conscious individuals with fresh, nutritionally balanced meals, delivered to their home. This service is perfect for busy people who want to eat healthily but do not have the time to cook. Customers can avail of nutritional advice and enjoy healthy delicious food, which will help them achieve their goals. This is a healthy product being marketed in an innovative manner. The need is there and this company is meeting this need as well as promoting health & nutrition via the internet.

## About

Gourmet Fuel was established in 2014 by siblings Emma and Rob Buckley. Emma is the Director of Nutrition and she has developed an entire range of health foods to compliment healthy living and performance. Emma is also an international keynote speaker on nutrition and health. Her knowledge of how food works in the body helps her design the healthiest meals and meal plans possible. They have teamed up with Andy Dowling, who is the director of the business and the head chef. Andy has vast experience of providing healthy and balanced meals, having previously worked in Avoca and St. Vincent's Private Hospital. Andy and his team create every meal from scratch, using locally sourced ingredients.

*"We really love food, but we've always liked to eat healthy too. Back before Gourmet Fuel started in 2014, we found the only way to get our hands on genuinely good food that tasted good too, was to cook it ourselves. That meant shopping, chopping, and cooking meals from scratch. Admittedly we loved to cook, but that takes time and all too often life got in the way and we found ourselves making poor choices at lunchtime or after a long day's work. So, we thought, there must be a way that everyone can enjoy delicious healthy food every day, without having to spend hours in the supermarket and the kitchen....and just like that Gourmet Fuel was born!"*

## Healthy

You go onto the website and add your physical information, including height, weight, physical activity etc. Then you choose your health goal, choosing from weight loss, weight gain or just wanting to eat healthily. The team will calculate how many calories you need per day and work out a meal plan for you. Gourmet Fuel is one of the only food delivery companies in Ireland, that have a team of the qualified nutritionists on hand to advise and guide customers on their health journey. Making healthy eating easy, the plan not only covers dinner but also breakfast, lunch, and snacks. You can tailor make your subscription to suit you. The meals are delivered nationwide on a weekly basis and you sign up for a weekly subscription. This system ensures results and promotes health and well-being of their community.

## Dietary requirements

All plans are tailor made, so all food preferences are catered for.

## Sustainable

PET1 plastic trays are used, the lowest carbon footprint packaging for food, which are suitable for both the oven and microwave and are made from recycled material and are 100% fully recyclable.

## Use of technology

Their website uses pioneering FuelWizard technology, which provides a complete picture of the nutrients you are eating. You have every macro & micronutrient, what their benefits are and know if you are reaching your daily goals. All ordering is done online through the company's website and delivery is arranged accordingly. Roghan Organic Garden and Knockvicar Organic Garden.

## Follow Gourmet Fuel's story





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