

May Marketing Bulletin

Welcome to the May edition of your Marketing Bulletin. Check out the recipes, tips and helpful hints we have whipped up for you.

This month we have some exciting events on including National BBQ Day, Destination Jamaica, National Vegetarian Week, National Eat What you Want Day, British Sandwich week and our in season Food Hero is Spinach!

..... 27th May

National BBQ Day gives you an opportunity to increase your sales with a great pop up! Don't be afraid to add between 5% and 10% to your standard Price

- Themed G&G items as well as hot options
- Meal Deal offer - Themed sandwich/wrap/baguette + snack & drink
- Grilled Meats/sausages/vegetables/fish
- Add sides - Slaws, salads, grilled cob corn
- Hot Chicken wings, sweet potato wedges in multi deck or hot counters
- Outside BBQ lunch - Client approval/risk assessment's duly completed



MAIN MEALS

Mac n Cheese concept with BBQ pulled pork topper

Hound Dog Hot Dogs

🌭 Chilli Con Carne

🌭 Bacon & Cheese

🌭 Fried Onions & Mustard

🌭 BBQ sauce & cheese

TIP: Wrap bacon round a sausage

Hamburger Bar

Choice of chicken, beef or veggie

Double up on burger patty for £?

Sides of cheese slaw, cheese, bacon, onion rings, nibbed or whole corn cobs

Add a drink as a meal deal

Go Skinny - Any burger served with a dressed salad instead of a bun

Honey BBQ Chicken tender strips with salsa or flavoured mayo

Marinated thighs or drumsticks & sweet potato wedges - PREMIUM

Halloumi kebabs

Grilled vegetable Fajita Skewers

SIDES

Buffalo wings

Sweetcorn cobs - flavoured butters

Sweet potato wedges

Slaw's

Potato Salad

Boston Beans

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Destination Jamaica gives you an opportunity to increase your sales with a fantastic Caribbean pop up!

DESTINATION:



Jamaica

Give this a try

Themed G&G items as well as hot options

Meal deal offer - themed sandwich/wrap/baguette + snack + drink

Set up jamaican station, flags & posters. Fresh fruit & vegetables

MAIN MEALS

Jerk Chicken

Spicy vegetable stew with
dumplings

Grilled cod with corn & mango
salsa

SIDES

Rice & peas - stewed in coconut
milk

Steamed cabbage

Baked sweet potato wedges

Jamaica pattie (meat + veg)

Tropical slaw

HOT SWEET

Baked bananas & choc sauce

REGGAE NACHOS

Nachos tossed in all spice topped
with salsa, jalapenos, cheese
finished with coriander, sour
cream & guacamole

Also, try these

Jamaican ginger cake

Fresh Lemonade (Made with limes) in 7oz cups

Ginger beer cans - Colleges only!

JACKET POTATO FILLINGS

Curried chickpeas & spinach

Offer baked sweet potatoes

Rub the jacket skins in jerk sauce

SANDWICH OF THE DAY

Chilli lime marinated chicken &
tropical slaw

SOUP STATION

Butternut squash, coconut milk &
fresh red chilli

TROPICAL SLAW

1/2 red cabbage - shredded

1/2 white cabbage - shredded

2 green pepper - thinly sliced

2 carrots - peeled, grated

French dressing

Limes - juiced

Toss all vegetables together in a
bowl, squeeze some lime juice
into the dressing and mix all
together then serve.

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Let's embrace this week with a great selection of main meals, G&G plus more!
Here are some suggestions, hints and tips.

13th-19th May

MAIN MEALS

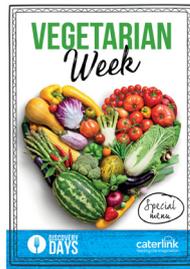
Monday - Vegetable Lasagne
Tuesday - Mac n Cheese
Wednesday - Mexican Kitchen
Thursday - Veggie Curry Bar
Friday - Battered Quorn Sausage

SOUP STATION

Vegetarian/vegan soups only
Tomato & basil
Cream of Cauliflower/mushroom
Minestrone
Leek & Potato

HOT BREAK G&G

Vegetable Samosa
Pancake Roll
Sweet Chilli noodle pots
Thai veg curry & rice
Cheese & marmite toastie
Egg & cheese breakfast muffins



G&G

Superfood salad pots
Snack pots - Falafel, hummus, egg, spinach, veg sticks, cheese, fruits
Smoothie & juice blend of the week

PASTA KITCHEN

Veggie sauces only this week
Add a side for an extra cost

SANDWICH OF THE DAY

Onion bhaji, mango chutney,
spinach & grated carrot

PIZZA MARKET

Veggie toppers only this week
Add garlic balls for extra cost

Falafel Scotch Eggs Recipe

INGREDIENTS

Free range eggs - soft boiled
800g chickpeas
1 clove garlic
2tsp ground cumin
2 small onion
2 tsp ground coriander
1tsp chilli powder
4tbsp plain flour

METHOD

1. Put the eggs in a pan of hot water over a medium heat, bring to the boil and cook for 5 min. Drain and rinse under cold water until cool enough to handle, peel and set aside.
2. Heat the oven to 200°C/fan 180°C/gas 6. Line a baking dish with baking paper.
3. Pat the chickpeas dry. Tip into a food processor along with the onion, garlic, parsley, spices, flour and pinch of salt. Blend until smooth.
4. Using oiled hands, mould a portion of the falafel mix around the eggs until covered
5. Place onto the lined backing dish and bake for 10-12 mins, turning once or twice until golden.

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Break all but one of your dietary rules on May 11th because it's National Eat What You Want Day. The only rule you must obey is of course, eat what you want!

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11th May

TAKE FULL ADVANTAGE OF THIS GREAT DAY AND BOOST THOSE SALES!

Push meal deals - indulgent desserts with main meals

Brownies

Flapjacks

Jackbrowns

Popcorn

Nachos

Sticky toffee pudding

Try fish and chips and up sell an ice cream

Fill up the frutina machines for slushie sales

Make the most of the hot chocolate machines and pumps - offer toppers such as whipped cream, sprinkles, marshmallows, chocolate sticks all for extra

GIVE THESE QUIRKY COMBOS A TRY:

Breakfast waffles with crispy

bacon and syrup

Banana sandwich

Chocolate pizza

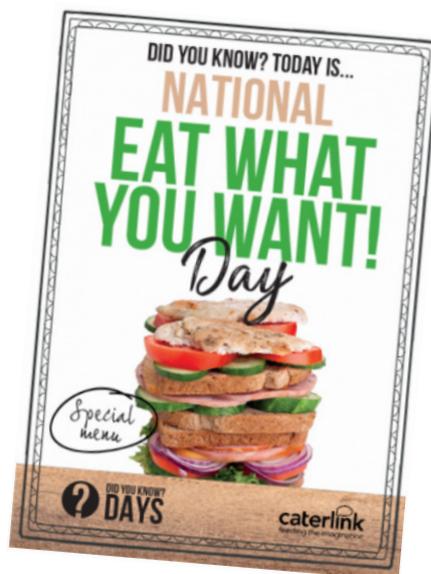
Popcorn and ketchup dip

Brie and jam toastie

Marmite pasta and cheese

Push for premium range bakes on this day to drive all those additional sales we can get!

Pack out your impulse points with nachos and popcorn!



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Not just for florentine! Great in salads, juices, cakes or even wilted with simple seasoning.



DID YOU KNOW?

The english word 'spinach' dates back to the late 14th century and is derived from the word 'espinache'.

Raw spinach is 93% water, 4% carbohydrates and 3% protein.

RECIPE IDEAS

Spinach cake with frosting

Spinach and feta pinwheels

Ham, cheese & spinach quiche

Tomato & spinach soup

Add a spinach leaf bowl to your salad bar

Try it raw in salads, add it to veggie curries or even in homemade bread

G&G OPTIONS

Spinach & boiled egg pots

SPINACH CAKE WITH FROSTING RECIPE

3 eggs

1tbsp vanilla essence

190g caster sugar

250g spinach

170ml olive oil

250g flour

3tsp baking powder

2 tbsp lemon juice

Frosting: 8oz cream cheese, 250g icing sugar, 1.5tsp vanilla essence, 1.5
tbsp milk

METHOD

1. Preheat oven to 180oC, grease & base line tin
2. Remove spinach stems, add eggs, vanilla, sugar, lemon & spinach to blender - blend until smooth.
3. Pour the oil in blender whilst on a low setting to create silky batter.
4. In separate bowl, sift flour & baking powder & add to the cake mixture, fold in, then pour into lined pan.
5. Bake for 30 mins, check with toothpick & let cool. When cool add frosting
6. For frosting - beat cream cheese, icing sugar & vanilla until smooth. Add milk gradually for nice consistency.

WHY NOT TRY PROMOTING YOUR CLEAN GREEN JUICE BLEND THIS MONTH?

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This week is a celebration of one of the nation's favourite fast foods. Celebrate by experimenting with weird and wonderful flavours in your sarnie. Enjoy! Run a competition leading up to the week with the students to suggest a speciality filling, weird, wacky or not. Then manager and client can select a daily winner.

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19th - 26th May

BREADS

White, wholemeal, focaccia, ciabatta, bagel, wrap, baguette, sourdough, folded flatbread
TIP: Offer a toastie sandwich at break times

DELUXE FILLINGS

Big breakfast
BLT
Chicken ceasar
Tuna nicoise
Cheese ploughmans
Seafood cocktail
Chicken tikka & onion bhaji

JUST PLUS FILLINGS

Brie & cranberry
Free range egg & spinach
Hummus & roast vegetable
Cheese & pickle
Ham salad
Feta & cucumber
Tuna mayo

JUST FILLINGS

Ham
Cheese
Hummus
Egg mayo
Marmite
Jam

MEAL DEALS

Sandwich & soup
Sandwich & wedges
Sandwich, drink & dessert pot
Sandwich & fruit pot
Sandwich & sandwich
Sandwich, nachos & drink

SANDWICH OF THE DAY

Competition winners

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Maybe make a flavoured butter if you're feeling adventurous
Try a chip butty roll or a fish finger sandwich on Friday fish day!

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