

Dumfries and Galloway Council

Café DG training

Presented by
Alan Mawson
Catering Development Officer
&
Alison Jardine
Business Services Manager
Dumfries and Galloway College

Background

- **16 Secondary schools**
- **4 combined primary secondary**
- **Dumfries and Galloway covers 2,380 square miles**
- **Currently have a 3 week menu cycle**

Secondary Launch of Hungry for Success September 2006



Has it been a Success?

- Yes, viewed as a success in terms of complementing the secondary nutritional standards. No significant downturn in business as previously experienced in primary sector.
- Meal Deal 1 – what was our “2 course special” – is now top of league table accounting for 45.78% sales
- Increase 43% on uptake compared with Feb 2006 figures.
- Meal Deal 2 – 12.8%
- Meal Deal 3 – 23.5% Express – Good 2 Go concept
- Meal Deal 4 – 17.9%

Meal Deals



£1.60

Cafe^{dg}

Meal Deal 1

- Soup or Sweet of the day *
or Piece of Fruit
- Daily Special *
- 330ml Bottle of plain *
or flavoured water

*All dishes are Good 2 Go! please ask!
See menu board for daily specials*



£1.60

Cafe^{dg}

Meal Deal 2

- Any hot filled Baguette or Sub Roll *
or Baked Potato with one filling
- Traybake or Piece of Fruit *
- 330ml Bottle of plain *
or flavoured water

*All dishes are Good 2 Go! please ask!
See menu board for daily specials*



£1.60

Cafe^{dg}

Meal Deal 3

- Any Express Item *
- Traybake or Piece of Fruit *
- 330ml Bottle of plain *
or flavoured water

*All dishes are Good 2 Go! please ask!
See menu board for daily specials*



£1.40

Cafe^{dg}

Meal Deal 4

- Soup of the day with *
home made bread rolls or
any Filled roll or Sandwich
- Tray bake or Piece of Fruit *
- 330ml Bottle of plain *
or flavoured water

*All dishes are Good 2 Go! please ask!
See menu board for daily specials*

What Has Café DG Achieved

- Help meet Hungry for Success recommendations.
- A foundation to develop.
- Give pupils and staff a service identity.
- Bring modern eating habits into schools.
- Introduce customer friendly products into school meals service.
- Enhance eating environment.

What Was Needed To Make Café DG Successful

- **Brand**
- **Theme**
- **Products**
- **Service**