

*your trusted partner for care home meals*



*apetito* CARE HOME CATERING

**apetito**

## tailored solutions to suit your needs – and your budget

YOUR CARE HOME IS UNIQUE. YOU WANT A CATERING PROVIDER THAT UNDERSTANDS YOUR INDIVIDUAL NEEDS TO HELP YOU CREATE YOUR OWN APPROACH. At *apetito*, WE UNDERSTAND THE CHALLENGES YOU FACE, AND CONCENTRATE ON PROVIDING GREAT TASTING FOOD IN A COST-EFFECTIVE WAY THAT'S EFFICIENT WITH SPACE AND LABOUR.

With over 50 years experience in providing quality food, *apetito* is a leading supplier in the UK Community Meals and Healthcare markets and is at the forefront of frozen food innovation. We do everything we can to bring you high quality and nutritious food, while also developing innovative products and systems to provide you with an excellent service.

With all our food, you can be sure that we deliver consistent quality and safety. We also offer you a choice of individual, small and large tray products so you can choose the solution that's right for you, while keeping catering costs and waste to a minimum.

We offer a range of over 220 mouth-watering meals and desserts, all of which are nutritionally balanced for care homes. We can help you adhere to the Care Quality Commission Guidelines and cater for a wide variety of dietary needs.



## our guarantee to you...

- A WIDE RANGE OF DELICIOUS, APPEALING AND NUTRITIONALLY BALANCED MEALS THAT ENHANCE THE HEALTH AND WELLBEING OF YOUR RESIDENTS
- ALL OUR MEALS MEET THE NATIONAL ASSOCIATION OF CARE CATERING (NACC) STANDARDS FOR NUTRITION
- EXTENSIVE CHOICES FOR SPECIAL DIETS AND CULTURAL NEEDS
- A COMPLETE SERVICE PACKAGE, TAKING CARE OF EVERYTHING FROM ORDER TO DELIVERY
- A HIGHLY COST-EFFECTIVE SOLUTION THAT REDUCES FOOD COSTS, LABOUR COSTS AND WASTE. YOU CAN ALSO SAVE SPACE THAT CAN BE USED TO GENERATE ADDITIONAL REVENUE
- A CLEAR SUPPORT PLAN FROM IMPLEMENTATION AND THROUGHOUT OUR PARTNERSHIP
- MARKETING AND SUPPORT MATERIALS TO HELP YOU AND YOUR RESIDENTS GET THE VERY BEST FROM OUR SERVICE
- CONTINUOUSLY IMPROVING SERVICES AND MENUS TO MATCH YOUR NEEDS THROUGH ONGOING SUPPORT FROM A DEDICATED CLIENT DEVELOPMENT MANAGER
- CONSISTENTLY HIGH NUTRITIONAL STANDARDS AND RIGOROUS TESTING TO ENSURE OUR PRODUCTS ARE SAFE AND RELIABLE



## quality and nutrition go hand in hand



FOR MANY CARE HOME RESIDENTS MEALTIMES ARE A HIGHLIGHT OF THE DAY, AND THEY WANT TO EAT ATTRACTIVE AND ENJOYABLE FOOD. WE BRING NUTRITIOUS AND ENTICING MEALS TO THE TABLE WHILE ALSO REDUCING COST AND WASTE. YOU CAN COUNT ON US TO DELIVER AN UNPARALLELED CHOICE OF CONSISTENT, GREAT-TASTING FOOD TO CREATE A DIGNIFIED DINING EXPERIENCE.

### Home cooking on a larger scale

At *apetito*, our chefs have a real passion for quality food – every single one of them has a minimum qualification of an NVQ in cookery. So, whether your residents enjoy traditional favourites, something more adventurous – or a little bit of both – we ensure that your dishes always look tempting and taste delicious.

All of our meals are supplied fully prepared in frozen trays. But we don't simply assemble frozen ingredients – we cook just like you would at home, but on a larger scale. For instance, our casseroles contain meat that's cooked within the casserole, not cooked separately then added later. And our sponges are all supplied as raw batters to cook and rise in your ovens, giving them a sumptuous home-cooked flavour and texture.



**“WE'RE PASSIONATE ABOUT MAINTAINING CONSISTENTLY HIGH STANDARDS. ALL OF OUR SPONGES ARE SUPPLIED AS RAW BATTERS TO COOK AND RISE IN YOUR OVENS. THIS MEANS YOUR RESIDENTS GET A HOME-COOKED TASTE THEY'LL LOVE.”**

**PHIL RIMMER**  
HEAD CHEF

### All the benefits of frozen foods:

- Consistent quality
- Reduced wastage
- Improved safety over prime cook process
- Longer product shelf-life
- Fewer deliveries required
- Allows use of seasonal vegetables
- Easy to handle

### Guaranteed consistency at every meal time

When cooking for residents yourselves, it can be difficult to get the same results every day. For example, your chef might only work for you from Monday to Friday.

With *apetito* as your partner, you can feel confident that your residents will enjoy the same high standards and quality at every meal time. Our system enables you to create consistently tasty meals with minimal preparation and minimum fuss – because our chefs have already done the hard work for you.

We're proud that with us you'll be serving nutritious, freshly prepared hot meals that your residents will enjoy, day in day out.

## helping you make some great savings

### Food costs

You want to know the food you give your residents also brings you good value for money.

Our flexible approach allows you to choose from a range of pack sizes and serve the exact number of portions you need. That means less waste to help keep costs down.

We can also help you make great savings by managing packaging waste, which can be costly to dispose of.

### Labour savings

Many care homes find it a real challenge to recruit and retain good quality cooks. *apetito* can take away the worries – and the costs – by eliminating the need for lengthy preparation. Simply transfer the food from your freezer, cook for 90 minutes and then serve. We can even give you a timetable of how many trays to cook and when.

Whatever the size of your care home, we're confident that we can save you money. As our chefs do the bulk of the food preparation in our kitchens, you only need to make minimal preparations in yours, which means minimal staffing requirements for you. We believe anyone can run our meal service successfully and we'll provide all the training and support you need.

### Space savings

By reducing the amount of food preparation and the need to cook on the hob, we can help you save space in the kitchen. In fact, a number of the homes we help have reduced their kitchen sizes enough to put in an extra bedroom and generate additional annual revenue.

Let us show you how we can help you save money, without compromising on quality.



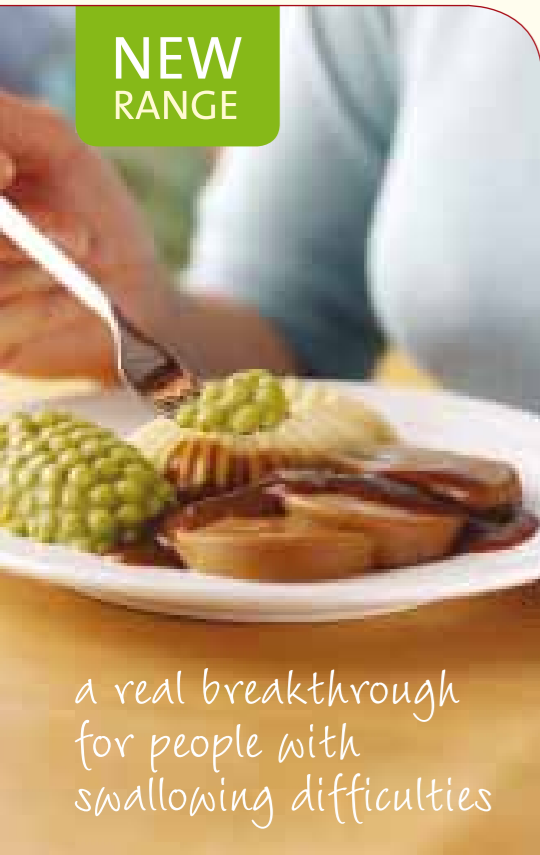
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minimise  
waste  
+  
reduce cost  
+  
maximise  
space

# a huge menu that's filled with flavour

NEW RANGE



a real breakthrough for people with swallowing difficulties

WE NEVER COMPROMISE ON THE FLAVOUR AND QUALITY OF OUR MEALS. SO WHETHER WE'RE PRODUCING A STANDARD RECIPE OR SUPPLYING DISHES FOR A PARTICULAR DIETARY NEED, YOU CAN BE SURE WE'LL PROVIDE APPETISING MEALS THAT YOUR RESIDENTS WILL SAVOUR.

Our huge range of large tray, small tray and individual meal options means you can plan varied and interesting menus that are suitable for all your residents. We cater for many nutritional and cultural requirements:

- Diabetic
- Lower fat
- Reducing
- Moderate salt
- Gluten free
- Vegetarian
- Ethnic
- Milk free
- Soft and puréed
- Egg free
- Afro Caribbean
- Kosher
- Asian Halal
- Asian vegetarian



### Large tray meals

Our extensive range is designed specifically for the care industry. Our trays are ideally sized for conventional ovens and regeneration trolleys – which we can provide for you. Each product is clearly labelled with nutritional and cooking instructions to make sure every meal is a success.



### Small tray meals

Our small tray packs let you control portions accurately and cater for lower numbers of residents. And if you're offering special diets or vegetarian options, our twin-portion packs help you control waste and save money.



### Individual complete meals

Ideal for meeting the needs of people with special dietary requirements such as coeliacs, our individual portions can be cooked in either ovens, regeneration trolleys or conventional microwaves. Our Ethnic and Soft and Puréed Meals ranges are also sold as individual meals.



### Tea-time meals

We provide a wide choice of tea-time options, including traditional pastry products, that are ideal as a snack or tasty tea-time treat. To spot our tea-time selections, look out for the dishes highlighted with the tea cup icon in the Product List.

### Soft and Puréed Meals

Our groundbreaking range of texture-modified meals combines delicious flavours, nutritious ingredients and a natural, attractive appearance to provide dysphagic residents with a dignified dining experience. All our meals meet the national guidelines for texture modification in adults, written as a joint project between the Royal College of Speech and Language Therapists (RCSLT) and British Diabetic Association (BDA) for categories B, C and D.

When dining taste of course is vitally important, but appetising appearances also make all the difference. That's why we've created our category C products to keep their shape after cooking, while category D choices offer appetising colour combinations.

# guaranteeing excellence in every meal

At *apetito*, WE UNDERSTAND THAT YOU FACE INCREASINGLY RIGID STANDARDS FROM THE CARE QUALITY COMMISSION (CQC). THAT'S WHY ALL OUR MEALS MEET THE NATIONAL ASSOCIATION OF CARE CATERING (NACC) STANDARDS FOR NUTRITION EVEN THOUGH THEY ARE NOT YET MANDATORY, HELPING YOU MEET YOUR OBLIGATIONS. OUR STRINGENT PROCEDURES MEAN YOU CAN ALWAYS RELY ON US TO MEET FOOD SAFETY GUIDELINES.

A lot of work goes into every dish we create. Our experienced chefs develop each recipe, while specialist teams prepare the meals to a consistent standard using quality ingredients and seasonings. We constantly monitor nutritional content and carry out daily tests to ensure all our meals are delicious, healthy and visually appealing.

### Making safe, delicious and nutritious meals

#### *apetito* FoodSafe+

All our meals undergo a series of rigorous safety checks to ensure they are safe for your residents to eat. Our CLAS-accredited laboratory carries out microbiological tests on every batch of meals we produce, while our positive release system ensures nothing is released for sale until it has been approved by our laboratory.

The laboratory also allows us to perform chemical analysis of products to confirm nutritional contents, which enables us to provide accurate nutritional information. That means you can be 100% sure of the food you serve.

#### TAYGO – Taste As You Go

Our specialist Taste As You Go and Quality Control teams make sure your meals are always delicious. They sample each batch, checking and adjusting for flavour, texture, consistency and visual appeal.

### Quality assurance

Our state-of-the-art factory in Wiltshire has achieved the BRC (British Retail Consortium) Global Standard for Food Safety Issue 5 accreditation – the highest possible level. Our comprehensive Hazard Analysis Critical Control Points (HACCP) Quality Assurance system ensures the very highest standards at every stage, from the raw materials to production, and from storage through to distribution.

On the rare occasions we receive a complaint we will treat it with the utmost care and attention, providing customers with comprehensive replies. Our traceability system also means we can recall products easily if we ever need to. We can even trace each ingredient in every product back to its source.

Finally, to ensure we meet the specialist needs of each of the care homes we cater for, each member of our team has completed courses for the Certificate in Nutrition and Health certified by the Royal Society for Public Health, as well as dementia training focused on diet and nutrition.



# supporting you every step of the way



**“WE PRIDE OURSELVES ON GOING ABOVE AND BEYOND TO ENSURE OUR CUSTOMERS HAVE ALL THE SUPPORT THEY NEED. FROM TRAINING TO MENU PLANNING, PICTURE MENUS AND ADVICE, WE’LL CONTINUE TO VISIT REGULARLY AND MONITOR OUR SERVICE. WE’RE ALWAYS HAPPY TO HELP.”**

**TORIE RILEY**  
CLIENT DEVELOPMENT MANAGER

**YOUR RESIDENTS MUST ALWAYS COME FIRST. THAT’S WHY WE FOCUS EXCLUSIVELY ON PROVIDING YOU WITH PRODUCTS AND SERVICES TO HELP YOU MEET THEIR NEEDS EXACTLY.**

### Setting up your new service

When you appoint *apetito*, we will prepare a clear plan for setting up your service and supporting you and your residents. You will be assigned a dedicated Client Development Manager, who will meet you and your staff. They will agree the menu with you and discuss any specific dietary requirements.

### Getting you started

We want to ensure your move to *apetito* is a smooth one. So for the first few days, we will be onsite to monitor the service, ensuring everything runs smoothly and pinpointing any further help you may need.

From portion sizes to food presentation, our team will make sure everyone involved in serving meals understands the *apetito* system. In addition, you’ll receive a comprehensive welcome pack containing many handy training aids, such as a reference manual, food diaries for your dining rooms to facilitate constant feedback and kitchen boards to remind your staff how to prepare the food.

### Continuous support and development

We normally design menus to run on a 4-week cycle, at the end of which we’ll review the menu to fine-tune it according to your residents’ preferences. We can even arrange a tasting evening to show residents’ relatives what we offer.

You’re never alone with *apetito*. We will carry out a general review every 3 months and a full menu review every 6 months. By constantly monitoring performance we can deal with any concerns and ensure that our food and service is always of the highest possible standard.

### Picture menus

We can supply your care home with restaurant-style menus or picture menus – or both. Research shows that picture menus are a powerful tool in assisting residents with dementia to make choices, helping to ensure that they eat well and stay healthy.

### The equipment you need

Meeting your care home’s cooking needs is a top priority. We can even provide you with essential equipment such as freezers and regeneration trolleys, available either to purchase or lease.

### A dignified dining experience

We make our service as easy as possible by offering continuous training and support. That way, you can make the most of mealtimes and provide your residents with a dignified dining experience, enabling them to socialise with others and fully enjoy their meals.

### Easy ways to order

With *apetito*, flexibility is key. You can order any dish from our range to include on your menu on any day of the week. You can phone, fax, email or go online to order. Alternatively we can contact you at an agreed time.

We’re proud of our online ordering service. It’s easy to use and can help save time and cut back on errors. Simply enter the order into an online template and send it directly to our customer service and distribution centre. There’s no need to confirm by phone, as e:Order will return a receipt confirming your order.

**e:Order** ↩

### Distribution

Our delivery drivers are an integral part of our distribution team, and look after food safety and quality until the food is delivered to your door. We use our own drivers and vehicles, so you can expect a reliable and friendly service every time. Staying efficient also enables us to minimise our carbon emissions.

### Environment

We deliver our food in reusable crates. Each day’s food will be in a clearly marked crate. This not only makes the day’s food easy to manage, store and prepare; it also reduces packaging waste and eliminates the need for cardboard boxes.

In addition, our aluminium foil trays are made from 99% recycled materials, and we can suggest ways to recycle used trays quickly and easily.

### Nutridata

Nutridata is an online resource that helps you plan menus and cater for special diets. Quick and simple to use, Nutridata provides ingredient declarations, cooking times, nutritional data, dietary details and facts on allergy suitability. You can even find out which meals are suitable for residents with a combination of dietary needs and preferences.

**Nutridata** @



## how our service works

We recognise that when you’re managing or working in a care home, you have a hundred and one things to focus on during the day. So, from the outset, we’ll be there to help you with anything you need; ensuring you can serve delicious meals quickly and easily.

Here’s a quick overview of what’s involved:

### 1 SET UP

We’ll help you craft your menu and place your first order. Our friendly drivers will then deliver your food in frozen trays ready for you to store until they’re needed. Our delivery crates are clearly marked and organised, so Monday’s crates will contain all the food you need for that day.

### 2 ORGANISE FOR SERVICE

Simply remove from the freezer and sort the food into groups of full cycle and half cycle, so you know how long to cook each one. The lids will tell you whether your food needs to be cooked with the lid on or off.

### 3 COOK AND SERVE

Load your oven 90 minutes before service with the full cycle products and add in the half cycle products after 45 minutes. Our instructions show which shelf of the oven to use.

When the cooking is finished, take the food out of the oven, probe to ensure it’s the right temperature – then serve and enjoy.

## exceeding expectations every time



At *apetito* WE'LL ALWAYS GO THE EXTRA MILE TO ENSURE YOU AND YOUR RESIDENTS RECEIVE THE HIGH QUALITY SERVICE THAT YOU DESERVE.

Helping you serve nutritious, safe and tasty food isn't just our job: it's our passion. From day one, our dedicated team will work closely with you and your residents, ensuring we meet your needs. Having an open and honest partnership is always important to us, so we'll listen to your views, hear your feedback and share best practice advice. We'll also liaise with you regularly, attending meetings and discussing how we can improve our service.

Of course, great service is only part of our commitment. Our ultimate aim is to provide delicious food that your residents will thoroughly enjoy every single mealtime. But don't just take our word for it. Book a FREE, no obligation Taste Test for you and your residents today.



"WE'RE AS PASSIONATE ABOUT OUR SERVICE AS WE ARE ABOUT OUR FOOD. BY OFFERING A TAILOR-MADE BLEND OF FANTASTIC MEALS, GUARANTEED NUTRITION AND SERVICE THAT'S SECOND TO NONE, WE'RE COMMITTED TO IMPROVING THE WHOLE DINING EXPERIENCE FOR YOU AND YOUR RESIDENTS."

LEE SHEPPARD  
DIVISIONAL MANAGER

## sample the benefits for yourself

FREE  
TASTE TEST

To see just how passionate we are about great-tasting food, why not book a Taste Test? We can come to your premises to show you, your residents and their relatives just how attractive and enticing our food can be. Make mealtimes as easy – and as tasty – as possible by booking a Taste Test with *apetito* today.

TO BOOK YOUR FREE TASTE TEST OR TO FIND OUT MORE ABOUT HOW *apetito* CAN DELIVER EXCEPTIONAL FOOD TO YOUR RESIDENTS:

CALL 0800 0281 818

EMAIL [TASTETEST@APETITO.CO.UK](mailto:TASTETEST@APETITO.CO.UK)

GO ONLINE AT [WWW.APETITO.CO.UK/TASTE](http://WWW.APETITO.CO.UK/TASTE)



# why choose *apetito*?

LAUNCHED OVER 50 YEARS AGO, *apetito* IS A GLOBAL ORGANISATION THAT LEADS THE WAY IN QUALITY FROZEN FOOD AND CATERING SOLUTIONS.

Our market-leading position is a result of our advanced catering systems, online services, accredited onsite laboratories, continual innovation, and ability to adapt to your individual needs. We're also proud that our hard work, commitment and continual innovation has been recognised in awards year after year.

So, whatever your requirements, you can trust *apetito* to deliver the perfect blend of quality, flavour, price and service.

This brochure is intended to provide general information about our products and services. You should always seek further advice on any particular issue or requirement you might have. Whilst we make every effort to ensure the accuracy of the information contained in this brochure, we do not accept any responsibility for any inaccuracies or errors which might be contained in it.

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