

International Chefs Day 20 October 2019

How Healthy Food Works

Chefs Toolkit









WELCOME NOTE

Welcome Note

Dear Chef,

International Chefs Day on 20 October 2019 offers you and fellow chefs from around the globe a unique opportunity to network, promote your profession to future chefs, and make a difference in your local community by making healthy eating fun and exciting for kids.

The World Association of Chefs Societies has committed to using International Chefs Day to educate kids around the world about the importance of healthy eating. In doing so, they hope to expose kids to the culinary profession and teach them good eating habits they can carry with them for life.

Nestlé Professional is proud to offer the expertise of the Nestlé Healthy Kids programme and partner with chefs' associations around the world to make this possible. We have involved our nutritionist and creative partners to develop this comprehensive toolkit for you. Please reach out to your local Nestlé Professional team for support in arranging your International Chefs Day event.



An Important Note

Please remember

Please remember, because kids are so sensitive to advertising, we do not want to expose them to too many brands. This does not only apply to Nestlé brands, but also any other brands from other partners you may have. You are free to give your partners recognition for their contribution in your newsletter and on your website, but on the day kids should not be exposed to any brands. Please check with your Nestlé Professional Healthy Kids Champion regarding the use of branded products.





The Theme



International Chefs Day 2019 Theme

Getting to know the theme: a short explanation on how HEALTHY FOOD WORKS...

People often tell us "Oranges are good for you" or "You need Vitamin C" but what does that actually mean? And how does that actually affect our bodies?

For International Chefs Day, our theme this year is HOW HEALTHY FOOD WORKS. We want to show how food affects our bodies internally. This year we would like to take the last two years of Healthy Heroes and Healthy Foods for Growing up and go into more depth of what different foods do for us and why we need them.

We want to use this opportunity to teach kids about healthy eating by letting them be creative with food. With the chef's input, education and help, the kids will be able to create recipes out of healthy foods, helping to teach the kids **How Healthy Food Works**.



HEALTHY FOODS LIST

The following foods have been identified as important for healthy eating for kids in the Nestle Healthy kids program:

Banana Apple

Broccoli Orange

Mango Cucumber

Carrot Spinach

Feel free to have a lot of these available on the day for children to touch, feel and taste...because we know that children are more keen to eat things that they are familiar with.



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Introduction to the Characters and The Benefits of the Selected Fruits and Vegetables Inside the Body

Introduction to the characters and the benefits of the selected fruits and vegetables inside the body

Based on the nutritional benefits of each of these fruits and vegetables, we have identified different parts of the body where these fruits and vegetables have the most health benefits and would have the highest impact for performance. These would be communicated consistently throughout the campaign







Oranges contain vitamin C. Vitamin C supports your developing immune system.



Broccoli

Broccoli contains fibre. Fibre helps your tummy with digestion.



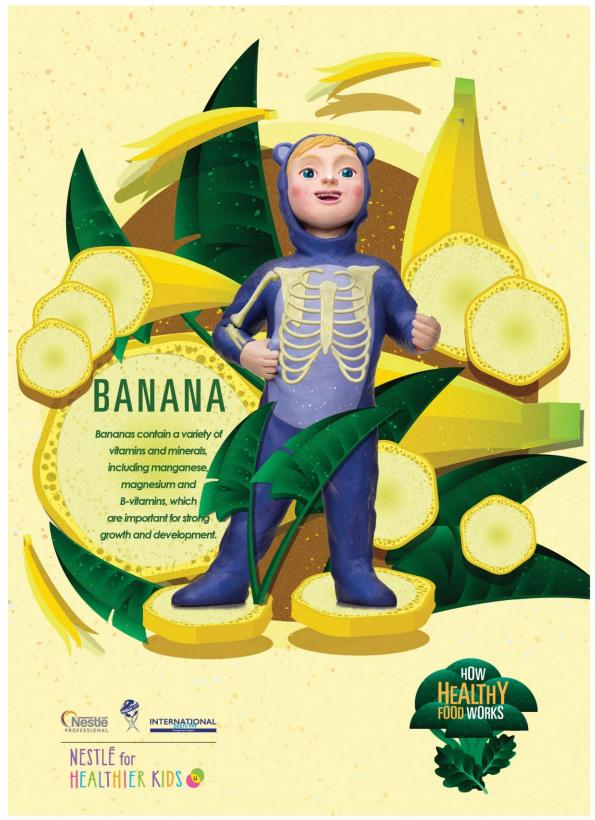


Mangoes are a source of potassium. Potassium contributes to normal muscle function.



Carrot

Carrots are a source of vitamin A. Vitamin A contributes to maintaining normal vision.





Banana

Bananas contain a variety of vitamins and minerals, including manganese, magnesium and B-vitamins, which are important for strong growth and development.



Spinach

Spinach contains vitamin A. Vitamin A contributes to maintaining normal vision.





Apples contain vitamin C. Vitamin C supports your developing immune system.



Cucumber

Cucumbers are high in water (95%). Water helps your body to stay hydrated

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Getting Started. Toolkit Introduction

Getting started – toolkit introduction

This **How Healthy Food Works** toolkit contains everything you will need to host a super workshop. It includes facts, recipes, fun ideas, tips and printable materials, as well as approval forms, photography guidelines and safety considerations.





Event Planning Calendar NP Managers



Worldchefs Board meeting to approve campaign























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Before the Event

The Kitchen/Venue

The most important thing you will need is the right work space in which to host the event. This will be arranged by local Nestlé Professional managers. The Nestlé Healthy Kids champions in the market already have preferred schools and organisations they partner with and we should preferably try to work with them to obtain the right culinary space.

If this is not possible, you can use your own resources and connections to secure appropriate kitchen space. For example:

- Make use of a local culinary school kitchen.
- Some schools have large kitchen facilities. Liaise with the school to use these.
- Convert a large classroom into a temporary kitchen. Liaise with the local chefs association to arrange basic utensils and equipment.
- Liaise with your local chefs' associations for other suggestions or venues they can give you access to, without having to pay room rental fees.
- Remember to arrange the venue a month in advance at the latest and communicate the details to all participants.



Health and Safety considerations

- Roll up long sleeves, remove loose clothing and tie back long hair.
- Wear clean closed shoes with non-slip rubber soles.
- Wipe up spills as soon as they happen. Wet spots can be slippery.
- Don't point knives at anyone. Be sure to pre-cut ingredients to avoid kids having to use a knife.
- Don't run in the kitchen or behave in an undisciplined manner that will endanger others.
- Please ensure no utensils, pot handles etc. are over-extending work surfaces to prevent them from being bumped, causing spills, burns or injuries.
- Keep all hot pots and pans safe to prevent accidental burns.
- Shorter hair should be covered with a chef's hat. Do not scratch or comb hair when working with food.
- Keep your fingernails short and clean.
- All cuts and wounds need to be hygienically covered.
- Wear a clean apron.
- Wash hands regularly, particularly after using the toilet, and before / during food handling.
- Keep all ingredients refrigerated untilneeded.
- Ensure all chopping boards and utensils are clean.
- Don't put cooked food on an unwashed plate or cutting board that held raw food. Always use a cleanplate.
- Don't cross-contaminate between dishes.
- Don't bring food into direct contact with printed paper material.
- Never lick or taste with your fingers, always use a tasting spoon and never reuse the spoon.

Prepare yourself for unforeseen incidents by keeping a first-aid kit and an emergency number readily available nearby.



The kids

Nestlé Healthy Kids champions should organise the participating kids for each workshop, as they will follow the right channels to arrange the authorisation with the school or organisation. If there isn't a local Nestlé Healthy Kids champion, you and the Nestlé Professional Food Manager in your market have to liaise directly with the school or organisation to arrange for participating kids.

PLEASE NOTE: It is absolutely crucial to follow the right channels when organising a workshop with a participating group of kids.



The kids

- Connect with a school or organisation of your choice weeks in advance to make sure there is enough time for all concerned to make the necessary arrangements.
- Communicate with the principals, teachers (and parents) involved to explain what the workshop is about.
- Be sure to explain our mission of teaching healthy nutrition to kids. When schools and parents see the bigger picture, they are more willing to take part.
- Liaise with your local chefs association to help you do this.
- If parents need to give consent for their kids to take part in a workshop of this nature, you can print and supply your group with these attached permission forms before the event.
- Parents need to indicate whether or not they give permission for their kids to be photographed. These photographs will be used on social media. On the day, you will provide kids with one of two badges. The badges will come in two colours and will be used to indicate which of the kids have permission for photos and which do not.
- Remember to send reminders to the school, principal, teachers and parents a day or two before the event.



Letter to the Parents & Permission Form

Dear Mom and Dad,

Around the world, teaching our kids about healthy eating has become an important part of their education. Good nutrition is a crucial part of their growth and development. It gives them more energy, improved health and greater focus in school.

For International Chefs Day on 20 October 2019, the {NAME OF LOCAL CHEFS ASSOCIATION} and Nestlé are hosting a fun and healthy cooking experience for kids, as part of the Nestlé Healthy Kids programme.

This event will take place on {DATE} at {WHERE}.

We would like to invite your kid to participate in our 2019

How Healthy Food Works workshop where We want to show how food affects our bodies internally, what different foods do for us and why we need them.

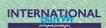
We want to use this opportunity to teach kids about healthy eating by letting them be creative with food. With the chef's input, education and help, the kids will be able to create recipes out of healthy foods, helping to teach the kids How Healthy Food Works.

We look forward to hosting your kid at this fun and educational workshop!

If you are interested in enrolling your kid in this event, please complete the attached form and send it to {ADDRESS}.











Permission Forms for the Healthy Foods for Growing Up Workshop. First and last name of the parent: Email: Phone/mobile phone: First and last name of the kid: Birth date:_ Allergies or any relevant information about the kid: ☐ I agree that pictures are taken of my kid during this activity. These photos will be made available to me on a temporary and protected website after the event. I agree that photos of my kid can be used only for the communication of the Nestlé Healthy Kids programme. ☐ I do not agree that pictures of my kid are taken during this activity. DATE: **SIGNATURE:** NESTLE for HEALTHIER KIDS @

During The Event

Printables: a list of printable extras and suggestions on how to use them

In the toolkit we will provide extra collateral that chefs will be able to print out and use on the day of the workshop. This includes:

Cut Outs and Badges

We will create badges for the kids to wear. These badges will help chefs to identify which of the kids are allowed to have photos taken and which do not

We will create a range of cut outs for the chef to print and have ready for the day. These cut outs will include the different illustrated body parts used in the posters. Kids can play around with them and stick them on their clothes



Permission to have photos taken



Does not have permission to have photos taken

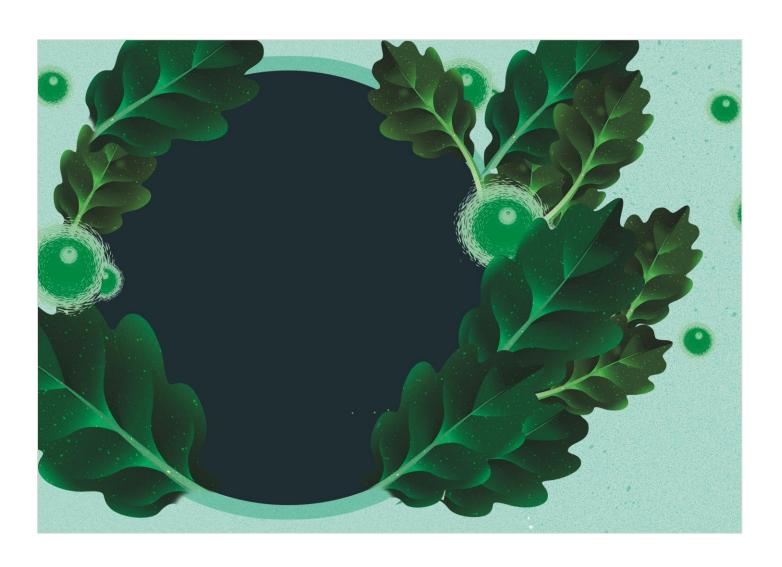


How it works on the inside! Place Mats

To get the kids dishes ready for photos to be used on social media, we will create place mats that are designed with this years **How Healthy Food Works** theme. The bowl or plate will be placed in the middle of the place mat and around it will be the different backgrounds/environments created for each of the fruits and vegetables.









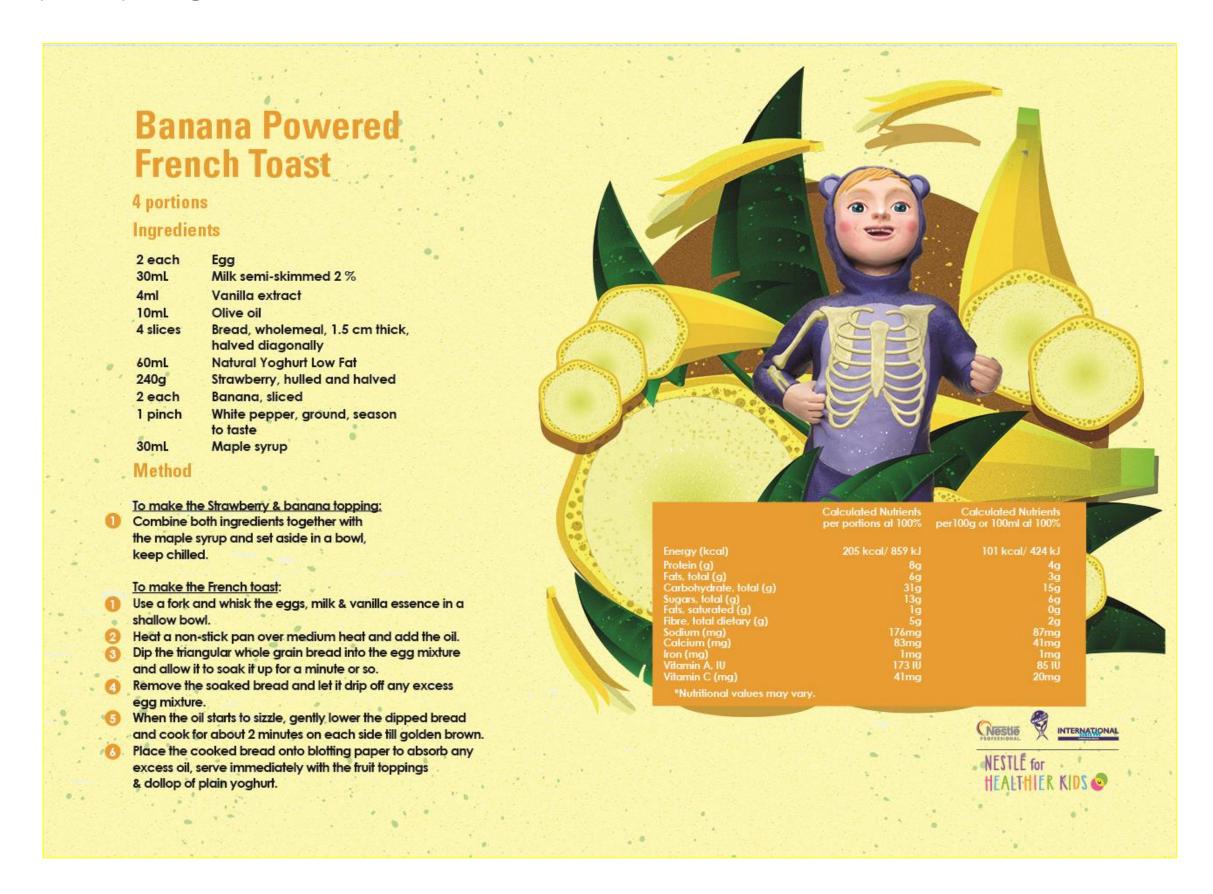






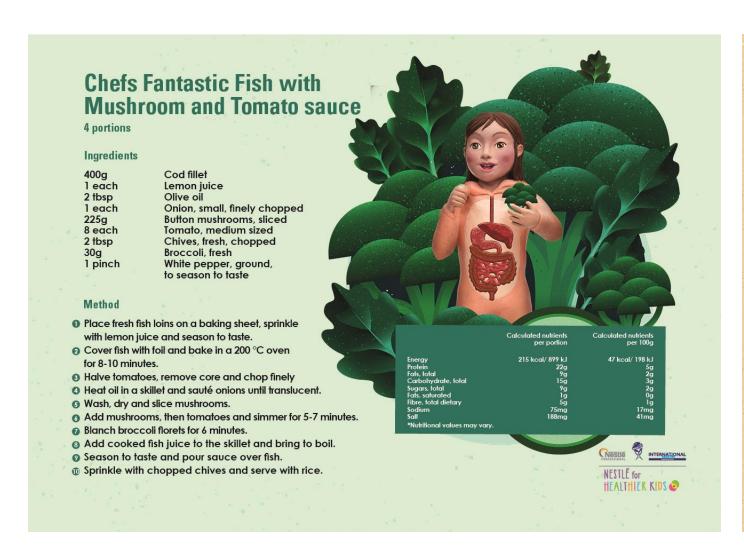
Recipes

Be sure to choose your recipe well in advance of your event; where possible, prepare any ingredients beforehand and make sure you have the right number of utensils, equipment and ingredients to cater for each child participating.











Activities At the Workshop

Activities at the workshop

- When the kids arrive at the venue, it is important that they receive a name badge as soon as possible the badges not only identify the kids, but because of the colour coding, the photographer will be able to identify kids with and without permission for photography. If you are collaborating with Nestlé during the event, their organizers will take care of this.
- Once you have been introduced and the children have settled, you can talk to the kids about what it's like to be a chef and why you love what you do. You can also tell the children what healthy foods you eat, and why this is important for a strong healthy body. Talk to the kids about what your favourite fruit or vegetable is and what part of the body it is best for
- You need to tell the kids that there are certain foods that can give them all the nutrition
 they need to help their body to become the strongest and healthiest it can be, which will
 be supported by posters in the toolkit for you to hang up.
- You can also discuss the benefits of the food in your chosen recipe and explain how each fruit and vegetable benefits each of the different parts of the body.



Activities at the workshop

- Support teams should be encouraged to dress up and to take part in the day with the
 kids. The support team can choose one of their favourite fruits and vegetables from the
 selected list and use the cut outs provided in the toolkit to stick on the front of their aprons.
 This way they can encourage discussions with the kids around the different healthy foods.
- Once done, the kids will place their dishes on the place mats provided in the toolkit to be photographed. Note that no Nestlé or any other branding is allowed. We've also included photography tips in the toolkit to guide you.



Taking Photos At the Workshop

Taking photos of the kid's dishes

Remember to capture and share your event.

- Make sure you bring a digital camera or good smartphone to the workshop.
- Use the placemats provided as a base for your photos.
- Take quality pictures that will do justice to the unique artwork the kids create.
- To help you do this, we have included a handy <u>Food Photography Guide</u> to help you take the best pictures possible.
- Share the pictures with the world.
- You can send these to the schools and parents.
- Remember to also share them on our Facebook page.

Reminder:

- There should be no branding in the photos taken.
- Permission must be acquired from parents before photos can be taken of the kids.
- Kids to wear photography permission badges. Click here to download.
- Only take photos of children with permission badges.
- •



Games to Play With the Kids At the Workshop

Games to play with the kids at the workshop

We will give kids the chance to demonstrate How Healthy Food Works through fun activities. You can choose which of the activities on the list you would like to play For example:

Where in the body?

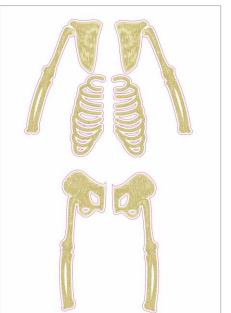
After the kids have taken photos of their meals they can play 'Where in the body?' We will provide a life size poster in the toolkit that can be printed. Along with the poster will be cut outs that will be used to stick onto the poster.

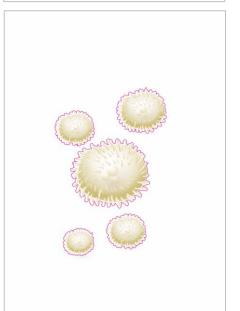
Divide the kids into 2 groups.

You will have a series of questions you can ask. The questions will be centred around what foods help which part of the body. If the kids think they know the body part, they will take the body part and stick it onto the poster.

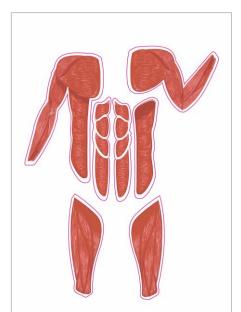




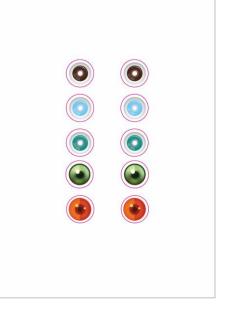


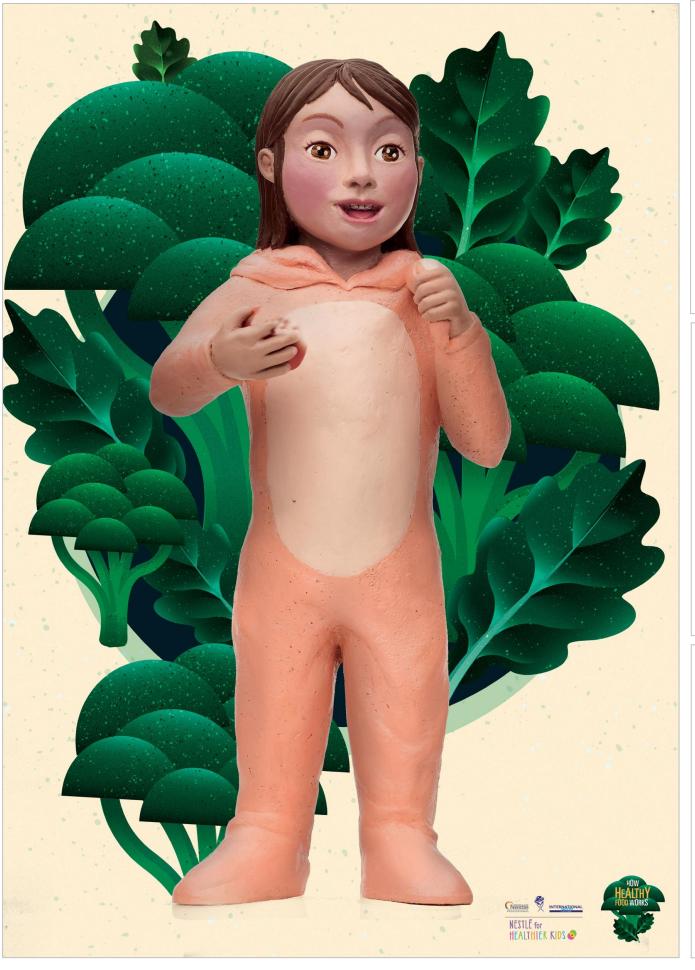


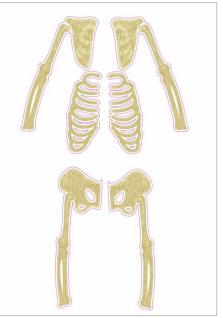


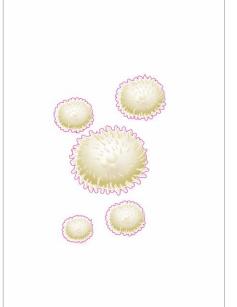




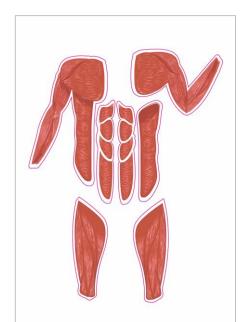




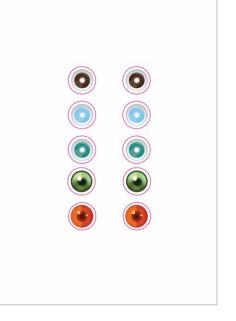












What am !?

The kids will get a set of cards. On each of the cards are four questions/clues. The questions relate to the fruits and vegetables and the kids have to guess the answer correctly

1. I help the tummy 2. I am green 3. I look like little trees.

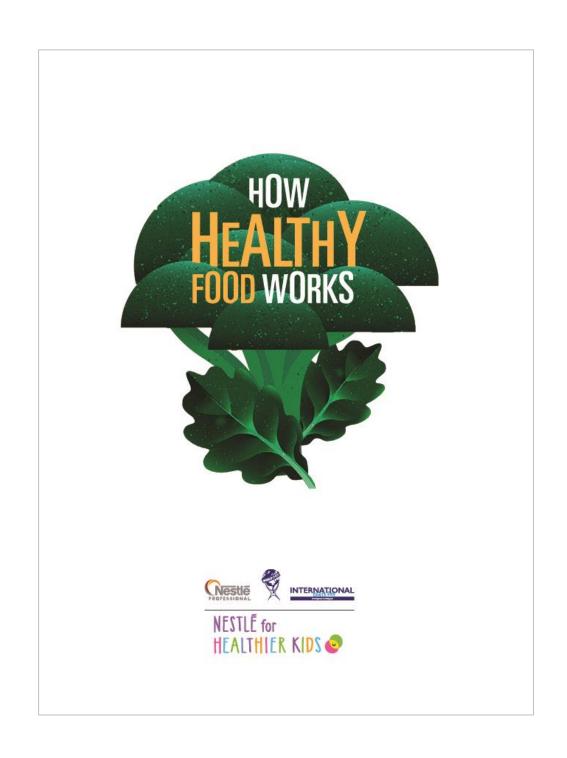
Am I:

A. Broccoli B. An Orange C. A Cucumber

Answer: Broccoli







Front Back







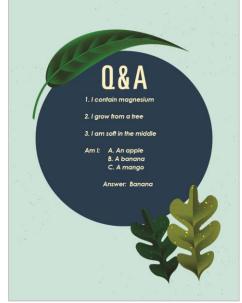






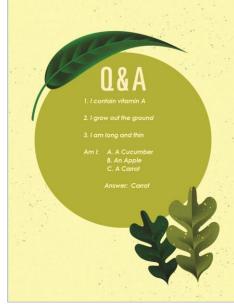


















What in the Body?!

We will create a set of cards. One kid will get a card stuck to their forehead. Everyone can see what is on the card except for them. They need to ask questions to try guess what is on the card on their forehead. This encourages focus and team work.

If I eat...

After you have finished the recipes with the kids, you can play a game with them where you ask the kids if they eat 1 of the 8 fruit or vegetables, what part of the body does it help?' Kids will then point to that area. If it's the wrong area then they are out.

For example: If I eat a carrot, what part of the body does it help?

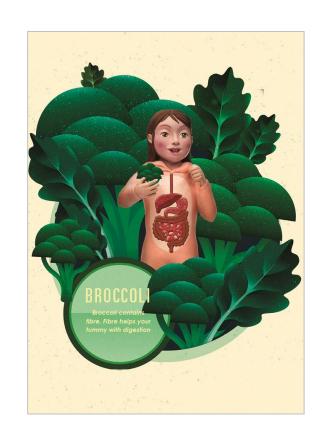
You can call the different fruits and vegetables out really fast to see if the kids keep up. This encourages concentration and focus.



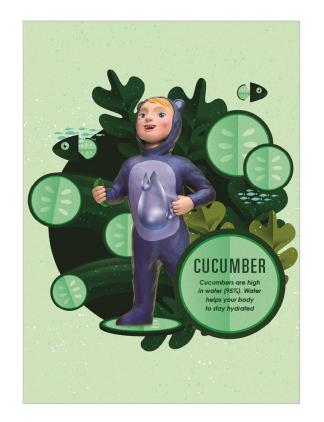




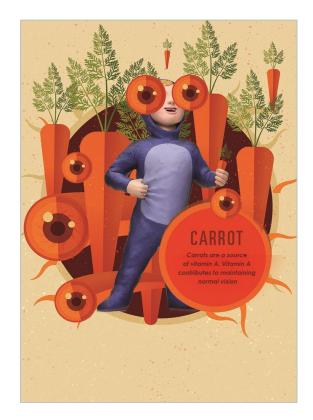














At the End of the Event

At the end of the event

At the end of the event, every kid will receive a beautifully designed certificate with a personal note from you, motivating them to continue eating healthily once they leave the workshop. We've included the printable certificate in your toolkit, please remember to print enough certificates for each child participating before the event.





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Extending the Theme In Your Restaurant

How chefs can extend the grown ups theme in their restaurants

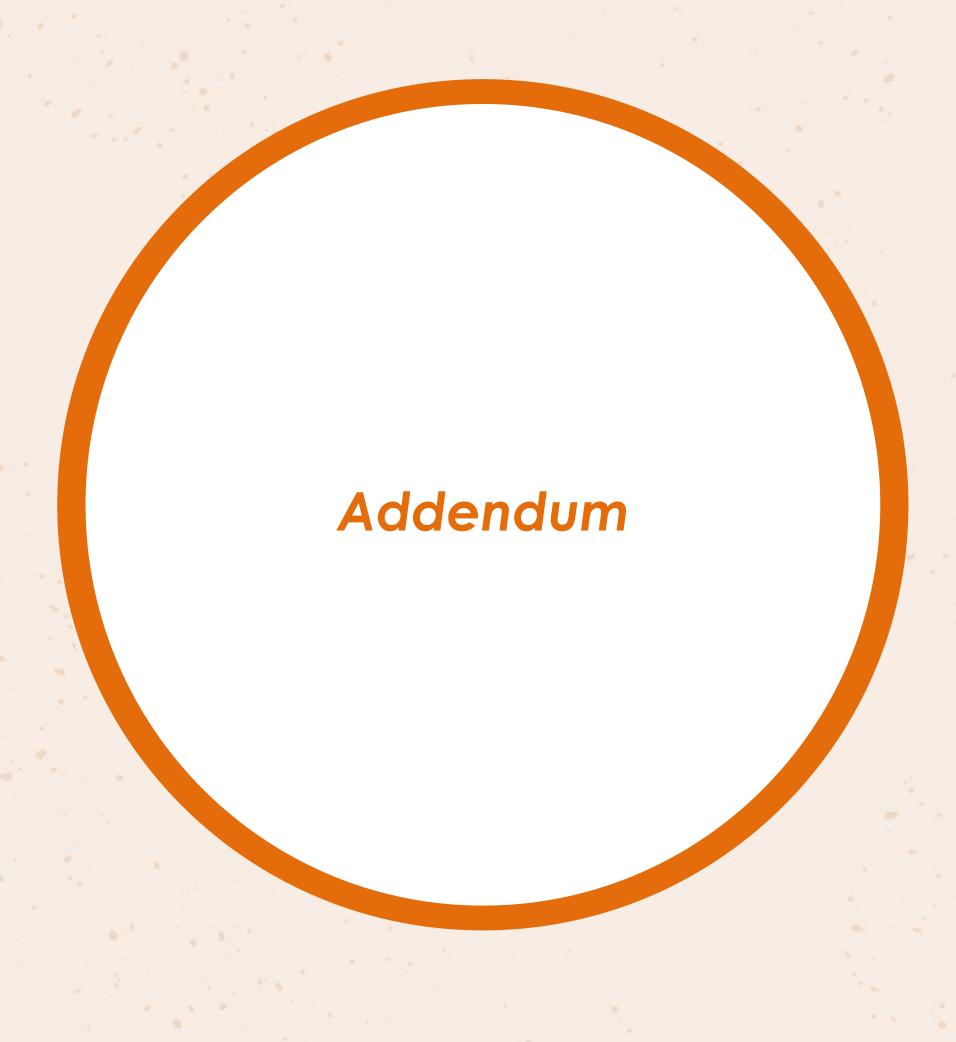
Whilst International Chefs' Day is on 20th October 2019, the message of healthy eating is always important, and chefs should be encouraged to use this in their restaurants every day.

There are simple ways for chefs to incorporate the Healthy Foods for Growing Up theme into their businesses:

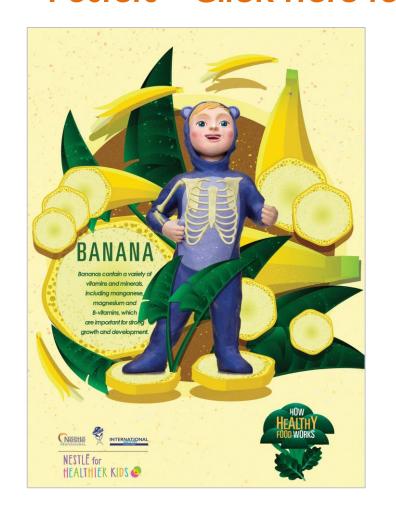
- Create 'Did you Know?' cards that have info about the different parts of the body and the benefits of fruits and vegetables. These could double up as colouring in and activity cards.
- Serve healthy meals on interesting place mats to make them more exciting.
- Supply a "prop" with their meal like fun cut outs of the different parts of the body.
- Supply paper doll sheets kids can cut out the characters and the different accessories then dress the character up to show how different fruits and vegetables help the body.

There are many ways that you can help share the importance of healthy eating for children through your business. We would like to hear about your winning ideas

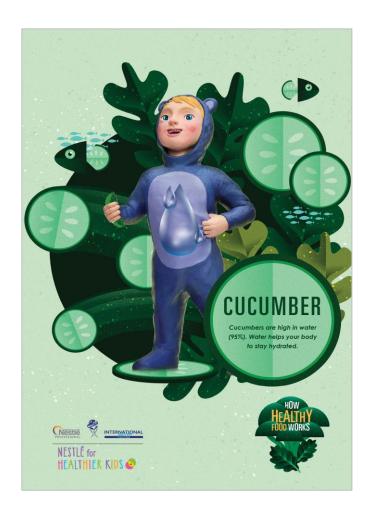




Posters - Click Here to Download





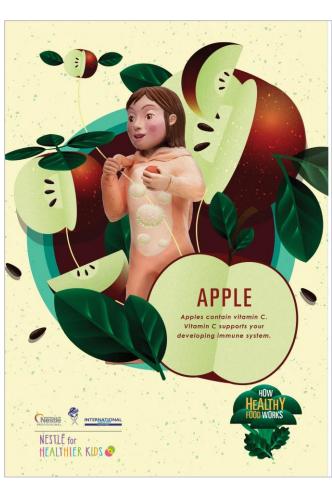




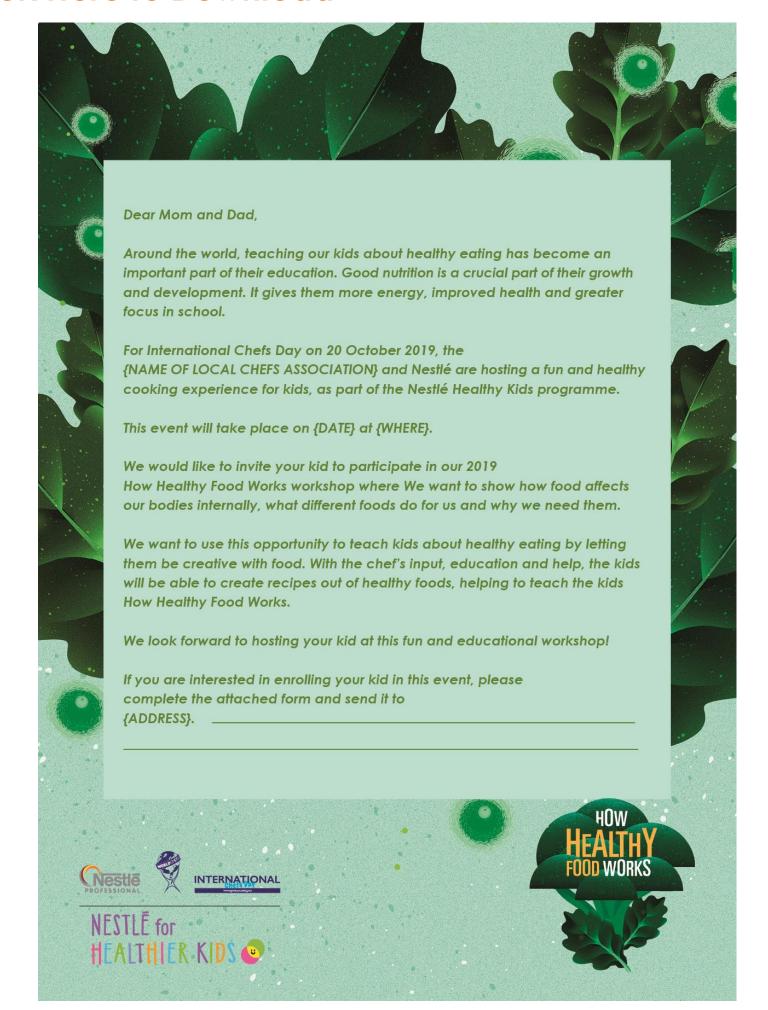








Letter to Parents - Click Here to Download



Permission Form - Click Here to Download

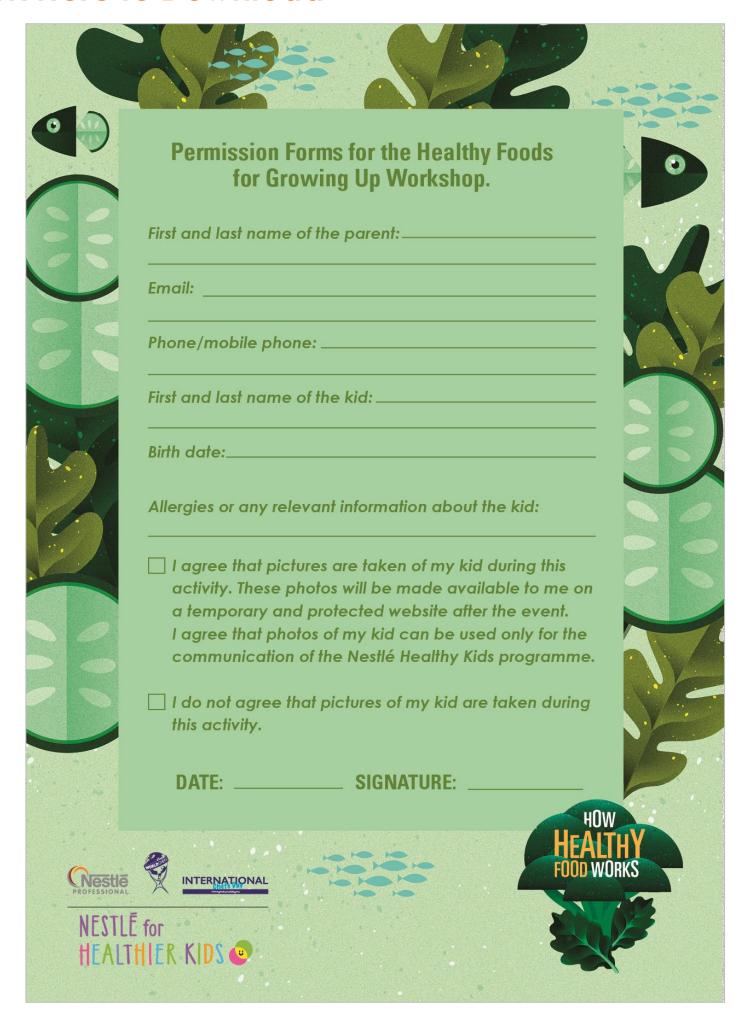


Photo Permission Badges - Click Here to Download

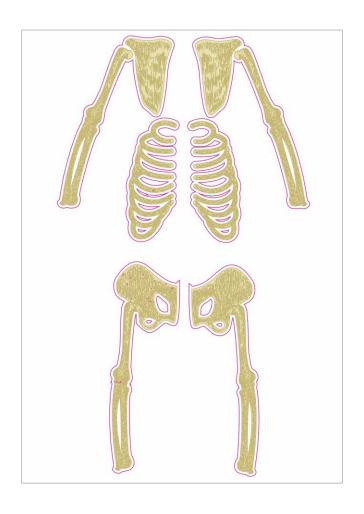


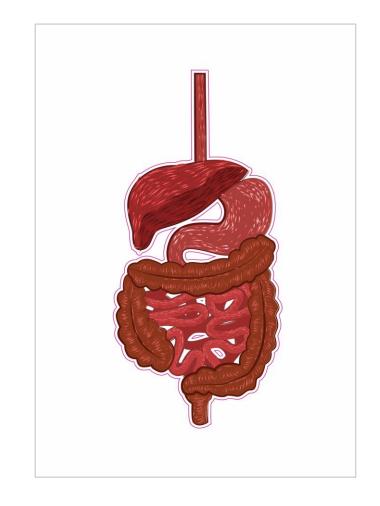
Permission to have photos taken

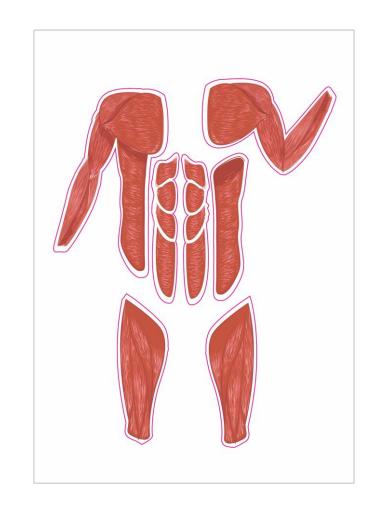


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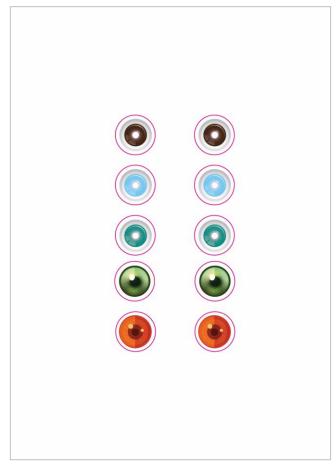
Cut Outs- Click Here to Download

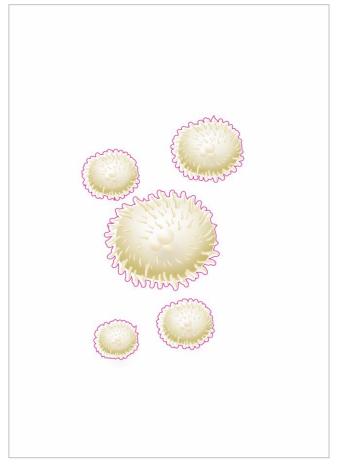




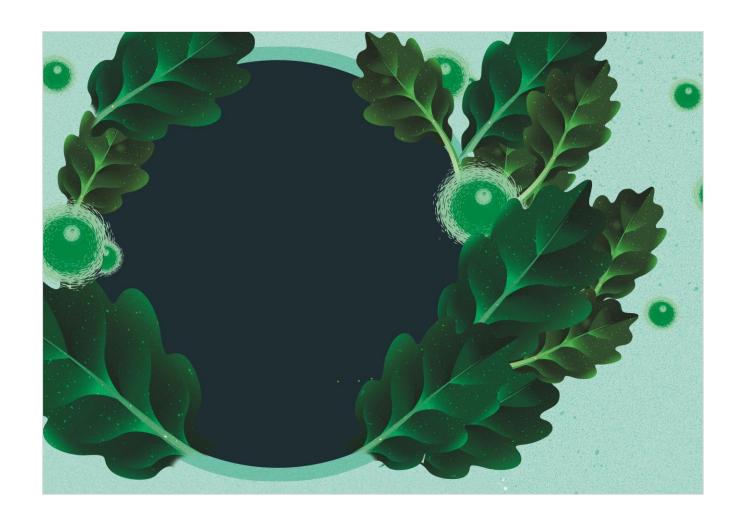




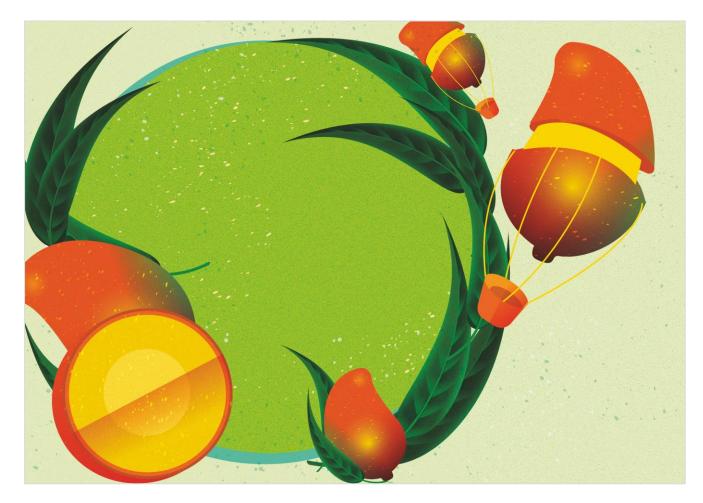




Placemats- Click Here to Download









Recipes - Click Here to Download











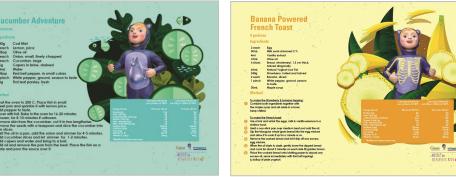
















































Photography Guide

Photography Guide - Click Here to Download

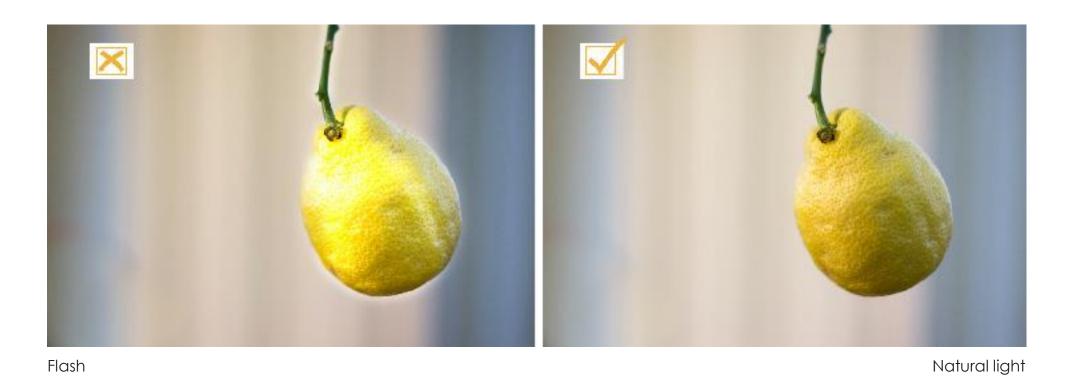
Food photography guide 6 EASY TIPS & TRICKS

We want to encourage the kids to capture their creations before they eat them. It is important that good food photography is used to do this. You can use this quick and easy Tips & Tricks Guide to help you take great pictures.



Tip 1 DO NOT USE A FLASH

• You must not use your built-in flash. It makes food look dull and flattens out the wonderful textures and colors. You should refer to tip 2 below.





Tip 2 USE ONLY NATURAL LIGHT IN A WELL LIT ROOM

- You must take the food photos in a well-lit room, preferably under natural light.
- If you are in a dark or dim room, you should put the plate near a window to get natural light.
- You should move around to find the best light source.





Dark room not near a window

Better light source close to a window



Tip 3 SHOOT DIRECTLY FROM ABOVE

- For **How Healthy Food Works**, you should shoot each dish directly from above.
- This is the best angle to bring the dish to life, as you can see from the following example.





Tip 4 DO NOT USE THE ZOOM

- You must not zoom in to get closer and frame your pictures.
- Instead, you should move the camera manually.
- Zooming in means your pictures flatten out and lose depth of field.







HEALTHIER KIDS 💿

Tip 5 MINIMISE CLUTTER. KEEP IT SIMPLE.

- The dish is the main subject. Nothing else.
- If there is a spoon, napkin or busy background around the plate, it detracts from the photo.
- If you have a tablecloth or place mat underneath the plate, you should try to use one that is not too busy and colorful. This takes attention away from the dish itself





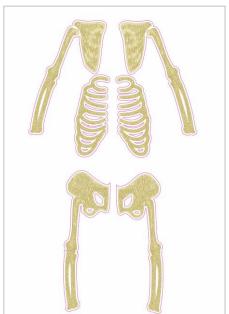
Tip 6 AVOID BRANDED OBJECTS IN THE PICTURE

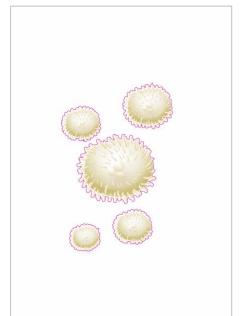
- When you take **How Healthy Food Works** photographs and even general pictures of the workshop, you must make sure that you don't have branded objects in the picture.
- These include things like:
 - Branded water bottles
 - Branded product/ingredient packaging
 - Logos on clothing other than those of our main sponsors



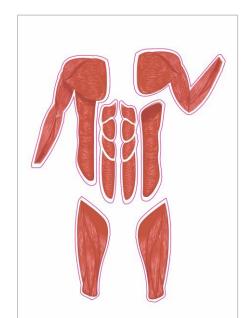
Poster With Cut Outs - Click Here to Download

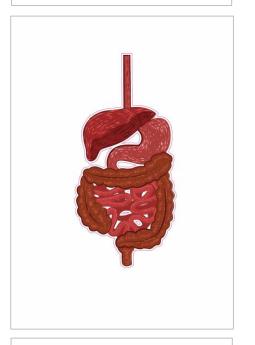


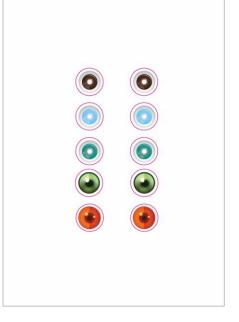




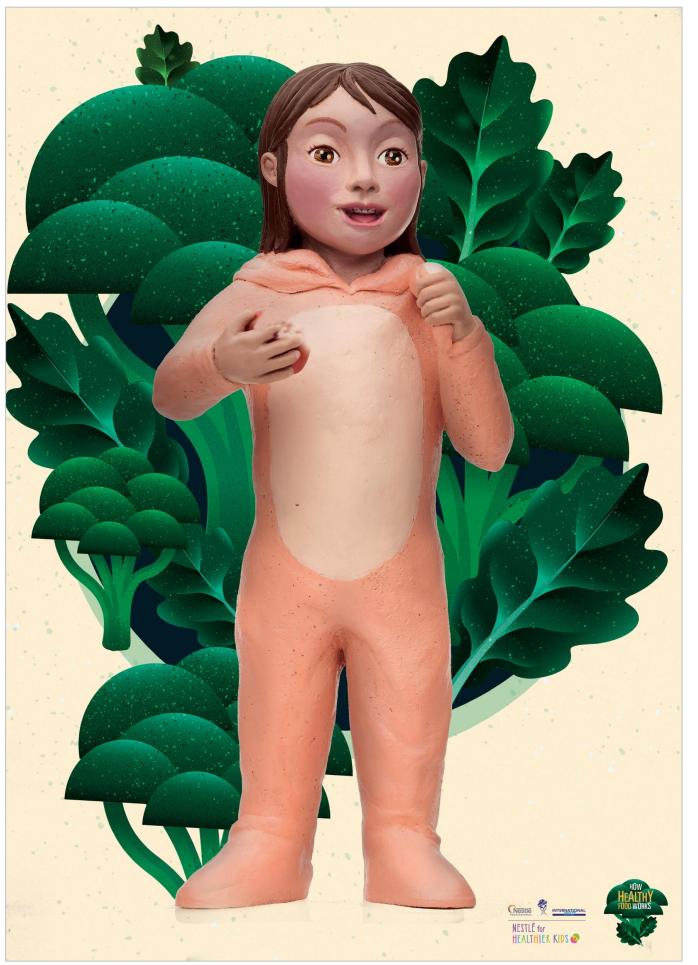


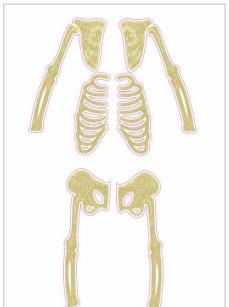


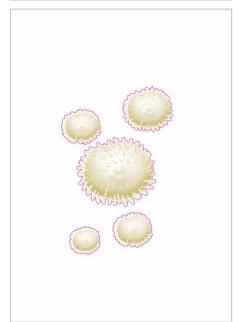




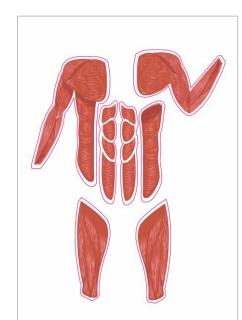
Poster With Cut Outs - Click Here to Download



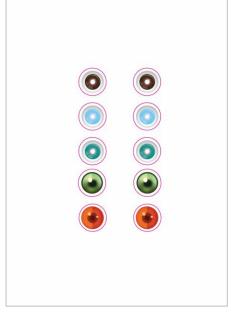












Playing Cards 1 - Click Here to Download



























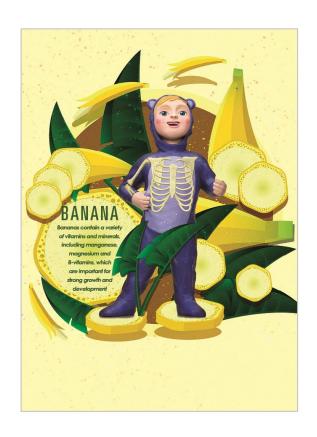


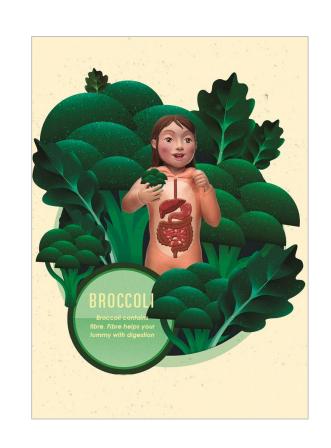


Playing Cards 2 - Click Here to Download

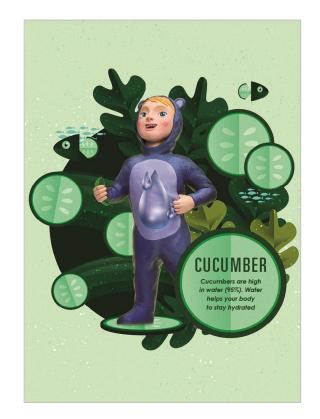




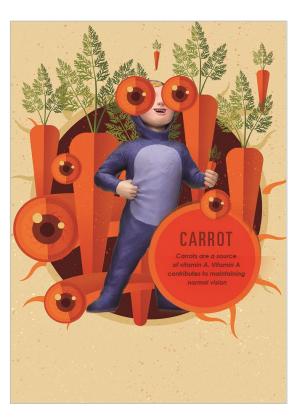












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THANK YOU



