

International Chefs Day 20 October 2020

Healthy Food For the Future

Chefs Toolkit



## Welcome Note

## Welcome Note

Dear Chef,

International Chefs Day on 20 October 2020 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 for Healthier 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.



## 1 An Important Note

## Please remember

As 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.



## 2. The Theme



## International Chefs Day 2020 Theme

Getting to know the theme: a short explanation on how **Healthy Food For The Future** works

As the saying goes: "You are what you eat", but what we eat not only affects us, it also has massive consequences for our planet.

In order to ensure a healthy planet for future generations, it is vital that we start teaching our children about the impact the production, and consumption, of food actually has on the environment. It is for this reason that our theme for International Chefs Day this year is focused around sustainability and the environment.

We will continue to use our existing, much loved characters from last year's campaign and talk to our 8 new sustainable food items chosen by us, Nestlé Professional and the World Chefs Association.

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 about food and the environment.



## **Healthy Food List**

The following foods have been identified by the Nestle for Healthier kids program as important for both healthy eating for kids as well as for the planet.



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 keener to eat things that they are familiar with.

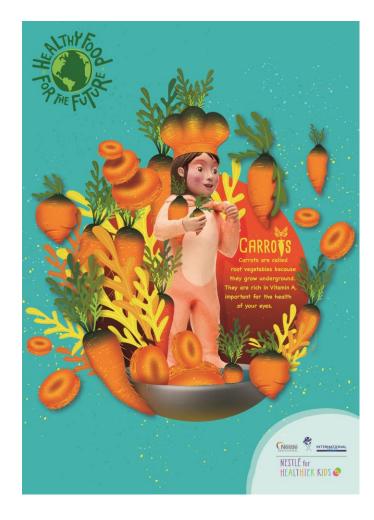


Introduction to the Characters and the Benefits of the Selected Ingredients
Inside the Body

## Introduction to the characters and the benefits of the new selected ingredients

Based on both the nutritional and environmental benefits of each of these ingredients, we have identified where these ingredients have the most health benefits and why they are good for the planet. This will be communicated consistently throughout the campaign.





## Carrots

Carrots are called root vegetables because they grow underground. They are rich in Vitamin A, important for the health of your eyes. Carrots are available all year round.



## **Flaxseed**

Flaxseeds are rich in Omega-3 fatty acids that contribute to brain health. So good for your body and brain. The whole flax plant can be used, resulting in no waste.





## Kale

Kale is a very strong plant, making it available all year long. This green, leafy vegetable is high in Vitamins A, C, and K.



## Mushrooms

Mushrooms can be cultivated in very small spaces and are rich in fibre, protein and Vitamin B and D. Vitamin D is very important to keep your bones healthy and strong.





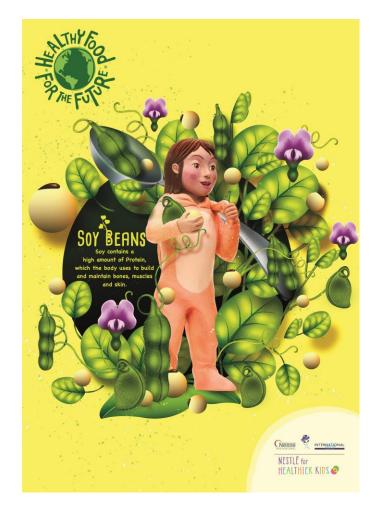
## Quinoa

Quinoa can grow in very high-altitude area like Bolivia or at the sea level like in Chile. It contains a lot of vitamins and minerals, important for the overall function of the body.



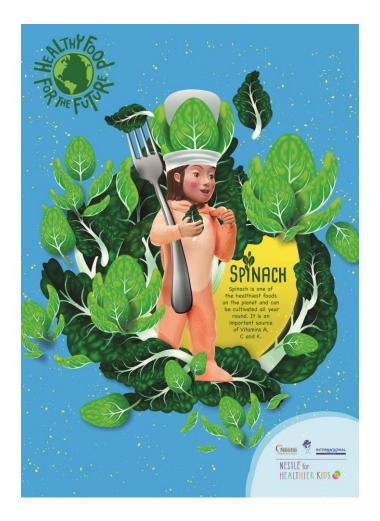
## Seaweed

Seaweed contains essential fatty acids like Omega-3. It is a great source of antioxidants, which aids in boosting the immune system. Seaweed grows very fast, more than 30 times the rate of land plants.



## Soybeans

Soy contains a high amount of Protein, which the body uses to build and maintain bones, muscles and skin. Moreover, it is the crop that provides the most protein per acre of farmland.



## Spinach

Spinach is one of the healthiest foods on the planet and can be cultivated all year round. It is an important source of Vitamins A, C, and K.

NESTLÉ for

HEALTHIER KIDS 💿

# Getting Started. Toolkit Introduction

## Getting started – toolkit introduction

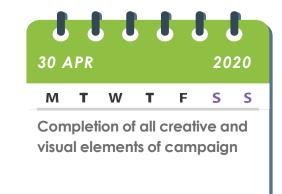
This **Healthy Food For The Future** toolkit contains everything you will need to host a super workshop. It includes facts, recipes, fun ideas, tips and printable materials, as well as approval forms, photography guidelines and safety considerations.



## Calendar



Worldchefs Board meeting to approve campaign

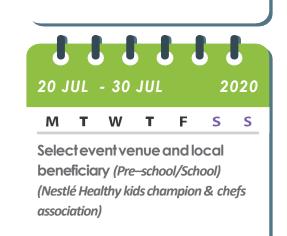








Worldchefs congress: official Launch of ICD 2020 campaign (Worldchefs)













& amplification: post pictures, photos, videos and SHARE



## Before the Event

## The Kitchen/Venue

The most important thing you will need is the right work space in which to host the event. Contact your local schools in your community. This is a great venue for your event. If you have a Nestle Regional Manager in your region, reach out and team up with them or receive guidance on a local kitchen/venue for your event.

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 until needed.
- 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 for Healthier 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 for Healthier 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.

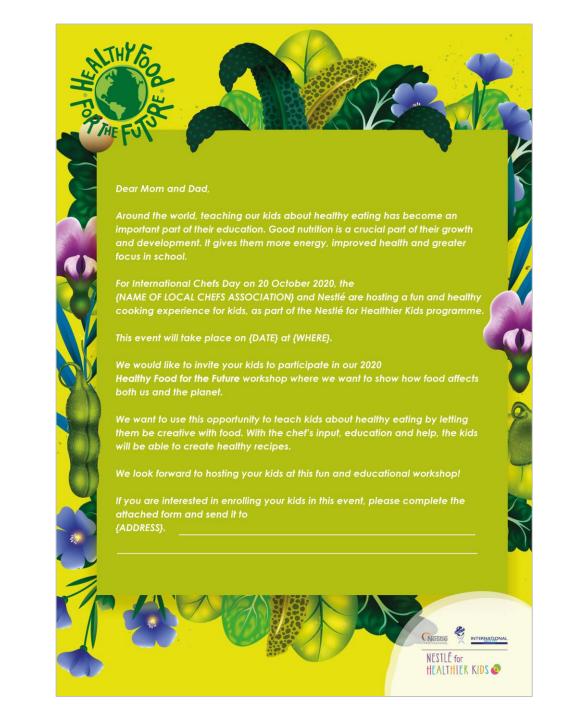


## The kids

- 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 <a href="https://example.com/these-attached-permission forms">these attached permission forms</a> 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



PROFESSIONAL INTERNATIONAL

HEALTHIER KIDS 💿

NESTLÉ for

ALTH	YEO CONTRACTOR OF THE PARTY OF
HE TOP HE	Permission Forms for the
	Healthy Food for the Future Workshop.
	First and last name of the parent:
	Email:
	Phone/mobile phone:
	First and last name of the kid:
6	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 for Healthier Kids programme.
	☐ I do not agree that pictures of my kid are taken during this activity.
S	DATE: SIGNATURE:
	NESTLÉ for HEALTHIER KIDS



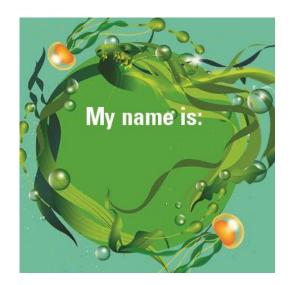
# 8 During the Event

## 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.

## **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.



Permission to have photos taken



Does not have permission to have photos taken



## Healthy Food for the Future. Place Mats

To get the kid's dishes ready for photos to be used on social media, we will create place mats that are designed with this years **Healthy Food for the Future** 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.



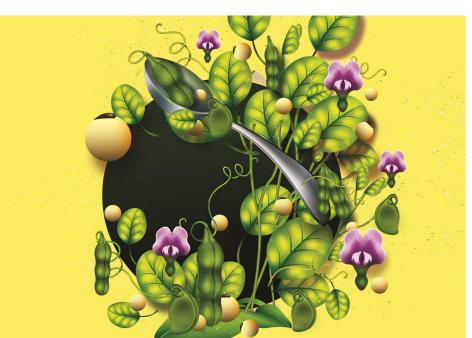
















## Recipes

## 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.





## Sushi Powered Avocado and Cucumber

60 ml Vinegar Dried nori (4 sheets)

water vinegar mix and use your hands to evenly spread the circe over the bottom 2/3 of the nori sheet. Leave the edges

Place the sliced avocado and the sliced cucumber across the centre of the rice lengthways to you. Use your bamboo mat to roll the nori roll away from you until you have a



## **Souper Soup**

## Ingredients

Tomato, blended, without peel g Tomato paste tbsp Olive oil

Onion, chopped
Cloves Garlic, minced
Sage leaf, dried
Water
Salt, to season to taste
White pepper, ground, to season to taste
Carrot, brunoise
Celery, brunoise

## Method

- Heat oil in a large saucepan on medium heat and sautée garlic for five minutes.
  Add carrots, lentils, celery, parsley, leek, herbs and cook for a few minutes.
  Add tomatoes, water, tomato paste, salt and pepper.
  Cook covered for 20 minutes.
  Siir and add chopped parsley and boiled pasta right before serving.



- Preheat oven to 180 degrees.
  Place baking paper on a flat tray.
  Carefully cut the leaves from the kale stems and tear
  into bite size pieces.
  Wash the kale and dry completely (you want very little
  moisture).
- moisture).
  Place the pieces of kale on the baking paper, drizzle olive oil and sprinkle with salt.
  Bake in the oven for 10-12 min



## Super Spinach Pancake Mix

## Ingredients

Chicken breast fillet clove Garlic
q Red bell pepper Cheddar cheese Carrot Broccoli fresh Sparkling water **Buckwheat flower** Turmeric, ground 100 Spinach, fresh Parsley, fresh, chopped Olive oil, for frying Black pepper, ground, to season to taste

## Method

- Cut chicken into thin strips, add salt and pepper and steam cook. Add pepper, carrot and broccoli sliced, to the chicken. Add salt, pepper and herbs. Steam cook.
- Pancake batter: Melt the butter. Pour milk and water into a bowl, add floor, egg and the melted butter.
- Blend all together.
- The batter should have a creamy texture. Divide into two portions and poor into separate bowls.
- Add turmeric to the first bowl. To the second, add chopped parsley and spinach and mix.
- Pour into pan to make pancakes.
- Place the chicken mix on the pancake with cheese, roll up and fry on dry pan for 2-3 min.



## 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 organisers 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 are both good for you and the planet, which is your favourite one and why exactly does it help the planet.
- You can tell the kids that there are certain foods that can give them all the nutrition they need to help their body to become the healthiest it can be but also make the planet healthy, 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 the benefits.



#### 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 ingredients from the selected list and use that image to dress up. 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. <u>Click here to download.</u>
- 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 Healthy Food for the Future through fun activities. You can choose which of the activities on the list you would like to play.

For example:

#### **Snack Snap**

After the kids have taken photos of their meals, they can play 'Snack Snap'. The aim of the game is to match cards with the same ingredient on. We will provide the card decks. The kids can be divided into groups depending on how many take part.







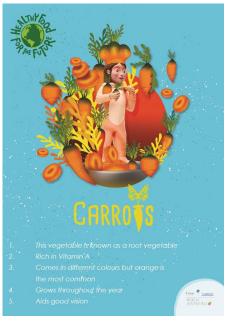
#### Name that ingredient

We will create a set of cards with facts about each of this years ingredients. You can call out the facts and the kids will have to guess what ingredient is on the card. This allows for interactive learning of the ingredients that can be fun and engaging.

- 1. This ingredient grows all year round
- 2. It is one of the healthiest foods
- 3. It is green and grows from the ground
- 4. It can have smooth leaves shaped like tear drops or wrinkly leaves
- 5. It is an important source of Vitamins A, C and K.

Answer: Spinach

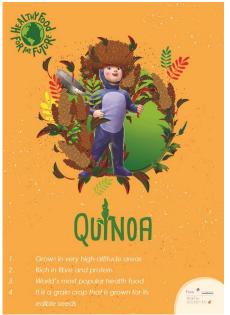


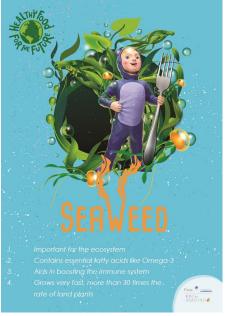


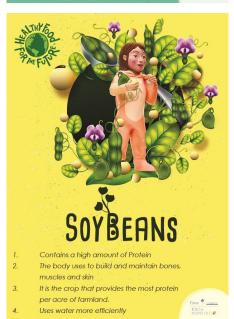












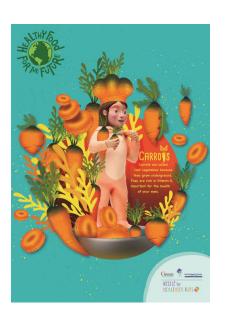




#### Grow your own crop

Get the kids to plant their own seeds. From the list of ingredients, choose the ingredients that are the easiest to grow. Help the kids plant the seeds in small containers while at the same time discussing the benefits of that ingredient with them. In the toolkit will be cards for each of the ingredients. Give each of the kids a card that goes with their seed. This teaches kids the importance of food and the environment. It is fun and teaches them responsibility.











# At the End of the Event

#### At the end of the event

At the end of the event, every kids 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.







# 10 the Theme In Your Restaurant

#### How chefs can extend the grown ups theme in their restaurants

Whilst International Chefs Day is on the 20<sup>th</sup> of October 2020, 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 ingredients and how they keep both us and the
  planet healthy. 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 ingredients
- Create an indoor garden where you plant this year's ingredients and where kids can 'harvest the ingredients'
- Give kids a small packet of seeds instead of a toy with meals that they can take home and plant
- Use your social media platforms to give fun tips or facts about healthy eating and the environment

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.



## Addendum

#### Posters - Click Here to Download















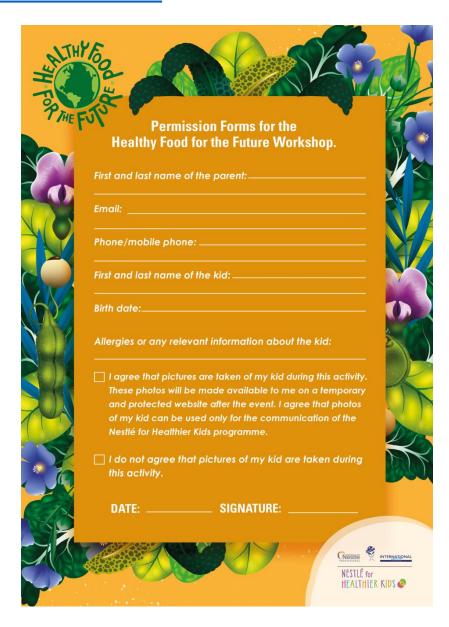


#### Letter to Parents - Click Here to Download



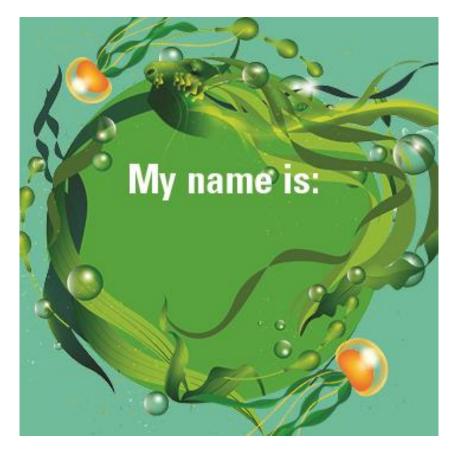


#### Permission Form - Click Here to Download

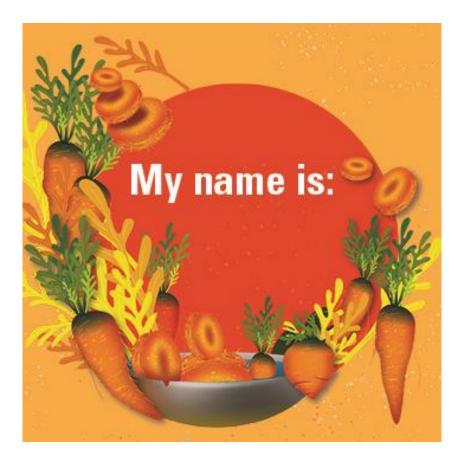




#### Photo Permission Badges - Click Here to Download



Permission to have photos taken



Does not have permission to have photos taken



#### 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 colours. You should refer to image 2 below.



Flash Natural light



## 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.







## 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 **Healthy Food for the Future** 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



#### Playing Cards 1 - Click Here to Download































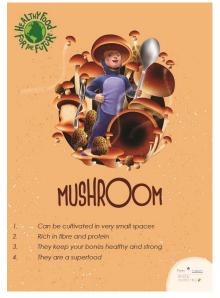


#### Playing Cards 2 - Click Here to Download



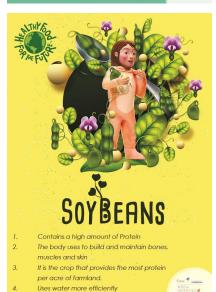














#### Ingredient Cards - Click Here to Download

















#### **Certificate - Click Here to Download**





### THANK YOU

