



  
**Chartwells**  
EAT LEARN LIVE

**cracked.**  
FOODSERVICE MARKETING  
**CASE STUDY**



# Beyond the Chartwells Kitchen

An added-value rebrand for a leader in school meals

Catering for schools carries responsibilities beyond providing nutritious food: adding educational value helps win and retain contracts, though perhaps more importantly, changes children's eating behaviour for the better too. As one of the education sector's leading school meals providers, Chartwells, part of Compass Group, knows this better than anyone.

Added-value and nutritional education is at the heart of their offer for clients and students and they felt that Beyond the Kitchen – their brand for the great work they do beyond food – needed a creative refresh to reflect the programme's progress.

That's where Cracked came in. Meg Longworth, head of nutrition and public health at Chartwells, wanted expert input to give the programme's modules, initiatives and content better brand recognition as the market leader. She had worked directly with Cracked before, and knew about previous projects we had delivered with Compass.

The first challenge was to support Meg with internal project approval. Our task to put together ideas and costings that met a strict brief and an even stricter budget as part of a benchmark against other Compass supplier partners.



*“Cracked’s response was much closer to what I wanted and needed to achieve. They required no clarification of the brief because they understand the business. They also understood the budgetary constraints and were able to position their solutions more realistically; they gave me a very fair proposal, for which I was given sign-off immediately.”*



# “Cracked just get on with it”

“It was very light touch for me”

We came up with three very different brand concepts. For continuity and instant recognition, Beyond The Chartwells Kitchen was chosen. From there, we created and finetuned a brand new logo, colour pallet, fonts and style, and used them to devise a client-facing brochure to promote the six modules that form part of the Beyond the Chartwells Kitchen Programme. We also created sales and internal presentation templates and an evaluation template to gather feedback from schools, to demonstrate the educational outcomes of each session. Among Chartwells’ many activities which tick those all-important curriculum boxes are nutrition assemblies,

classroom cookery lessons, interactive workshops and special events; teachers can book these directly through Chartwells’ chefs and nutritionists. We designed a new layout for the web developers to work to, adapting the existing site for full brand compatibility.

We completed the designs and templates within a month of receiving the confirmed brief, and we went beyond that brief to jump in on calls between Meg and the incumbent digital agency, to make sure the site redevelopment did everything she needed it to and reflected the designs we have created for her.



“Once we’d met up at Cracked’s office to pick the look and feel, we only needed one phone call to clarify some details – they did the rest. It was very light touch for me – Cracked just get on with it. Although, I was reassured throughout the whole process, which really put me at ease. They’re different, because of their knowledge and their links and relationships with manufacturers, foodservice operators and the wider sector.”





To speak with us, give us a shout on  
0203 026 7480 or send us an email with a few points about  
your situation to [hello@crackedmarketing.co.uk](mailto:hello@crackedmarketing.co.uk) and we  
can arrange a time with you that's good to talk it through.



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