

Welcome to...

# THE LUNCH BAG

The Lunch Bag is delighted to announce that we will be providing free hot meals to your school in the coming months! On a date, to be announced soon, your child will take home an 'activation code', with instructions on how to order their free hot meals, which will be served directly to their classroom.

**We ask all families to commit to trying the service as part of the EU Child Guarantee because:**

- ✓ Hot meals throughout the day are proven to boost immunity
- ✓ Proven to Increase focus & concentration
- ✓ Improves the overall academic achievement of the school
- ✓ Builds a positive peer association with meals

## Hot School Meals



## Just like school uniforms, by fully engaging with the program, you are facilitating:

- Equity in the classroom, by ensuring all students have the same high quality, healthy Ireland compliant food
- A better environment with predictive stocks allowing suppliers to address the 1 million tonnes of food waste in Ireland each year
- Reducing packaging in the home
- Brings Ireland in line with all other EU countries as part of the EU child Guarantee



**Free Hot Meals are a fantastic introduction to your entire school community. The idea of free meals is NOT about your affordability. All EU states are introducing free meals.**

Across many countries, free hot meals are the 'done thing'. We look forward to creating this new landscape in Irish schools and homes nationwide.

# MENU EXAMPLES

**CHOOSE FROM 13 DIFFERENT OPTIONS EACH DAY!**



# Chicken Lickin'

Provides essential amino acids that helps children grow and develop properly!

SEIT 1838  
**Knorr**

**WE USE KNORR CURRY SAUCE!\***

## Chicken from Mc Caughey's Farm Castleblayney, Co. Monaghan!

Founded in 1951 by Catherine McCaughey, who lived to her 102nd year, starting with a flock of nine birds raised to be sold for Christmas 1951. The company has a highly-respected name in the industry for quality and reliability. We are proud to be supplied by such an amazing family business!



## Chicken Curry



I'm Gluten Free!

**\*Contains Hidden Veggies!**

## Chicken Curry Wrap



**\*Contains Hidden Veggies!**

## Roast Chicken



Our Baby Potatoes are Irish!

Protein, Carbs + your 5-a-day!

WRAPS FROM SIMPLI  
BAKED BASED IN OFFALY!



**SIMPLI BAKED**  
FLAT-BREAD COMPANY LTD



Great people making great products!

**OUR TURKEY & CHICKEN IS HALAL**

Just like dinner from home

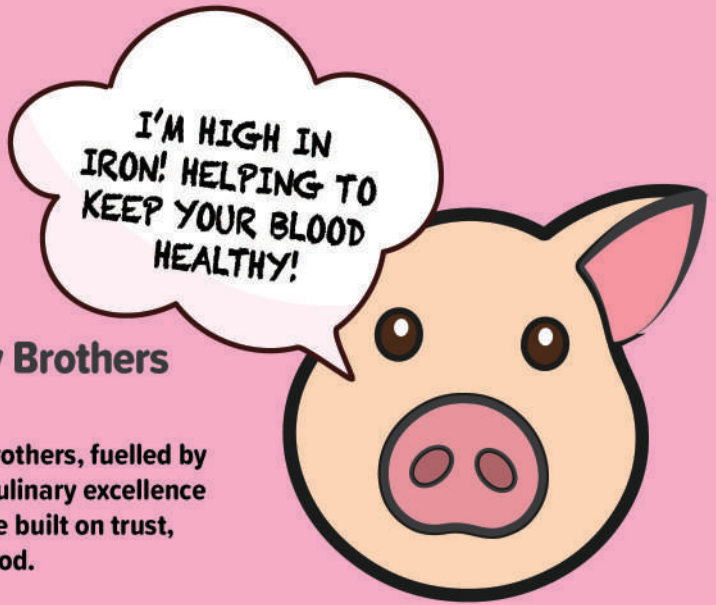


# Ham-tastic



## Ham from the Molloy Brothers Co. Waterford.

from the backbone of Molloy Brothers, fuelled by a shared commitment to Irish culinary excellence and a vision for a thriving future built on trust, quality, and the love of great food.



## Roast Ham



Our Baby Potatoes are Irish!

High in Protein!

## Carbonara



Meals like this are packed with protein & carbs, keeping you full throughout the day with loads of energy!

# Mix It Up!

Full of carbs! Helps kids to stay alert and active throughout the day.

## Baked Potato



Classic Baked Beans!

## Roast Turkey



Packed With Veg!

## Baked Potato



Mince Taco Filling

# Beef Bonanza



**Beef from Mc Caughey's Farm  
Castleblayney, Co. Monaghan!**

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## Roast Beef



**Packed with Veg!**

## Pasta Bolognese



**Mince from  
Dawn Meats,  
Co. Kildare**

We operate with the strictest of standards in relation to animal & and technical quality from farm to fork.

## Meatball Pasta



We use Ballymaloe sauce in many of our hot food dishes! So what goodness is hidden in there..?

Tomatoes, Carrots, Onion, Celery



**There's Loads of hidden Veggies in our Sauce!**

# Veggy Delights

Vegan Goujons & Bites from...

**THE PLANT-IT FOOD CO.**

As a food obsessed Irish family business, we want you to enjoy our utterly delicious plant-based foods as much as we do!

**WHAT'S SO GREAT ABOUT THEM?**

100% Plant Based •

Made in Ireland •

BRCGS Approved •

Origin Green Gold Member •

NON-GMO •

Source of Protein •

Source of Fibre •

## Vegan Bites



Low in saturated  
Fat & Sugar

## Veg Fried Rice



HEALTHY  
VERSION!

We use Ballymaloe  
Hidden Veg Sauce

**BALLYMALOE**  
AN IRISH FAMILY FOOD COMPANY

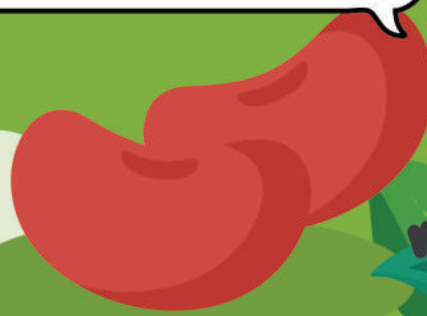
Full of  
Veg!

## Bean Chilli



Naturally nutritious, providing important nutrients for growing children! protein, fiber, folate, magnesium, iron, and potassium.

Full of  
Beans!



# INTRODUCING YOUR NEW WASTE BOX



Your child will bring home a waste box like this one

Seeing your kids leftovers will help you adjust their evening meal accordingly

- ✓ FREE OF CHARGE
- ✓ 100% COMPOSTABLE
- ✓ BPA FREE

Your child will use this waste box to store their leftovers in each day.

If you notice your child is not eating their meal, you can change their order to make sure they are getting their preferred lunch and hitting their nutritional needs.

We will regularly update our 30 different meal choices so kids don't get bored!

It's important that your child remembers to bring their waste box into school each day.

**PLEASE COMPOST THE REMAINING CONTENTS IF YOUR CHILD DOES NOT EAT ALL OF THEIR LUNCH. IT IS NOT FOR REHEATING & EATING**

*This meal has already been heated and must be disposed of as soon as you have checked the amount eaten.*

WE LOOK FORWARD TO CREATING A  
WASTE FREE SCHOOL AND A HAPPIER  
CHILD AND CLASSROOM WITH YOU!



# THE



# NOVELTY FACTOR



As the 'novelty' of school meals starts to wear off, all school meal suppliers start to see the same issues:



Children not finishing meals



Increased waste



Complaints that 'quality' has reduced  
*(We promise it hasn't!)*

At The Lunch Bag, we continually change our menu, offering over 30 different meals per week.

## HELP US ADDRESS THE

# BIGGER ISSUE

Make sure you are changing your child's order regularly!  
This helps prevent boredom.

Remember that 'small break' & lunch are very close together.  
Please ensure break time snacks are not too filling so their tummies are able for a hot meal shortly after.

