

# **Dumfries and Galloway Council**

## **Café DG training**

**Presented by**  
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**&**  
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**Dumfries and Galloway College**

## Background

- **16 Secondary schools**
- **4 combined primary secondary**
- **Dumfries and Galloway covers 2,380 square miles**
- **Currently have a 3 week menu cycle**

## Secondary Launch of Hungry for Success September 2006



## Has it been a Success?

- Yes, viewed as a success in terms of complementing the secondary nutritional standards. No significant downturn in business as previously experienced in primary sector.
- Meal Deal 1 – what was our “2 course special” – is now top of league table accounting for 45.78% sales
- Increase 43% on uptake compared with Feb 2006 figures.
- Meal Deal 2 – 12.8%
- Meal Deal 3 – 23.5% Express – Good 2 Go concept
- Meal Deal 4 – 17.9%

# Meal Deals



**£1.60**

**Cafe**<sup>dg</sup>

**Meal Deal 1**

- Soup or Sweet of the day \*  
or Piece of Fruit
- Daily Special \*
- 330ml Bottle of plain \*  
or flavoured water

*All dishes are Good 2 Go! please ask!  
See menu board for daily specials*



**£1.60**

**Cafe**<sup>dg</sup>

**Meal Deal 2**

- Any hot filled Baguette or Sub Roll \*  
or Baked Potato with one filling
- Traybake or Piece of Fruit \*
- 330ml Bottle of plain \*  
or flavoured water

*All dishes are Good 2 Go! please ask!  
See menu board for daily specials*



**£1.60**

**Cafe**<sup>dg</sup>

**Meal Deal 3**

- Any Express Item \*
- Traybake or Piece of Fruit \*
- 330ml Bottle of plain \*  
or flavoured water

*All dishes are Good 2 Go! please ask!  
See menu board for daily specials*



**£1.40**

**Cafe**<sup>dg</sup>

**Meal Deal 4**

- Soup of the day with \*  
home made bread rolls or  
any Filled roll or Sandwich
- Tray bake or Piece of Fruit \*
- 330ml Bottle of plain \*  
or flavoured water

*All dishes are Good 2 Go! please ask!  
See menu board for daily specials*

## What Has Café DG Achieved

- Help meet Hungry for Success recommendations.
- A foundation to develop.
- Give pupils and staff a service identity.
- Bring modern eating habits into schools.
- Introduce customer friendly products into school meals service.
- Enhance eating environment.

# What Was Needed To Make Café DG Successful

- **Brand**
- **Theme**
- **Products**
- **Service**