



**Fuelled4life**  
**Fresh Made**  
**REGISTRATION**  
**TOOL KIT**

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## What is Fuelled4life Fresh Made?

Ordering school lunches online is fast becoming the new normal for many Kiwi families. A growing number of kids eat food that is freshly prepared by school canteens or external food suppliers.

As a result, many schools and early learning centres now outsource their lunch programmes where meals are provided by local food suppliers. These suppliers can include bakeries, cafes and takeaway outlets.

Fuelled4life Fresh Made is a Heart Foundation nutrition service that provides food preparers, external food suppliers and school canteens tools and knowledge to make their menus healthier. We can assist in all areas of food provision including menu planning, standardised recipes and tips on healthier ingredients and cooking methods.

# Who is Fresh Made for?

## Food suppliers

### What are the benefits of registering with Fresh Made?

- Meet the growing demand for healthier, freshly made food
- Benefit from building partnerships with the Heart Foundation
- Develop healthier menus for education settings
- Increase public awareness of your business through targeted advertising opportunities, eg.
  - Use of the Heart Foundation Fuelled4life logo to promote your business as being registered\*
  - Feature your company profile on the Fuelled4life website
  - Marketing opportunities through the Heart Foundation's education, social media and advertising networks
- Loads of free tools, resources and recipes that will make it easier to provide healthier choices

\* For more information on logo use, see pages 6-7.

## Schools and early learning services

### What are the benefits of using a Fresh Made registered food provider?

- Shows parents your school or early learning service is taking responsibility for children's education, health and wellbeing
- Provides healthier, freshly made foods that will improve children's attendance, behaviour and performance
- Creates a supportive environment to help children develop a natural taste preference for healthy foods from early life

# I'm interested in registering with Fresh Made!

## What's next?

**1** Contact us or get in touch with your local Heart Foundation Nutrition Advisor  
**[fuelled4life.org.nz/contact](https://fuelled4life.org.nz/contact)**



**2** Submit your menu(s) and recipes



**3** A nutritionist will review your menu and recipes using our Fresh Made nutrition guidelines



**4** If needed, nutrition advice will be provided to help make your menu and recipes healthier



**5** Once your menu meets Fresh Made registration guidelines, a memorandum of understanding will be signed. Our logos will be supplied for you to use on your website and promotional material.\* You will receive ongoing nutrition support for your menus and recipes.

\* For more information on logo use, see pages 6-7.

## How do we assess your menu?

Your menus are reviewed by our Fresh Made Nutritionist. We classify items as **everyday** or **sometimes** and look at the quality and variety of food and drinks on offer.

## What are everyday and sometimes foods?



### Everyday foods

Everyday foods and drinks are the healthiest choices for your students. They are whole or less processed, provide a rich source of nutrients and are lower in saturated fat, sugar and salt than *Sometime* foods. Use mostly *Everyday* foods and drinks on your menu, encourage and promote these options.

*Everyday* drinks are plain water and milk only.



### Sometimes foods

Sometimes foods have usually gone through some processing and tend to be higher in saturated fat, sugar or salt than *Everyday* foods. These options should be limited on your menu.

## Fresh Made registration guidelines - Entry level

Using our Fresh Made nutrition guidelines, we will review your recipes and classify them as **everyday** or **sometimes**.

To qualify for **entry level** Fresh Made registration, your canteen or tuck shop menu must meet the following:

- **At least** 65% of the menu must meet the **everyday** or **sometimes** classification
- **At least** 40% of the menu must meet the **everyday** classification
- Your menu does not include any:
  - Deep-fried foods
  - Confectionary/lollies
  - Full-sugar carbonated drinks
  - Diet and full-sugar energy drinks.

This entitles you to:

- Register with Fresh Made
- Use the Heart Foundation Fuelled4life lockup logo on your website and promotional material (excluding menu)
- Include the **everyday** logo on your menu next to items that meet the **everyday** classification.

Distributors must have at least 65% of the suppliers' menu meeting the above guideline.

We have a range of guidelines to suit different types of food services and menu structures, for example cyclic menus or lunch combos. Contact us for details about registering these types of menus.

## Fresh Made registration guidelines - Advanced level

Want to go even further and offer more **everyday** foods? If more than half of your menu items are **everyday**, you'll be eligible to use the Heart Foundation Fuelled4life lockup logo on your menu too.

To qualify for **advanced level** Fresh Made registration, your canteen or tuck shop menu must meet the following:

- **At least** 65% of the menu meets the **everyday** or **sometimes** classification
- **At least** 50% of the menu must meet **everyday** classification
- Your menu does not include any:
  - Deep-fried foods
  - Confectionary/lollies
  - Full-sugar carbonated drinks
  - Diet and full-sugar energy drinks.

This entitles you to:

- Register with Fresh Made
- Use the Heart Foundation Fuelled4life lockup logo on your website, promotional material and menu
- Include the **everyday** logo on your menu next to items that meet the **everyday** classification.

Distributors must have at least 65% of the suppliers' menu meeting the above guideline.



# Canteen sample menu

meets **entry** level of Fresh Made

## DAILY SPECIALS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Stir-fry chicken on noodles	Baked bean & veggie pita pizza	Tuna, spinach & corn wrap	Vegetable quiche (with pastry)	Beef burger
				

## MAIN ITEMS

Instant noodles & garlic bread 	Traditional beef nachos 	Cauliflower macaroni cheese 	Pasta salad 	Ham & mayo salad 
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## SALADS

## WHOLEMEAL ROLLS

Egg & salad	Chicken & salad	Ham & salad
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## TOASTIES (WHITE BREAD)

Cheese	Cheese & ham	Cheese & tomato
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## SNACKS

Fresh fruit salad with yoghurt	Pizza bread	Chocolate chip muffin	Muesli bar slice	Vegetable nibbles & hummus	Baked potato wedges
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## DRINKS

Bottled water	250ml reduced-fat milk	250ml standard milk	Hot chocolate
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**EVERY DAY** Everyday items are coloured in green

# Canteen sample menu

meets **advanced** level of Fresh Made (more everyday options)

## DAILY SPECIALS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Stir-fry chicken & vegetables on noodles	Baked bean & veggie pita pizza	Tuna, spinach & corn wrap	Self-crusting vegetable quiche	Burger: lean beef patty & salad
				

## MAIN ITEMS



## SALADS



## WHOLEMEAL SANDWICHES, ROLLS AND WRAPS



## TOASTIES



## SNACKS



## DRINKS



Everyday items are coloured in green



# Let's get started!

Simple changes can make a big difference to your menu. The following checklist will help you offer more nutritious food and drinks. It will provide a starting point to initiate change by encouraging more whole and less-processed foods.

These ten questions give an idea of what we're looking for when assessing your menu and recipes.

- Do you offer seasonal vegetables and fruit, eg. colourful salad, whole fresh fruit and/or fruit salad?
- Do you offer wholegrain or wholemeal bread-based items? Do they contain salad or vegetable fillings?
- Do bread-based items contain a good source of protein like cooked chicken, lean roast beef, eggs, hummus or canned tuna, rather than processed meat such as ham and sausage?
- Do hot meals (eg. pasta, noodles, rice or pizza) include vegetables?
- Is the menu free from deep-fried foods (eg. hot chips, donuts) and confectionary (eg. lollies, chocolate bars)?
- If sweet items are offered, do they contain fruit, vegetables, whole grains and/or nuts and seeds (eg. bran apple muffins instead of chocolate muffins)?
- Are portion sizes appropriate for children and young people?
- Is water provided in place of sugary drinks?
- Is low- or reduced-fat milk the default option?
- Are healthier options promoted in meal deals and specials?

NB. A more comprehensive checklist has been developed for school canteens. Please contact us for more information.

# More information

Fuelled4life is a free tool providing support and resources to help improve food and nutrition in education settings.

The Fresh Made initiative of Fuelled4life focuses on supporting food services.

If you would like to become registered with Fresh Made or find out more about how we can help, please contact the Fuelled4life team or your local Heart Foundation Nutrition Advisor.

Sign up to our e-newsletter (via the Fuelled4life website) for many free resources, tips and recipes to help you serve healthier options and portion sizes at your canteen or food service.

# Contact us

## Heart Foundation Fuelled4life

**w** [fuelled4life.org.nz](http://fuelled4life.org.nz)

**e** [fuelled4life@heartfoundation.org.nz](mailto:fuelled4life@heartfoundation.org.nz)

Find your local Nutrition Advisor at [learnbyheart.org.nz/contact-us](http://learnbyheart.org.nz/contact-us)

**f** Follow Fuelled4life on Facebook

# Useful links

Check out our current Fresh Made registered companies at [fuelled4life.org.nz/fresh-made](http://fuelled4life.org.nz/fresh-made)

# Healthy Heart Visual Food Guide

The Heart Foundation's Visual Food Guide is based on a heart-healthy eating pattern, which emphasises whole and less-processed foods. By following a heart-healthy way of eating in the right amounts, we can meet all the nutrients needed to support good health.

**eat most**  
vegetables & fruit

**eat some**  
grain foods & starchy vegetables

legumes, fish, seafood, eggs, poultry & meat

milk, yoghurt & cheese

healthy oils, nuts & seeds

**CUT BACK ON** junk foods, takeaways & foods or drinks high in sugar, salt or saturated & trans fats