

MEDIA INFORMATION

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SCHOOL PUPILS DESIGN NEW KIDS' MENU FOR BAR & RESTAURANT OPERATOR

In a bid to introduce an exciting new and healthy children's menu, Leeds based independent bar and restaurant operator, Arc Inspirations, challenged pupils at Adel St John The Baptist Primary School in Adel, Leeds to develop the menu using produce from local suppliers.

Pupils aged from four to 11 years started work on the project in June, with the aim of creating a selection of dishes, names and menu designs that would appeal to their contemporaries. The six week project encompassed a vast array of skills ranging from persuasive writing, extending vocabulary to healthy eating, artistic skills and the voting process. During the project, children were so enthusiastic that they actually wanted to handle and prepare their own dishes, with this in mind many of the dishes incorporate a 'make your own' element.

Starting with the ideas for the dishes through to naming the dishes and designing the menus, the pupils have been involved in the selection process at every level, ultimately creating a 'healthy kids menu, designed by kids'.

The mouth-watering menu has been divided into two sections and covers starters, mains and desserts, with emphasis placed on 'make your own' dishes, to encourage children to get used to handling food, sampling different combinations and creating their own dishes:

- Underwater for 4 to 7 year olds – dishes include golden cod goujons, tuna pasta bake, 'make your own' pizzas, 'make your own' wraps and make your own strawberry and marshmallow kebabs
- Superheroes for 7 to 11 year olds – dishes include 'super dude' homemade soup, 'bionic burgers', 'heroic hot dogs' and 'brave chocolate brownies'
- Both menu options are priced:
 - two courses plus a drink £5.95
 - or three courses plus a drink £7.50

Adel St John The Baptist C of E Primary School's headteacher, Janice Turner commented:

"The whole project has proved a huge success with pupils of all ages and we are all proud of their level of creativity, commitment and dedication to the project, which has proved challenging.

"At a time when we're all looking for healthy menu options, whether it be at home or whilst dining out, the project has encouraged pupils to look beyond the stereotypical dishes often found on kids' menus and really think about ways to introduce more fresh fruit and vegetables, without losing the appeal."

Martin Wolstencroft, Arc Inspirations managing director added:

"We have all thoroughly enjoyed working on this project and have been overwhelmed by the level of commitment and creativity. The pupils have really embraced the whole issue of healthy eating and have created a menu which we are confident will be a huge success with our younger guests. We'd like to thank all the staff and pupils for all their hard work, which has certainly paid off.

"As a parent of two young children, I know only too well how difficult it can be to get kids to eat restaurant food, by working with Adel St John the Baptist C of E Primary School, we have been able to create a selection of dishes which will tempt and appeal to kids as well as satisfying parents too."

The new kids' menu will be available in six of the company's eight award winning bars and restaurants, Arc and Trio in Headingley, Zed in Chapel Allerton, Napa in Roundhay, Banyan in Harrogate and newly opened Kobe in Horsforth as from August 2008.

For further information on Arc Inspirations visit www.arcinspirations.com

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For further information contact:

Ellie Mayers at EPM Communications on tel: 07771 682 060 or ellie@epmcommunications.co.uk

Notes to editor:

Arc Inspirations was formed in 1999 by Martin Wolstencroft, managing director and Chris Ure, chairman.

Martin Wolstencroft, formerly of Whitbread and Chris Ure, chairman of Headingley based property company, Associated Tower Cinemas, joined forces to launch a new student bar concept in Headingley.

The Arc was launched in September 2000 and was quickly followed by The Box in November 2001, Trio Bar & Grill in April 2002 and then in 2003, Zed was opened, the first in Chapel Allerton. In December 2004, The Hub, the second bar in Chapel Allerton was opened. Then in November 2006, Banyan Bar & Kitchen in Harrogate was launched. In October 2007, Napa Bar & Kitchen was launched in Roundhay. In May 2008, Kobe in Horsforth was opened, the company's eighth venture.