

Focus On

Care in the Foodservice Sector

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Care homes is one of the fastest growing sectors, with sales +15.5%.

Data Source: ¹(Circana Foodservice data to 03.08.2024)

Currently around 17,000 care homes in the UK, with an estimated 430,000 residents.

Data Source:

²<https://lottie.org/care-guides/10-new-care-homes-opening>

36% growth is predicted in people aged 85 and over between 2015 and 2025 and this is expected to lead to significant increase in demand for care.

Data Source:

³<https://www.gov.uk/government/publications/care-homes-market-study-summary-of-final-report/care-homes-market-study-summary-of-final-report>



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Welcome this edition of Bar and Kitchen Focus On, where we take an in-depth look at key topics impacting the foodservice industry. Our aim is to equip you with the latest market insights and practical tips to help your outlet thrive.

In this issue, we spotlight **care** —a topic that goes beyond just providing meals. Good nutrition and hydration help in managing chronic illnesses, preventing malnutrition, supporting cognitive function, promoting social interaction and improving residents’ mental and emotional health.

Inside, you’ll discover the importance of food in care homes along with the challenges faced. Providing practical tools and valuable insights to help with meal planning and nutrition ensuring your business thrives playing a key role in maintaining the health, emotional well-being, and overall quality of life for residents

Kind Regards,

Katie Hinchliffe & Phil Dawson
OOH Team



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**Get a bigger portion of the sales –
Crawford's Minipack is the number 1
Everyday Minipack biscuit assortment in Care!**

Comfort through Food

Creating comfort through food in care homes is very important, many people eat for pleasure and delivering a positive mealtime experience can make meals pleasurable for residents. This is an important way to promote well-being both physically and emotionally.

In care settings, 'food hugs' and 'simple comforts' - familiar, comforting dishes, with a modern twist - are key to uplifting spirits.

(Premier Foods - Foodservice DATA, TWC Jan 2024)

Biscuits are nostalgic and associated with daily rituals - everyone has a favourite biscuit!

(Kantar Expandability Study 2018 and Kantar Worldpanel Online 52 w.e. 03.11.24)



Here are a few ways to effectively provide comfort through food:

Memorable Experiences - Creating memorable experiences through food and dining settings, for example a Friday or Saturday night takeaway night or a classic Sunday Roast providing positive memories.

Engagement and Activities – Involving the residents in small ways can give them a sense of belonging and encourage positive mealtimes. Helping to set tables or choosing menus as well as an opportunity for the to share their favourite recipes or stories behind the meals they love. Creating opportunities for residents' family and friends to visit for coffee mornings or family fun days involving activities for all.

Sensory Engagement – Food is more than just taste and creating meals and snacks that look appetising, smell delicious and offer a mix of texture can create comfort. For example the aroma of freshly baked bread or coffee as well as visual appeal using bright coloured foods can make meals more enjoyable.

Meal Presentation and Atmosphere

– How food is served is as important as what is being served, create a pleasant dining experience by playing soft music. Encourage residents to eat together to create a sense of community and enhance the emotional comfort of the residents.



Challenges in Care

The foodservice sector faces several unique challenges including:

Diverse Dietary Needs: Residents often have a wide range of dietary requirements, including low-salt, gluten-free, diabetic-friendly, and texture-modified diets for those with swallowing difficulties (dysphagia).

Age-Related Changes: Elderly residents may have reduced appetites, difficulty chewing, or altered taste preferences, requiring meals that are easy to eat yet nutrient-dense.

Staffing and Training: Care home kitchens need skilled chefs and foodservice staff trained in nutrition, food safety, and specialised meal preparation techniques.

Regulatory Requirements: Foodservice in care homes is subject to stringent regulations regarding food safety, nutritional standards, and hygiene practices. In the UK, for example, care homes must adhere to Food Standards Agency (FSA) guidelines and follow the CQC inspection criteria for food quality.

Under the Health and Social Care Act 2008 (Regulated Activities) Regulations 2014¹

Regulation 14 - Meeting nutritional and hydration needs

- It is a care home's responsibility to ensure to ensure that residents have enough to eat and drink to meet their nutrition and hydration needs and receive the support they need to do so.
- The nutritional needs of residents must be assessed and revised regularly, and food and hydration be provided to meet those needs.
- Residents should also be able to make choices about their nutrition and hydration; preferences, religious, cultural and any clinical requirements (e.g., allergies, coeliac disease, diabetes) should be met.



(1) Quality Care Commission. Health and Social Care Act 2008 (Regulated Activities) Regulations 2014: Regulation 14 Meeting nutritional and hydration needs [Online]. Accessed 21 Aug 2024



Catering for people in a care home can be a tricky business.

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- *CQUIN compliant*

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WEETABIX B	48 x 2
WEETABIX C	96 x 1

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*Nielsen 52 w/e 17.03.24 – Total Coverage

Meal Planning and Nutrition

A significant focus of care home foodservice is ensuring that meals are both nutritionally balanced and tailored to individual health needs. Common considerations include:

- **Balanced Meals:** Meals typically follow guidelines that emphasise protein, healthy fats, vitamins, and minerals. Proper hydration is also a critical part of resident care.
- **Texture-Modified Diets:** For residents with swallowing difficulties, food may need to be pureed or softened while still maintaining nutritional integrity.
- **Individual Preferences:** In addition to medical needs, care homes strive to cater to individual preferences, offering a variety of choices to maintain the residents' dignity and independence.
- **Meal Variety:** Offering diverse and visually appealing meals helps stimulate appetite and prevent “menu fatigue,” where repetitive meals discourage eating.

69% of hospital patients find comfort in familiar brands during their stay. Brands like Ambrosia, Birds, Bisto, and Angel Delight are highly recognised for uplifting spirits in care settings.

Relatives believe that meals in care environments must strike a balance between nutrition and enjoyment.

(Premier Foods - Foodservice DATA, TWC Jan 2024)



74% agree that it is important for the NHS to serve food produced in the UK

(Premier Food – Foodservice DATA, TWC Jan 2024)

Meal Planning and Nutrition

Don't forget about hydration

Older adults can be at higher risk of becoming dehydrated and may need to remember to drink regularly throughout the day¹

Helping to keep residents hydrated with a variety of drinks including herbal teas, warm milk and juices, along with proving water with meals.

(1) British Dietetic Association (2022) Food Facts: Hydration in older adults [Online]
Available at: <https://www.bda.uk.com/resource/hydration-in-older-adults.html>



TIPS

- Continually review your menus and meal service to enhance the offering.
- Focus on personalised meal plans tailored to the individuals needs and preference.
- Offer culturally appropriate meals to reflect the preferences and traditions of residents.
- Enhance the dining experience, creating more homely or restaurant-like dining experiences to improve the atmosphere around mealtimes and promote socialization.

Recipe Favourites in the Care Sector

Bisto Bangers and
Apple Hotpot



McDougalls and Smash Gluten Free Chocolate
Cake with Raspberry and Honey Comb



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