



How to run A Celebration Hour



Purpose of Celebration Hour

Congratulations once again on your recent achievement of Food for Life Served Here! We would be delighted to join you onsite to celebrate the good news.

We've provided some hints and tips on how to organise and make the most of this small event, which provides an opportunity to inform your stakeholders, recognise and celebrate the efforts of your team and helps gather materials for future press activity.

We recommend that the celebration hour is held in your main dining area and staff, local press, clients, members of your marketing or communications team, other stakeholders and your diners are invited to attend.



Suggested agenda

2.00pm	Arrive
2.10pm	Short speech from Food for Life Served Here to outline your achievement, provide national policy context and an overview of the scheme
2.15pm	Main person responsible for Food for Life Served Here, or Head of Service gives a short speech about gaining the award and what it means for your service
2.25pm	Congratulations and round of applause for whole staff involved in fresh preparation of the meals
2.30pm	Samples of food and your 'recipe for success' available for people to take away
2.45pm	Photos of FFLSH representative handing over plaque
2.55pm	Exchange of quotes and distribute quotes to press
3.00pm	End



Checklist

- Set a date for your celebration hour with a Food for Life Served Here representative.
- Contact the person responsible for any social media you to and invite them to attend, take pictures and tweet.
- Alert anyone within your organisation that needs to sign off a press release before it is issued.
- Invite your staff, clients, stakeholders, communications and marketing department and suppliers to the celebration hour (using template invite below)
- Designate a person take pictures of the celebration hour
- Decide on the promotion you will be running and make sure point of sale signage is on display
- Decorate your dining area with Food for Life Served Here materials provided on achievement (posters etc)
- Send us a recipe that you are proud of, that is new, popular or represents your service. This needs to be one you are happy to share with customers and for the Soil Association to use when championing your achievement in marketing and communications.
- Prepare a short speech and quote for press about what Food for Life Served Here means for your service
- Speak to your Food for Life Served Here representative on the day about
- Book in some time to review the press release before it is issued and send it to the person responsible for reviewing it



Template invite

We at, ([organisation name](#)), are delighted to have achieved [Bronze/Silver/Gold](#) Food for Life Served Here for ([name food offer covered by award](#)).

To celebrate the hard work our team and suppliers have put into achieving these standards, we would like to invite you to our celebration hour.

Please pop over to hear more about our achievement, take away one of our winning recipes and meet a representative from The Soil Association who will be joining us

Details: ([date, time and location](#))



Optional promotions

- Tasters of new dishes
- Free side salad with all meals
- Free piece of fruit for dessert
- Seasonal dish of the day highlighted
- Small discount during celebration hour

To discuss your celebration hour please get in touch with your Food for Life Served Here Development Manager or email catering@foodforlife.org.uk

Visit us online at www.soilassociation.org/certification/catering