4. Freelance dietetics

Hilary du Cane

Pizza has long been a popular food on school menus. However, many pizzas include processed meats, salty toppings and fatty cheese, making it difficult for schools to meet Children’s Food Trust’s (CFT) school food standards. Webler Food Systems supplies pizza components to schools and restaurants, along with recipes, menus, cooking and serving equipment, marketing templates and training. Webler has been receiving requests for detailed nutritional information from schools. As a small firm, they have little involvement with nutrition and cannot justify employing a specialist.

- How could you improve your chances of Webler contacting you?
- How would you manage your initial contact with Webler?
- What aspects of your portfolio would you expect Webler to be most interested in?
- What steps could you take to ensure Webler recommended you to their contacts?
- What services could you offer to Webler in addition to providing nutritional information on its pizza?
- What are the School Food Trust standards?
- What advice could you give regarding reformulating pizza bases and toppings to make them more nutritious?
- What services could you offer to Webler staff to improve their health and wellbeing?
- How could you help Webler with its marketing?