

BACK TO SCHOOL SECONDARY MARKETING TOOLKIT

JULY / AUGUST /
SEPTEMBER 2026

Back to School is a fantastic opportunity to welcome students back and reintroduce the exciting food offer available at your school.

This toolkit includes a range of ready-made marketing resources designed to help you engage students, parents and carers, while promoting your catering service and key information for the new academic year.

Please download and share the assets across your school channels, including your website, newsletters, social media and digital screens.

If you have any issues accessing the files, or have any questions, please contact marketing@impactfood.co.uk

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THIS PACK INCLUDES:

- A Digital & Print 1 Page Flyer**
- B Digital & Print 2 Page Flyer**
- C Back to School Folded Booklet**
- D Digital Screens - Tutor Group/Assembly Slides**
- E Back to School Offer Video**
- F Social Media Content**

BACK TO SCHOOL WELCOME FLYERS

A DIGITAL & PRINT 1 PAGE FLYER

To be shared with students and parents via emails, newsletters, websites and other school channels.

[Click here](#) to view and download.

B DIGITAL & PRINT 2 PAGE FLYER

This extended flyer includes additional information about mealtime offers, including exciting theme days, allergen guidance, and Free School Meals.

[Click here](#) to view and download.

C BACK TO SCHOOL FOLDED BOOKLET

Folds into a 6-page booklet to be handed to students/parents. (This should only be printed professionally; please request these if you would like them).

[Click here](#) to view and download.



DIGITAL SCREENS - TUTOR GROUP/ASSEMBLY SLIDES

TUTOR GROUP/ASSEMBLY SLIDES

This can be downloaded as a PowerPoint or PDF and shared with students via TV screens (on loop around the school) or presented during tutor groups or assemblies.

[Click here](#) to view and download presentation slides.



POWER BITES

YOUR PERFECT BREAKTIME SNACK

Grab yourself some **PowerBites** – small but filling snacks packed with positive nutrition to power you through the school day.

JUST £1.45 EACH!



There's no need to worry!

All our dishes come with full ingredient and allergen information, and any pre-packaged items are clearly labelled with the 14 major allergens.

Need extra support? Our **Allergen Buddies** are always happy to help you choose safely, answer questions, and make sure you can eat with confidence every day.



**LOOK OUT FOR THE
PURPLE APRON!**



**ALLERGEN
BUDDY**

THEN OUR

chill deal

IS THE ONE FOR YOU!

Simply choose any 4 cold items marked as part of the Chill Deal including:



**OR IF YOU WANT SOMETHING A
LITTLE MORE ADVENTUROUS...**

Welcome Back! Here's a Reminder of...

LUNCH OFFER

E BACK TO SCHOOL OFFER VIDEO

This animated video showcases the key features of your secondary dining offer in a more engaging format, making it ideal for digital screens and shared spaces.

Please note there is various videos, please choose the video that best reflects your school's lunch offer:

- 1 Free School Meals & After School Offer Included**
- 2 No Free School Meals**
- 3 No After School Offer**
- 4 No Free School Meals AND No After School Offer**

SOCIAL MEDIA CONTENT

F SOCIAL MEDIA POST COPY

Word document with suggested social media post copy for x4 posts linked to the below.

- 1 Free School Meals
- 2 Allergen Buddies
- 3 Chill Deal
- 4 StreetVibes Made Your Way.



Tip: Use the jpeg image files for the image upload (to your chosen social platform) and copy and paste the text from the Word document into the body copy.