



Thank you for signing up to LunchFox.

There are many busy parents in your local area SO happy that you did! Now let's get started...

LunchFox is driven by six core values that underpin everything we do. As a LunchFox café, we ask that you uphold them.



HEALTHY



EASY-TO-USE



COMMUNITY FOCUSED



SOCIALLY CONSCIOUS



SUSTAINABLE



COST EFFECTIVE

LUNCHFOX IS BUILT TO BE FLEXIBLE

At LunchFox we understand each cafe is unique in their offerings and operations and we have therefore provided great flexibility to allow cafes to:

- Create their own menus (incl. fully customisable options)
- Set their own pricing
- Set their order deadlines.

SO FLEXIBLE... APART FROM WHEN IT COMES TO HEALTH

At the heart of LunchFox is the aim to provide only nutritionally balanced lunchboxes (**we are really, really passionate about this point!**) and so our menus are structured in a way to make it easy for parents to ensure lunchboxes include the 5 essential food groups.

GRAINS & CEREAL

FRUIT

DAIRY

VEG & SALAD

MEAT & ALT

Not too sure how to categorize a menu item?

Menu items should appear in their primary food group only. Eg. 'Sandwich' should appear under 'Grains & Cereals' regardless of it's fillings.

Still stuck?

We're here to help with any troubleshooting so please contact info@lunchfox.com.au.

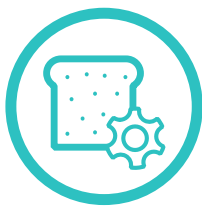
This will most likely be quite a different way to structuring your menu than you are used to, so hopefully the following pointers will help when designing your lunchbox menu:

- Keep it simple, fresh and child-friendly
- Cold rather than warm items work best
- It does not need to be long! You might start with just a few items in each category.
- Refer to Nutrition Australia's Pick-n-Mix 1-6 document as a guide.*
- Schools have strict policies around what food is allowed onsite, particularly 'treat' and 'junk' food. Schools are asked to share relevant policies with you. Please note that some States have specific legislation around this.



*Scan here to view Nutrition Australia Pick-n-Mix Guide





It is likely your cafe is not the only one connected to a particular school and therefore customisable options are a great way to differentiate your offering from the competition.

A NOTE ON SUSTAINABILITY

Cafes are asked to consider sustainable choices when packaging their orders, in line with the terms in your signed agreement.

When it comes to sustainability, we aim to keep printing to a minimum.

Necessary promo materials are always printed on 100% recycled paper and cafes are given eco-friendly label options upon sign up.

We also have an ink stamp option for labelling your orders, to avoid excess waste from labelling.

BUILDER MENUS & CUSTOMIZATION

We know that parents want variety and that no two children (or their appetites) are the same. We want to avoid set menus and allow for as much customisation as possible.

Our app has the functionality to offer menu items that can be fully customizable, we call these 'builder menus'. Within a builder menu, multiple aspects of the item can be customised. A typical use case for a builder menu would be for cafes offering sandwiches, providing full customisation of fillings, spreads, bread types etc.

For simpler menu items, eg. grapes, basic options can be provided allowing for their preparation, eg. whole or halved.

However, we know that for some cafes this may be challenging. So, you can decide just how customisable your menu is...

FULLY CUSTOMIZABLE (recommended)

Parents have free rein to build their own sandwich, choose any bread, spread and number of fillings they want. You can even offer to cut the crusts off! In other food categories, you can offer to slice fruit & veggies and provide spoons etc

PARTIALLY CUSTOMIZABLE

Offering a series of pre-prepared child-friendly sandwiches e.g. chicken and avocado, cheese and vegemite, ham and cheese etc. Parents just choose their bread. In other categories, you choose how each item comes e.g. carrot sticks, whole apples

A MIXTURE OF BOTH

Parents will likely be attracted by the customisable sandwich builder. You may choose to offer this as a feature, but then determine how all other food items come e.g. carrot sticks, whole apples.

We are here to support you, so if you have any questions at all drop us an email or give us a ring.



Thank you