

Dear Students, Parents and all customers,

A new September 2024 Tariff

At Culinera, we take pride in providing nutritious and delicious meals to over 50,000 students daily. We use fantastic ingredients to craft a wide variety of food options to suit all budgets across our schools. We offer a diverse range of menu items starting from as low as 80p and regularly feature promotions, deals, and themed days to provide excellent value for money.

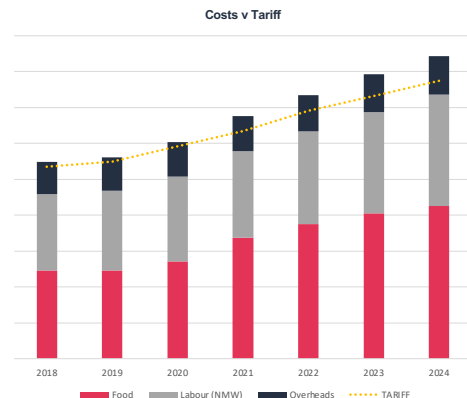
Our food development team continue to innovate with new recipes that keep up with food trends but also match daily budgets. Our TREATS range offers regular hot specials for just £1.30. Also, keep an eye out for our after-school clubs, where offered, with fantastic promotions and discounts, aimed at reducing waste and offering additional value to students.

As you will know, economic pressures are affecting us all and Culinera are not immune from this. We have had and continue to have a few challenges which we must share with you. As a business we have two main expenses; the cost of ingredients and the cost to provide our skilled teams.

- **Ingredients** - The past 24 months have been challenging, marked by significant increases in food costs due to the second-highest food inflation since World War II. Although inflation has eased somewhat, essential ingredient costs remain volatile and high. Factors such as poor crop yields and energy costs continue to impact both the availability and pricing of ingredients.
- **Skilled Teams** - To address the rising cost of living and support households, the government has raised the national minimum wage by 9.7%. In April, this was further increased by 10%, a positive step that will alleviate financial pressures for many of our staff. Additionally, to attract and retain high-calibre leadership, we have increased wages for supervisory and managerial roles.

In line with maintaining our high standards, we must inform you of an upcoming tariff increase across our menu and product range from September 2024. This adjustment is necessary to uphold our commitment to quality and sustainability amid ongoing challenges in the food industry, including food inflation, rising fuel costs, and fair wages for our team.

This tariff increase represents just a 3% increase against the circa 6% increase in costs that we are facing. This increase is not intended to create higher profits, but rather to ensure we fulfil our promises to you and safeguard our company and employees. As indicated in the graph, the new tariff does not cover all cost and we are working hard in all areas to bridge that gap, focusing on minimising costs and overheads.



The entire team at Culinera appreciates your support, understanding, and loyalty. Your regular patronage is crucial to our business, and we value your feedback. Please use the QR code below to share any comments or suggestions. We look forward to continuing to serve you and your family with nutritious and enjoyable meals.

Steve Barwick-Biggs
Brand Director
Culinera

Leave Culinera feedback!
Either scan the below QR or visit
<https://feedback.culinera.co.uk>

