



From September you can expect to pay around £2.25 for a Pasta King product with a drink.



Whilst certain baguettes have had to increase in price, we have been able to reduce prices in our sandwich range. A simply sandwich, an apple and juice cuplet drink will cost £1.90.

With constant changes in supply of raw ingredients it can be very difficult to maintain prices at a steady level. Regrettably, we sometimes have to take decisions that may leave our customers feeling a bit short-changed.

So we're constantly looking at ways to keep the range of food we provide appealing. From September we'll have a whole new range of meal deals and special menus designed to keep students interested and provide excellent value. With meal deals typically priced around the £2 - £2.50 mark students can always pick up a wholesome meal at a very fair price. As a parent you will also be able to sign up for extra vouchers and offers on our website:

As a caterer we often discuss the services we provide with students in a bid to continuously improve. One of the things we hear time and time again is that students can pick up a sandwich at the Tesco superstore round the corner for about 50p less than we charge! Unfortunately, that will always be the case. We would love to be able to compete on price with the likes of Tesco, Sainsbury's, Morrisons or Asda. Perhaps once upon a time, when education caterers were heavily subsidised, we would have been able to. However, that is no longer the case and we will never have the buying power to compete with the big supermarkets. So instead we can look to compete on quality, because that's a competition we can win. By making all of our sandwiches, baguettes, wraps, salads, main meals and desserts fresh on site on the day they are sold we can be sure they'll taste great: Hopefully better than the vacume-sealed stock in the chillers at the supermarket.

Pricing will always be a complicated issue. We know that we cannot afford to take the supposedly "captive market" of students at a school or college for granted, because if we do they'll simply shop elsewhere. So our pricing must be reasonable. But we can't control everything, and with challenges such as the wheat crisis, escalating meat prices and a shortage in supply of fish, we have had a particularly difficult year. Up to this point we have absorbed any increases in the cost of ingredients so as to relieve the pressure on your wallets, but unfortunately, from September, certain products will have to be slightly more expensive. We have, however, offset this by reducing the price of some products that were less affected by issues in the external environment.

Here are some of the prices we will charge from September 2011:

- Baguettes** £1.65 - £1.85
- Sandwiches** £1.10 - £1.70
- Paninis** £1.60 - £1.90
- Breaktime Grill** £0.80 - £1.95
- Lunchtime Grill** £1.20 - £2.00
- Pasta King Products** £1.00 - £1.90
- Jacket Potatoes** £1.00 - £2.00
- Savoury Snacks** £0.50 - £1.50
- Fruit Options** £0.35 - £0.90
- Home Baked Cakes** £0.60 - £0.90
- Hot Drinks** £0.55 - £1.00

