

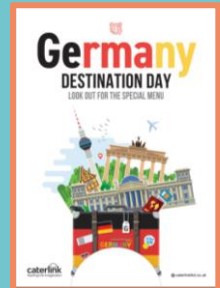
# MARKETING BULLETIN

# JANUARY

WELCOME TO THE JANUARY EDITION OF YOUR MARKETING BULLETIN. WE'RE CATERLINK, YOUR SCHOOL CATERER. WE WANT TO LET YOU KNOW ABOUT THE GREAT OFFERS, PROMOTIONS, EVENTS AND DEALS WE HAVE COMING UP THIS MONTH - SO, IN JANUARY WE HAVE DESTINATION GERMANY, IN SEASON: PARSNIP, VEGANUARY, BURNS NIGHT, AND BAGEL DAY! WE HAVE MEAL DEALS, LOYALTY CARDS AND PRODUCT PROMOTIONS THROUGHOUT THE MONTH.

## DESTINATION: GERMANY

BELIEVE IT OR NOT, THERE IS FAR MORE TO GERMAN FOOD THAN SAUSAGES AND SAUERKRAUT! FOOD HAS ALWAYS BEEN A MAJOR PART OF GERMAN CULTURE. EVEN THE WELL-KNOWN GERMAN FAIRY TALE, HANSEL AND GRETEL, MAKES REFERENCE TO FOOD. HANSEL AND GRETEL, BROTHER AND SISTER, DISCOVER A HOUSE IN THE FOREST MADE OF GINGERBREAD AND CANDIES. DID YOU KNOW THAT WHEN GERMANY WAS DIVIDED INTO WEST & EAST, THE EAST TOOK A MORE RUSSIAN APPROACH TO COOKING WHILST, WEST KEPT TO THE MORE TRADITIONAL FARES.



## IN SEASON: PARSNIP

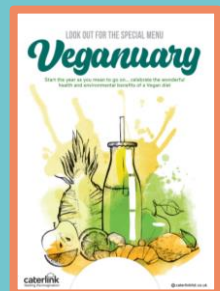


PARSNIPS ARE CLOSE RELATIVES OF THE CARROT, FENNEL, PARSLEY AND CELERY.... WE WILL BE USING THIS VEGETABLE ALL MONTH IN DIFFERENT INNOVATIVE WAYS! ALTHOUGH PARSNIPS ARE USUALLY COOKED, THEY CAN BE EATEN RAW, AND HAVE NUTTY, PEPPERY TASTE!

DID YOU KNOW?

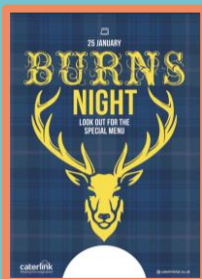
## VEGANUARY

WITH VEGANISM BECOMING EVER SO INCREASINGLY POPULAR WE EMBRACE THE MONTH OF JANUARY WITH A GREAT SELECTION OF MAIN MEALS, GRAB AND GO PLUS MORE! BE SURE TO FIND OUT MORE AT YOUR SCHOOL



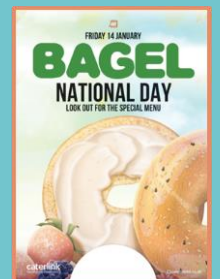
## BURNS NIGHT

EVERY YEAR ON 25 JANUARY, SCOTLAND RAISES A GLASS IN PATRIOTIC CELEBRATION OF NATIONAL BARD, ROBERT BURNS. IN ADDITION TO POETRY READINGS, DANCING AND PIPED MUSIC, CENTRAL TO THE REVELRY IS A HEARTY SUPPER. WE ARE NO DIFFERENT, CHECK OUT OUR BURNS NIGHT OFFERS!



## BAGEL DAY

BAGELS! - THERE'S SOMETHING IMMENSELY SATISFYING ABOUT BITING INTO A CHEWY, DOUGHY BAGEL, OR POPPING ONE IN THE TOASTER FOR A CRUNCHY AND SATISFYING SNACK. WE WILL CELEBRATE THE HUMBLE BAGEL ON 14<sup>TH</sup> JANUARY SO SAVE THE DATE!



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