



As seen
on TV

EAT THEM TO DEFEAT THEM
CATERERS'
CHALLENGE **2023**

Sponsored by

Tilda.

80% **DON'T EAT
ENOUGH
VEGETABLES!**





EAT THEM TO DEFEAT THEM

EAT THEM TO DEFEAT THEM is a campaign created by Veg Power and ITV to encourage kids to eat more veg. It is award winning and proven to work. Last year over half of parents reported that their kids ate more vegetables as a result– even those with fussy eaters!

STARTS 20TH FEBRUARY

VEGPOWER

itv

4

sky

EAT THEM TO DEFEAT THEM **CATERERS'** **CHALLENGE 2023**

Every year we ask school catering teams to lay on amazing spreads and dazzling displays.

These displays make the veg the hero of lunch and create a perfect opportunity for kids to give them a taste. Caterers' Challenge, kindly sponsored by Tilda, acknowledges and celebrates those catering teams.

Sponsored by

Tilda.



CLAIM YOUR CERTIFICATE



Whatever you do to support
Eat Them to Defeat Them don't
forget to claim your certificate
from EatThemToDefeatThem.com
and the best could win prizes...



**YOUR DAZZLING DISPLAYS
AND TASTY VEGETABLES COULD
BE ONE OF TWENTY TO MAKE
THE HALL OF FAME AND WIN
£100 + SPECIAL CERTIFICATE.**



For the very best entry.....

£500 cash prize + the Caterers Challenge
2023 trophy presented at the LACA Main
Event awards dinner.



Tilda

CHALLENGE

Tilda is also challenging school caterers to create the perfect international recipe which blends vegetables and rice.

The winning recipe will go out to thousands of families alongside the top celebrity recipes on our website and social channels.

Help us to inspire families to cook together!

WIN £500

Top entry also wins £500.

2022 WINNER!



AWESOME!

Here are our 2022 winners, the HC3S team at Endeavour Primary in Andover. Karen and her team just wowed us with their amazing displays, fancy dress, tasty treats and the pure joy they bring to the kids.

★ HOW TO ENTER

1

Capture your displays on video or pictures



2

Head to
EatThemToDefeatThem.com

3

Tell us how you made it creative, engaging and tasty



4

Upload pictures and videos

5

Plus you can also add your entry to the Tilda Challenge



6

Entry closes: 16th April 2023
Remember we'll post a lovely certificate to every entry.



**SHARE
YOUR
VICTORIES**

#EATTHEMTODEFEATTHEM

Follow all the excitement:

@VegPowerUK

