



Sponsored by **Tilda**.





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











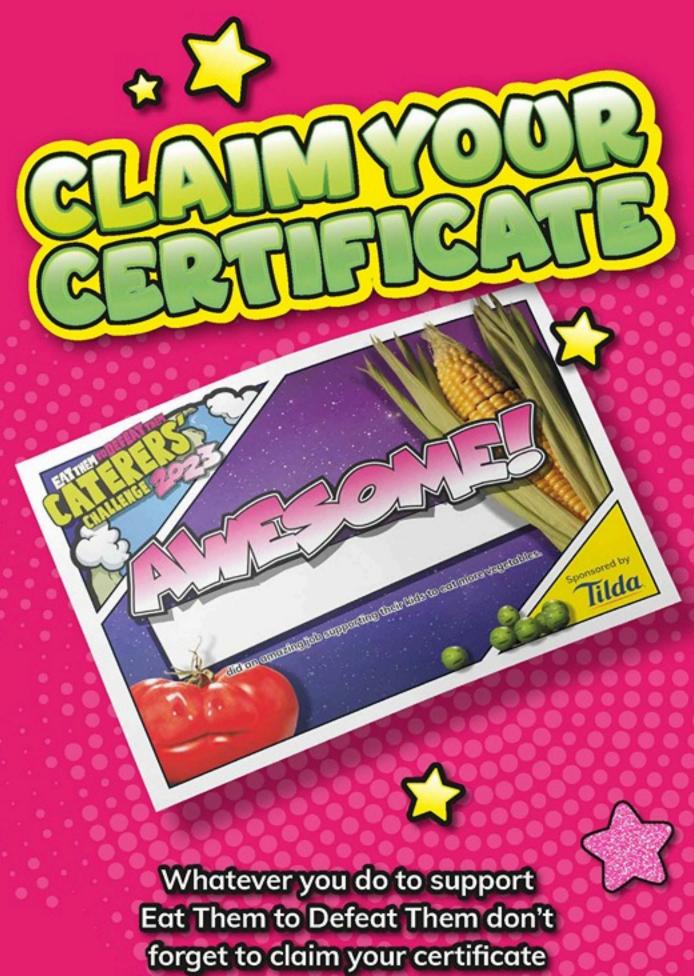
Every year we ask school catering teams to lay on amazing spreads and dazzling displays.

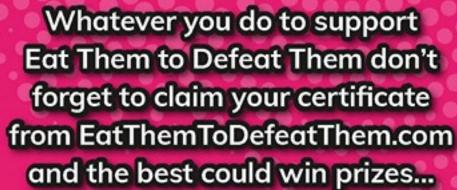
These displays make the veg the hero of lunch and create a perfect opportunity for kids to give them a taste. Caterers' Challenge, kindly sponsored by Tilda, acknowledges and celebrates those catering teams.

















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 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!





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.





Capture your displays on video or pictures





Head to

EatThemToDefeatThem.com



Tell us how you made it creative, engaging and tasty







Upload pictures and videos



Plus you can also add your entry to the Tilda Challenge



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





#EATTHEMTODEFEATTHEM

Follow all the excitement:

@VegPowerUK

