

**EAT THEM  
TO DEFEAT THEM**



**CATERERS'  
CHALLENGE 2025**

Sponsored by

**Tilda**

**VEGPOWER**





# 80% DON'T EAT ENOUGH VEGETABLES!







**Eat Them to Defeat Them**  
encourages kids to eat more  
vegetables by making it fun.



**Last year 77% of parents said their  
child ate more vegetables following  
the Eat Them to Defeat Them  
programme in their school.**

**STARTS 10TH MARCH**





**EAT THEM TO DEFEAT THEM!**  
**CATERERS' CHALLENGE 2025**

**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.**





# PRIZES

**YOUR HARD WORK  
DESERVES RECOGNITION.**

Whether you dazzled with daring displays, fashioned fabulous flavours or simply served with a sunshine smile you have earned a certificate and maybe a cash prize.

## ★ BRONZE ★

Serve up great veg and a little fun.

## ★ SILVER ★

For great pupil participation, tasty dishes with veg and rice, and maybe a little creativity you could claim one of 15 Silver awards and £100 cash prize.






# GOLD

# WIN £500

# STAR PRIZE!

For the very best, those that really go for it with amazing creativity, displays, pupil engagement and don't forget a fab rice and veg dish. You could be one of up to three Caterers' Challenge Gold Winners and earn a £500 cash prize + the Caterers' Challenge 2025 trophy presented at the LACA Main Event awards dinner.





# 2024 WINNERS!

## GOLD WINNER



ENDEAVOUR/KAREN ROSS 2024 GOLD WINNER!

## GOLD WINNER



CARRYDUFF PRIMARY 2024 GOLD WINNER!



# HOW TO ENTER

Entries open 10th March 2025



Capture your displays on video or pictures



Head to [EatThemToDefeatThem.com](https://EatThemToDefeatThem.com)



Tell us how you made it creative, engaging and tasty



Upload pictures and videos



Entry closes 5th May 2025

**ENTER HERE**





**SHARE  
YOUR  
VICTORIES**

**#EATTHEMTODEFEATTHEM**

**Follow all the excitement:**

@VegPowerUK

**VEGPOWER**

