



FRED EATERY

CASE STUDY

FRED Eatery is located in Aldgate Village in the Adelaide Hills and describes itself as *'the perfect eating house for the local community, passers-by and destination diners'*. FRED's approach is to provide fresh, vibrant comfort food utilising locally sourced produce in a welcoming contemporary setting. The FRED menu has a range of options from all day breakfasts, casual lunches, sweet treats and Friday dinners.

The two joint owners opened the establishment with the intention of attracting a diverse patron base. The owners deliberately chose not to promote FRED Eatery as solely a family focused venue due to the concern that this approach could potentially deter other patrons.

Both owners grew up enjoying home cooked meals which has influenced their philosophy to provide locally sourced, freshly prepared food for their customers.

Registering with the healthy kids menu initiative

A Healthy Kids Menu team member visited FRED Eatery in 2018 and invited them to register with the program. The owners had always planned to implement a healthy children's menu and shared that their adult menu also aims to be based on healthy options. As such, they felt it made sense to have the children's menu flow on from the adult menu. They also noted that their children's menu could feature similar menu items utilising the same ingredients as the adult menu, thereby maintaining both the ethos of the venue and reducing waste.

The owner liked the idea of being associated with the Healthy Kids Menu initiative as he had already been planning on implementing healthy choices on his children's menu in line with the spirit of FRED Eatery.

After the owners submitted a draft menu, some further adjustments were made by the Healthy Kids Menu team to ensure the menu was compliant with the Healthy Kids Menu Code of Practice. The timeframe for making changes to the menu to become accredited with the initiative only took a few weeks.

Implementation

FRED Eatery utilise Facebook and Instagram to promote their business; however there is minimal advertising of the healthy children's menu. This is deliberate as FRED Eatery does not desire to be seen as a venue that only targets families or young children. However, staff are instructed to mention to families dining in that a children's menu is available, and families have appreciated that the new Healthy Kids Menu is comprehensive. A small number of families specifically asked about the kids menu after visiting the Healthy Kids Menu website. It should be noted however, that there are still customers that ask [in response to the menu] "do you have anything normal?" or comment 'my kid won't eat that'.

What would you do differently?

There were no challenges in registering with the initiative or adapting the children's menu to comply with the Code of Practice. However for future reference, the owner acknowledged the value in speaking to the chef during the registration process to bring them on the journey and keep them informed them of the initiative as it evolves.

Summary

FRED Eatery's ethos on food provision is based around providing fresh, nutritious food and is underpinned by the two owner's upbringing and relationships with food. These values made the venue a perfect fit for the Healthy Kids Menu initiative.



For more information

Wellbeing SA
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FRED Eatery

220 Mount Barker Road,
Aldgate

08 8339 1899

fredeatery.com.au