



September 2025 Range Review

apetito

WILTSHIRE
EST. FARM 1991
FOODS

Making a real difference

Dear Customer,

We're excited to give you a first look at our Autumn/Winter 2025 product launch!

From **Thursday 18th September 2025**, our latest selection of new dishes will be available to order through your usual channels. At this point, a number of existing products will be phased out, though some may remain available while residual stock lasts.

You'll find a full list of the product changes, including all relevant dietary coding, within this brochure. For detailed information on each individual dish, please ask your Account Manager to provide you with the latest Product Information Sheets.

Photography of all new dishes has been completed and is now ready to download from BrandKit: <https://apetito.brandkit.io/login>. If you don't yet have access, your Account Manager will be happy to help.

If you have any questions, comments, or feedback, please don't hesitate to get in touch. Otherwise, we hope you enjoy exploring our new, delicious range this September.

With kind regards,

apetito | Wiltshire Farm Foods



Vegetable Soup: 324679/328679

Dietary Coding

V Vegetarian

VG Vegan

DF Made Without Milk

GF Gluten Free

For detailed guidance on dietary coding, please refer to our School Meals Brochure on page 2, which outlines our dietary coding information.

"We believe it's essential for children to explore new and exciting flavours from an early age, helping them develop a lifelong healthy eating habits. Our chefs carefully prepare every school meal with kids in mind, using nutritious ingredients, flavours they enjoy, and quality you can trust."



Our Dietitian, Sophia Cornelius.





Multiportion, Twin & Individual Dishes

New Products

We're delighted to share the following brand-new products launching this Autumn. We hope your children enjoy them!

New Product					Comments						
Name	Product Code	Primary Portions per Tray	Senior Portions per Tray	Dietary Info							
				GF					V	VG	DF
Vegetable Soup	324679	10	8	•	•	•	•	You asked, we listened! We're delighted to introduce a brand-new smooth soup – perfect for the cooler months. Made with sweet potatoes, carrots and a blend of warming herbs, it's a comforting and flavourful option for your pupils.			
	328679	3	2								
Fajita Chicken Mix	324471	8	6	•			•	This new Fajita Chicken Mix features a colourful combination of diced chicken, grilled peppers and red onion in a mildly spiced fajita seasoning. Packed with flavour and incredibly versatile: serve it in wraps, jacket potatoes, or with rice for a healthy, satisfying option.			
	328471	3	2								
Chickpea Curry	324991	10	8	•	•	•	•	Our popular Chana Masala is back – now with a more familiar name: Chickpea Curry. It features chickpeas simmered in a rich, spiced tomato sauce, infused with warming aromatics like cumin, ginger and coriander for a hearty, plant-based favourite that's full of flavour.			
	328991	3	2								



Fajita Chicken Mix: 324471/328471

Rolling Improvements

Some of our product improvements are being introduced outside of the main September launch. Where relevant, you may have already been notified, and where no code change is required, products will be phased in over the coming weeks and months, with detail provided to your Account Manager.

Name		New Code	Primary Portions per Tray	Senior Portions per Tray	Dietary Info				Comments
					GF	V	VG	DF	
Chicken, Cheese & Bacon Bake	324433	324470	10	8	•				This improvement was shared in our 'Smarter Cooking in Our Kitchens' update sent to customers in early June. Please refer to that communication for full details on the
	328433	328470	3	2					
Dauphinoise Potatoes	Remaining under 324913		10	8	•	•			We've upgraded our cooking processes, using new equipment that result in a smoother, creamier sauce for our Dauphinoise Potatoes. You'll begin to notice changes to the multiportion from the start of July, with twin portion updates following in August.
	remaining Under 328913		3	2					
Sliced Chicken in Gravy	Remaining under 328445		10	8	•				In response to your feedback on the chicken occasionally breaking down, we are transitioning to a thicker cut to improve texture and presentation. Your pupils will be able to enjoy tender, intact slices with every serve.
	Remaining under 324445		3	2					
Somerset Apple Cake	Remaining under 324842		16	14		•		•	Now made with over 50% fruit, this reformulated dessert is a great option for your school menu. Aligned with School Food Standards, it now offers a more nutritious choice – without compromising on taste.
	Remaining under 328842		6	4					

Operational Transitions

To support consistency and ensure continued product quality and safety in our kitchens, we're making a small change to our Chicken Goujon foils.

Name	Delisting Code	Portions per Tray	New Code	Primary Portions per Tray	Senior Portions per Tray	Dietary Info				Comments
						GF	V	VG	DF	
Chicken Goujons	324440	6	324472	9	6					This transition is due to take place from the week commencing Monday 4th August, and will involve a change in the number of goujons placed into a tray.
	328440	2	328472	3	2					





Customer services helpline 0800 028 0885

For more information, please speak to your
dedicated apetito account manager.



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