



LUNCH  
BY LIBELLE.  
Feeding Hungry Learners  
Great Food.



## OUR STORY.

Johannes Tietze is a chef, who took on the challenge of offering healthy and nutritious lunches in New Zealand schools.

His life journey began in Germany, raised in PNG and admiring the view from Australia. He then settled in NZ with his wife and two kids.

As CEO of Libelle Group, a company that he founded in 2005, he now serves a nationally celebrated 'Eat Smart' menu to around 60,000 kids daily in schools from North to Southland under the Champion Tuckshops banner.

This innovative company has seen support from the Diabetes Projects Trust, the Heart Foundation and various District Health Boards across the country.

Johannes has a passionate belief in fuelling hungry learners for the success of our education system and the role that he plays in this. A role he sees in social engagement for all business people in building a just and thriving economy.

As a family owned enterprise, Johannes and the Libelle Group whanau pride themselves on the role that they play within New Zealand schools.

Education is the solution.

That perspective has seen Johannes launch a number of innovative school lunch solutions such as Txt My Lunch, a business and social innovation to ensure every dollar meant to feed a hungry learner actually delivers a full nutritional payload. Along with this the Txt My Lunch system allowed for Johannes to launch the Lunch Gifting Partnership Programme, where he privately funded free lunches to over 400 students a day at a low-decile public school in Wellington.

Libelle Group also owns and operates Lunch Orders, an online click & collect and delivery school lunch service. This service allows for almost any school across the country the opportunity to order school lunches from the Eat Smart menu.

In 2019 Johannes and Libelle Group has been approached as a preferred school-food supplier for the healthy lunch in schools programme. This announcement is a testament to the hard work and dedication of Johannes and his team and epitomises the incredible journey that Johannes has taken, feeding the hungry learners of New Zealand.

# A LUNCH SERVICE, PERFECT FOR YOU.

"TAILORED SCHOOL LUNCH  
SERVICE SOLUTIONS TO SUIT  
ANY SCHOOL."

Lunch By Libelle offers every school a tailored school lunch service solution to suit their needs.

With a wealth of experience and knowledge, Libelle Group and the Lunch By Libelle service is proud to deliver a premium, top quality school food service to all New Zealand schools that are part of the free and healthy lunch in schools programme.



## HIGHEST QUALITY FOOD

Lunch By Libelle has a dedicated team creating and developing high-quality lunches made fresh from scratch.

## 100% LOCAL

All Lunch By Libelle staff are 100% locally employed and paid the Living Wage. Empowering local people and the local community.



## YOU TEACH - WE COOK

It's simple: Let our professionals feed hungry students, while your professionals feed hungry minds.

## ENVIRONMENTALLY FRIENDLY

Lunch By Libelle is a proud partner of BioPak. We use sustainable food service packaging while working with schools and suppliers to minimize their carbon footprint.



## TRAINED TEAM

All staff are put through a Competenz National Certificate in Retail course. Staff are also offered NQF Unit Standards in Food Safety as well as adequate training around menu.

## TAILORED SOLUTIONS

We understand that every school is different, therefore Lunch By Libelle offer tailored solutions to suit any school across the country. Don't have a kitchen? Let's talk.



## A NEW STANDARD IN FOOD SERVICE.

Libelle Group now serves nutritious school lunches at 71 Champion Tuckshops, 23 Lunch By Libelle school clients and 42 Lunch Orders delivery sites. Our high quality and trained staff make over 1.7 million nutritious lunches per year.

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**Excited students at Avondale College trialing a new summer treat, berry & banana smoothies!**

# LUNCH BY LIBELLE.

Lunch By Libelle is the brand name of Libelle Group’s service as part of the free and healthy lunch in schools programme.

This programme has been designed by applying over 15 years of experience feeding hungry learners within New Zealand schools.

*The following information is our standard, full service offering.*

## MENU

The Lunch By Libelle menu is based on diversity and what our customers and end users are telling us they

want and need. Cultural, religious and individual allergy requirements are prerequisites in our menu development and in the assembly of our meals.

Our menu is structured around a four-week cycle. Each of these weeks is named after a different native tree; Kauri, Nikau, Totara and Puriri. There is a different meal every day of the week and students have a choice of two taste options, gluten-free or vegetarian when they place their order at roll-call in the classroom on the day. As the first week goes live in the schools, the menu development team review and adjust it if required – for the next cycle, including the addition of theme days. The entire 20-day cycle is seasonally updated for every school term.

All our food is sourced in New Zealand using local suppliers and growers. Libelle has an exclusive partnership with Foodstuffs and relationships with second tier suppliers nationally that guarantees food is delivered fresh, daily to our school kitchens. Libelle submits a 4-week rolling menu each term to Foodstuffs, in advance, so

**LUNCH BY LIBELLE** Term 4 **PURIRI** 29/11-27/12

MEAL OPTION ONE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Sweet Chili Chicken Wrap	Butter Chicken on Rice	Ham, Egg & Mayo Sandwich	Teriyaki Chicken Sushi Salad	Roast Beef & Tomato Relish Sandwich	
Chicken Aioi Wrap	Sweet and Sour Chicken on Rice	Ham, Egg & Mayo Sandwich	Katsu Chicken Sushi Salad	Roast Beef & Mayo Sandwich	
MEAL OPTION TWO					

\* Meals will be prepared to cater for children with specific allergies or cultural requirements. If you need gluten free or vegetarian options please make your teacher aware. Meals are prepared in a non-allergen controlled environment. If you have low tolerance towards certain allergens please notify the school immediately. Items may vary subject to supply.

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**LUNCH BY LIBELLE** Term 4 **TOTARA** 30/11-4/12

MEAL OPTION ONE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
BBQ Pulled Pork Taco	Lamb & Mayo Wrap	Chicken Aioi Sandwich	Beef with Mac and Cheese	New York Salami & Cheese Sandwich	
Aioi Pulled Pork Taco	Lamb & Sweet Chili Wrap	Chicken & Mayo Sandwich	Beef Bolognese	Salami & Cheese Sandwich	
MEAL OPTION TWO					

\* Meals will be prepared to cater for children with specific allergies or cultural requirements. If you need gluten free or vegetarian options please make your teacher aware. Meals are prepared in a non-allergen controlled environment. If you have low tolerance towards certain allergens please notify the school immediately. Items may vary subject to supply.

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Safiq Allie, Team Leader  
at Rotorua Intermediate  
School



## MAKING IT HAPPEN

Each school will have a team of trained staff including one team leader. Positions will be advertised using a recruitment agency and successful applicants will be given to the school to make final staffing decisions.

All staff will be local and we strongly recommend input from the school and the school community to apply for positions.

that Foodstuffs can source and supply all menu items. In the event of supply being interrupted, Libelle can access Foodstuffs network of Four Square, Pak 'n' Save and New World supermarkets across NZ. Partnering with Foodstuffs this way enables us to scale up and deliver to almost any school across NZ.

Lunch By Libelle offers the promise of ongoing improvement and innovation which are assured by having a designated team of chefs, nutritionists and procurement specialists centrally working on menu continuously, while research and development begin with feedback and workshop sessions with students/food committees in schools and customer satisfaction surveys.

## OUR PROCESSES

The common daily process for the Lunch By Libelle service is as follows:



## HIRING & STAFF MANAGEMENT

Libelle is committed to providing an 'in-school' solution for its food provision. This means that frontline staff are working in the school, each day, and become part of the school culture. In its existing Lunch By Libelle schools' staff are recruited from the local community and are often caregivers or whanau of the children attending the school. This community approach will be rolled out into all Lunch By Libelle schools. Libelle Group is committed to paying employees at least the New Zealand living wage, as part of the lunch in schools programme contracts

Each school will have a Team Leader who is responsible for the day to day staff management of the on-site team.

The following support structure will be in place to support each school kitchen:



The regional team is supported by the National Operations Manager and General Manager as well as the Head Office in Auckland. Recruitment and staff management policy and procedures are managed by the General Manager in conjunction with the People & Capability Manager and National Operations Manager for LISP.

Libelle has a specific resource to manage the training throughout the organisation to improve quality standards in the workplace. The Training Officer is responsible for supporting every employee through the Competenz National Certificate in Retail. Each employee will be upskilled and for example achieve NQF Unit Standards in Food Safety 167, Apply safe work practices 17593, and Use safe work practices in a retail or distribution environment 11971.

## SITE & EQUIPMENT

We are proud to be able to offer any school a food service solution.

Where Libelle are unable to have a school-based kitchen we will consult with each school on a case by case basis as to how a nutritious meal can be produced. Whether this be the installation of equipment, the possibility of a food-truck or the meals be delivered and then regenerated and assembled on site. There are multiple methods that can be adopted, this will depend on the location and size of the school.

Libelle also specialise in boarding house food provision and where applicable can provide a buffet style service if this food service method suits the school culture.

## QUALITY ASSURANCE

Our quality assurance processes include on-line student customer surveys, face to face meetings with school



principals and the MOE, auditing of the Food Control Plan, critical informal onsite engagement between Libelle staff and students/teachers, quality assurance meetings with supply chain, local area managers engaged with school principals and Libelle staff.

Quality is maintained throughout the supply chain from procurement to the point of consumption. Libelle has an agreement with Foodstuffs and Quality Assurance is integral to the products that Libelle purchase through them.

## TRAINING

All Libelle staff go through Competenz training which includes food safety and food quality skills training. Libelle staff have a two day 'hands-on' training workshop where they are trained on all aspects of food quality, appearance, taste, texture, temperature, nutrition etc. within the Lunch By Libelle menu.

## SAFETY

Safety is integral to Libelle's menu delivery. Libelle have a Food Control Plan registered with MPI, this is Libelle's primary method to produce safe food. Each school kitchen is registered within the Food Control Plan. We have an independent auditor All Systems Go (registered auditor with MPI) who verify and audit our compliance to the Food Control Plan. Staff Food Safety Training to NZQA level is integral to the Food Safety Plan.

## ENVIRONMENT

We are an eco-conscious company with a focus on finding innovative solutions. We work closely with our suppliers to minimise waste and use BioPak as our main packaging supplier.

Each student's meal is presented in a BioCane container. BioCane containers are made from sugar cane pulp and are compostable. Recyclable aluminum containers are used for the hot menu components, these are recyclable locally/regionally. Students meals are produced on site in the school kitchen and only transported within the school.

Once the students have finished their meals the individual containers are picked up and transported to a central composting facility. Regionally BioRich based in Awatoto, Napier will compost the containers and turn them into compost used primarily in the NZ Horticulture Industry. Libelle are currently working with BioRich to return some of this compost to school gardens.

## WASTAGE

Food waste coming back from the student's meals (uneaten/partially eaten food) is dealt with by composting with the BioCane containers. Leftover food from production is minimized due to accurate ordering based on up to date school role information. Any food left over in production is composted with the food waste and BioCane containers.

## LEFTOVER MEALS

Meals that have been produced and not eaten e.g. school role is 200 and only 180 students attend on that day, therefore 20 meals untouched are dealt with in a number of ways – local charities, churches are donated to as well as some schools distributing the meals within the school community. We work with our schools to work through appropriate solutions on a case by case basis.

## WHAT OUR CLIENTS ARE SAYING.

Lunch By Libelle currently makes nutritious lunches at thirteen schools throughout the Bay of Plenty region. See what some of our clients are saying about us below.



### **CRAIG MCFADYEN · NGONGOTAHA SCHOOL.**

“Ngongotaha School has thoroughly enjoyed working alongside Libelle Group to provide healthy lunches for our children since the beginning of 2020. The quality of the food and variety of meals provided is exceptional and we have seen a positive impact on attendance, attitude and the behaviour of our tamariki since the beginning of the program.”



### **GARRY DE THIERRY · ROTORUA INTERMEDIATE SCHOOL.**

“A wise person once said, “ We all eat, and it would be a sad waste of opportunity to eat badly”  
Sadly many of our students were eating badly, or not eating at all, while at school. Now our students have the opportunity to eat a healthy, nutritious meal every school day. They are experiencing a variety of different flavours and food blends, and most importantly, this opportunity is better preparing them, not only to learn at school, but making them aware of the importance of healthy food in their everyday life.”

### **MIKE JACKSON · EDGE CUMBE COLLEGE.**

““We are absolutely delighted with the lunches from Libelle, our students thoroughly enjoy them, they are healthy fresh each day, and make each lunchtime special. We are noticing and improvement in our students behaviour in the afternoon. All the feedback is positive and we are looking at ways to enhance the experience for our students”

### **BRANKO CVJETAN · HEART FOUNDATION NORTHERN NUTRITION ADVISORS' MANAGER.**

“Many school communities are already aware of the important links between food, health and learning and are taking steps to improve their food and nutrition environments. It's great to see suppliers like Libelle Group take the time and care to address the nutritional benefits of the food they're providing to schools”



## ADVICE YOU CAN TRUST.

Lunch By Libelle launched in February 2020 at 13 schools in the Bay of Plenty region. Throughout the school year we have continued to work closely with our clients and build a relationship that helps us to learn, grow and improve our offering.

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Johannes and his team made and presented meals to the Whangamarino School community at the Whangamarino School Hui.



LUNCHBYLIBELLE.CO.NZ

For more information or to become a Lunch By Libelle school, get in touch with Caleb at:

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