Eat Curious

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NEW!

Pea Protein Product

What is Eat Curious & why have we chosen it?

Eat Curious is a plant-based pea protein product being introduced into our primary and secondary menus from September 2026. It is used as both a protein source in vegetarian dishes, and and an addition to meat dishes to reduce the climate impact.

We have previously worked with ingredients such as lentils and beans, to reduce the impact of our meat dishes but have found this doesn't always suit the palates of the young people that we feed . A key point of feedback we have had around these ingredients is the texture they add, whereas Eat Curious compliments our meat dishes and can be used as a straight swap in vegetarian options.

SUSTAINABLE

Eat Curious products don't just taste good - they're better for the planet. When hydrated, there is climate impact of just over 1 kg CO2e per kg of product.

FREE FROM TOP 14 ALLERGENS

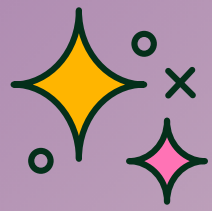
Accessibility is at the heart of Eat Curious. All of the products are free from the top 14 allergens, emulsifiers and stabilisers.

PLANT-BASED

The products are 100% plant-based, making them versatile and suitable for most dietary preferences.

GOOD NUTRITIONAL PROFILE

Made with real ingredients, rich in protein and fibre, free from major allergens and designed to support health.



MINIMAL INGREDIENTS

The plant-protein is made with few ingredients: pea protein concentrates and faba protein concentrates.

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Eat Curious FAQ's

What impact does Eat Curious have from a sustainability perspective?

The climate impact of Eat Curious is low. When hydrated, it generates just over 1 kg CO2e per kg of product, which represents its carbon footprint. By comparison, producing the same amount of chicken generates 9.87 kg CO2e, while beef generates 99.48 kg CO2e.

A carbon footprint measures the greenhouse gas emissions associated with a product, activity, or individual, expressed as carbon dioxide equivalent (CO2e). Reducing our carbon footprint can be achieved in many ways, including choosing more sustainable transport, using energy and water efficiently and making dietary changes.

By incorporating Eat Curious into dishes alongside meat, such as a lasagne made with beef, it is possible to reduce the overall carbon impact of the meal without compromising on taste.

How does the nutritional value of Eat Curious compare to other plant-based proteins and meat protein?

Eat Curious is made from pea and faba bean protein, making it a high-protein food. Per 100g, Eat Curious provides 57g of protein, compared with 23.3g in chicken and 8.4g in chickpeas.

It is also high in fibre, providing 16g per 100g. This is considerably more than chickpeas (4.3g per 100g) and meat, which contains virtually no fibre. This is a significant benefit, as fibre intake remains low among young people. Research shows that only 14% of children aged 4 to 10 and 4% of those aged 11 to 18 meet the recommended daily fibre intake for their age group.

From an allergy perspective, it is free from the main 14 EU allergens therefore making it a great product for our Allergy Aware menu's as well as our core menu.

Pea allergies are becoming more common amongst the population, how are you safeguarding children with pea allergies when adding this pea-based protein to the menu?

In our secondary schools, as students self-manage, we have worked with our marketing team to develop posters highlighting when a dish contains the product and therefore pea. As it is not obvious to the naked eye that Eat Curious is made of pea, we have used this is an opportunity to educate the wider secondary population on the benefits nutritionally and sustainably but also inform those with an allergy.

In our primary schools, the risk is mitigated by our nutrition team; they manage all bespoke medical diets, writing and checking that each recipe is free from a child's specific allergens.

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