



Action Against Hunger's *Love Food Give Food* Campaign

The charitable initiative of choice for the food and drinks industry

'Love Food Give Food' brings together top chefs and restaurants to take action against child hunger and build healthier futures for malnourished children worldwide. The support provided by our chefs and restaurants allows Action Against Hunger not only to treat malnourished children but also to provide their families with long term sustainable solutions to hunger.

If you love food, show it by sharing!

In September & October hundreds of chefs, Michelin-starred and independent restaurants, chains, cafes and gastropubs join together in the fight against hunger. Food lovers make a difference simply by eating out and adding a voluntary £1 donation to the bill in support of Action Against Hunger.

Our supporters range from independent fine-dining favourites **Bar Boulud, Benares, Marcus Wareing at The Berkeley, Dinner by Heston Blumenthal, Roka** and **Raymond Blanc's Le Manoir aux Quat'Saisons**, to restaurant groups including **Carluccio's, Hawksmoor, ETM Group** and **D&D London**.

New additions for 2013 include **Camino**, Time Out 'Best Latin-American Restaurant 2012' winner **Lima** and **McQueen's Shoreditch**.

"This is a great opportunity to be part of a premier fundraising campaign for restaurants that is simple, rewarding and helping to raise money to prevent children dying from malnutrition. Just a little of your time and effort can make a positive difference to peoples' lives!" **Raymond Blanc, OBE**

How it works

A table card placed on each table during September and October explains the Love Food Give Food concept making clear that a voluntary £1 will be added by the restaurant to the table's bill at the end of the meal. It also states that the customer may, of course, decline to participate. 100% of all funds raised from customers at the restaurant go direct to ACF-UK.

There is no cost to the restaurant and ACF-UK supplies all materials. As the donation is added automatically after VAT and the service charge, it is straightforward to implement and avoids any VAT implications.

Benefits of supporting Love Food Give Food

Our benefits include national press and media coverage, a dedicated social media strategy to drive customers to participating restaurants, a dedicated page on Toptable's own website in addition to Toptable booking software embedded on the ACF-UK website, not to mention, participating in a rewarding campaign which will make a difference to malnourished children overseas.

Ambassadors for Action Against Hunger include: Raymond Blanc, Giorgio Locatelli, Atul Kochhar, Marcus Wareing, Fergus Henderson, Francesco Mazzei, Jun Tanaka, Cyrus Todiwala and Mickael Weiss.

We look forward to talking with you about how you can become a valued supporter of Love Food Give Food.

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Love Food Give Food Community

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