

# THE BIG BEAN BOOST



GIVE YOUR FAMILY A BOOST WITH BEANS!



VEGGPOWER

# **PSSST...** **PARENTS AND CARERS...**

Welcome to The Big Bean Boost, our new campaign to help get children eating more beans, lentils and pulses – with no battles, no waste, no stress...



**...AND PLENTY  
OF FAMILY FUN!**

From the  
team behind  
**Eat Them to Defeat Them**  
our fun and award  
winning campaign to get  
kids eating more veg...

**NOW IT'S TIME FOR BEANS!**



**LET'S GO!**

This fantastic new campaign is coming to your school from 3rd November 2025.

This guide is here to help parents and carers make the most of the campaign and get more kids enjoying more beans.



**STARTS 3RD NOVEMBER**

**86% OF KIDS  
IN THE UK  
AREN'T  
GETTING  
ENOUGH  
FIBRE.\***



**DON'T WORRY, WE  
HAVE A PLAN.**



\*The National Diet and Nutrition Survey 2019-2023

# WHY BEANS?

BRING ON  
THE BEANS!



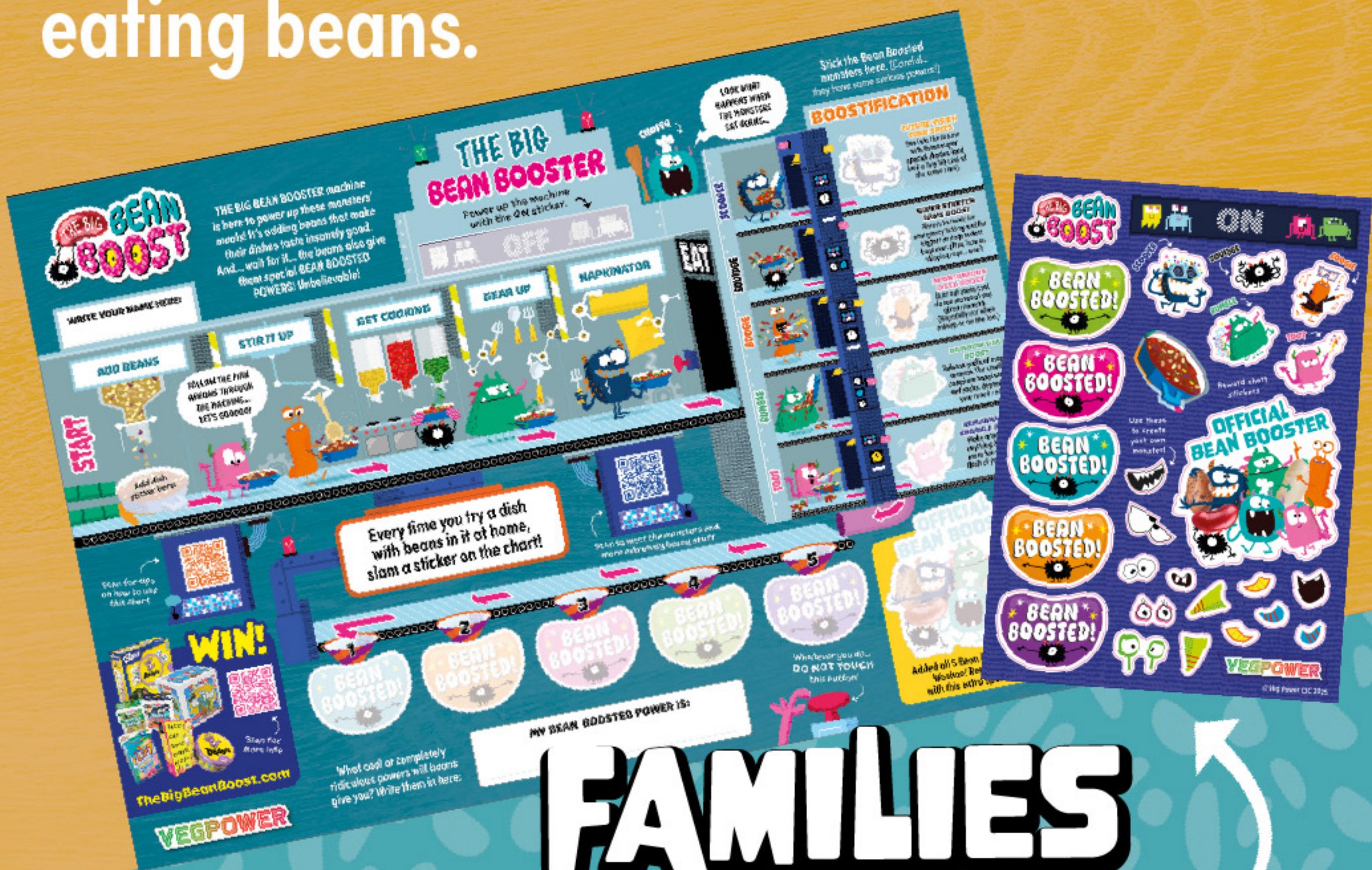
- Fibre-rich, protein-packed and full of nutrients for growing bodies.
- Great for happy tummies, boosting energy and long-term health.
- Cheap and super filling.
- Better for our planet.
- Beans count as one of your five-a-day.

# WHAT'S IT ALL ABOUT?



## SCHOOLS

Look out for these stickers  
– it means they've been  
eating beans.



## FAMILIES

Your school will send home a monster mission  
pack to help build some bean-loving habits.

# AT HOME



Use the mission pack to encourage your children to eat more beans at home (with a little help from us and these bean-loving monsters).

**81% OF PARENTS SUCCEEDED WITH OUR MISSION PACKS.**



BEANS GIVE US UNBELIEVABLE POWERS!

**CLICK HERE FOR TOP TIPS FOR SUCCESS**

# HOW?

A good place to start is to add beans to your favourite family recipes.

WE'LL SHOW YOU HOW ON OUR WEBSITE.



Check out the website for:

- Tips on how to bean-boost your favourite recipes.
- Amazing celebrity recipes.
- How to get your children on board with beans.
- Fun activities and games.

**THEBIGBEAN  
BOOST.COM**

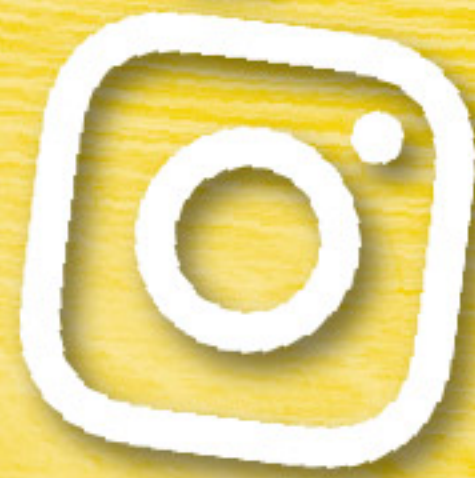
click me

BEAN  
ME UP!



# SHARE YOUR BEAN-BOOSTING FUN

WE WANT TO KNOW  
WHAT POWERS BEANS  
GIVE YOU!



#THEBIGBEANBOOST  
@VEGPOWERUK

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