

Palmer & Howells launches Fuelling Potential platform

3 years ago



[Palmer & Howells](#), specialist independent school caterer, is excited to launch its *Fuelling Potential* platform to educate children and adults on the critical importance of adopting a diet and lifestyle that will help them reach their full potential both mentally and physically.

Palmer & Howells will work with individuals of all age groups to build a positive focus on wellbeing and nutrition, targeting specific and diverse areas that will elevate performance and productivity at school and at work. The programme will include personalised seminars, workshops and bespoke recipe development addressing subjects such as wellbeing and nutrition, sports nutrition and performance and female health.

Valentina de Pascale, Head of Nutrition at Palmer & Howells, said: “We believe that proper nutritional fuelling, combined with exercise and the right mindset, will enable both children and adults to reach their human potential – both mentally and physically.

“A nutrient dense diet supports health and overall wellbeing throughout life and so it is critical to establish daily habits at an early age which will help individuals thrive. As a caterer with specialist expertise in this area, we can play a pivotal role and are thrilled to be taking education and nutrition to the next level with a platform of bespoke seminars, workshops and menu development to help individuals of all ages reach their own potential.”

“Fuelling Potential is the result of more than 14 years’ experience I have accumulated in teaching and coaching children, young adults and adults in nutrition strategies, endurance sports and high mental performance. My true passion lies in empowering individuals to become the best versions of themselves through the combination of nourishing food and cultivating a resilient mindset.”

Valentina has spent the past decade coaching nutrition and specialising in sports nutrition strategies. She has worked with a wide range of clients, collaborating with prominent businesses in the sport industry. Renowned for her ability to identify physical and nutritional issues and create tailor-made solutions, Valentina is highly regarded in the endurance sports community.

Valentina will visit schools and organisations to deliver tailor-made sessions that focus on areas of specific interest. The programme will encompass a diverse range of workshops such as:

- Sports nutrition tailored specifically to various sports like swimming, rugby, and football, offering insights on what to eat before, during, and after training to enhance physical performance.
- Exploring the connection between food and mental health, aiming to foster a better understanding of how nutrition can impact psychological wellbeing.
- Developing a healthy relationship with food and cultivating positive eating habits.
- Helping females understand their physiology; their menstrual cycle and in later life the menopause and providing guidance on how nutrition can make a difference.
- Providing advice on how to eat healthily on a budget and how to make beneficial food choices during exam periods.

Valentina concluded: ‘The overarching objective of *Fuelling Potential* is to instil sustainable and healthy habits in both children and adults which promote healthier lifestyles. The programme is adaptable to different and specific needs and will serve as a valuable resource for guidance on how to achieve these goals.”