



## **CAMPAIGN GUIDE**

MARCH 2021





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# THE BRIEFING

## INTRODUCTION

Our planet is in peril.

There's a growing danger that's harming the world.

The enemy lurks in our kitchens and in our organisations.

Wasted food represents a threat we must defeat. Intel suggests over one million tonnes of food is discarded by our industry every year, damaging the environment and wreaking havoc on our climate.

It's time for our industry to rise up and take a stand.

Guardians of Grub is here to galvanise the entire Hospitality and Food Service industry.

The campaign aims to spur businesses into action and reduce annual wasted food throughout our industry.

Success lies in your hands.

**Will you step up to the plate?**

# GUARDIANS OF GRUB

## THE CAMPAIGN

The campaign brings together the industry to face the growing threat that's harming our planet and our industry's profits. We are a united collective from across the Hospitality and Food Service sector, with the sole purpose of stopping the alarming amount of food wasted every year.

We are the carers, protectors and defenders.  
We're everyone, from the sous chef to the CEO.  
The nose to tail champion to the freezer hero.  
We are the Guardians of Grub.  
We love food and hate waste.



# YOUR MISSION

## SUPPORTING THE CAMPAIGN AND TAKING ACTION

Thank you for supporting the fight against wasted food. As a Guardian of Grub, your efforts are crucial in helping us win. We need you to defend and protect food at all costs and cutback on waste in the food business.

Your mission is two-fold. The first phase is to raise awareness of the campaign using the [Guardians of Grub resources](#). We've created an arsenal of tools to help make it as easy as possible for you to spread the word and encourage others to protect food. You can share any of the resources listed on your internal and external channels.

### CAMPAIGN RESOURCES:

- Long and short copy
- Badge of honour
- Social media assets and copy
- Digital banners
- Email signature
- Posters
- Guardians of Grub Cost Saving Calculator
- Partner plans for business operators and influencers
- The pledge to become a Guardian of Grub
- Rallying cry social films
- Case studies
- Business case presentation
- Staff briefing script
- FAQs

The second phase is to learn about the operational resources available that could save your business money and protect our planet from wasted food in the [Getting Started Guide](#).

### OPERATIONAL RESOURCES INCLUDING:

- Cost Saving Skills Course
- 6 Ways to Save Food Poster
- Bin Labels
- 7 Day Tracking Sheet
- Food Tracking Calculator

# BEAT THE DRUM

## SHORT AND LONG COPY

Spread the word about the Guardians of Grub campaign far and wide. We've drafted two pieces of copy, one short and one long. The copy summarises the campaign and describes why it's so crucial to keep food out of the bin.

Use it on your website, in emails or newsletters to show your support of the campaign.



Download

### SHORT COPY VERSION

#### Calling all Guardians of Grub

It takes an enormous amount of time, resources and energy to produce our food. And then our industry wastes over a million tonnes of it every year. When this waste goes to landfill it produces greenhouse gases, which in turn causes global temperatures to rise.

The 'Guardians of Grub' campaign from WRAP encourages the Hospitality and Food Service industry to come together and save our perfectly good food from the bin.

To find out how, and for lots of tips and tools on how you can cut food waste from your business, visit [guardiansofgrub.com](https://guardiansofgrub.com)

### LONG COPY VERSION

#### Calling all Guardians of Grub

It takes an enormous amount of time, resources and energy to produce our food. And then our industry wastes over a million tonnes of it every year. When this waste goes to landfill it produces greenhouse gases, which in turn causes global temperatures to rise.

The 'Guardians of Grub' campaign from WRAP encourages the Hospitality and Food Service industry to come together to rise up against wasted food. We are the carers, protectors and defenders. We're everyone, from the sous chef to the CEO. The nose to tail champion to the freezer hero. We are the Guardians of Grub. We love food and hate waste.

To find out how to save our food, and for lots of tips and tools on how you can cut food waste from your business, visit [guardiansofgrub.com](https://guardiansofgrub.com)

# A BADGE OF HONOUR

## CAMPAIGN SYMBOL

As Guardians of Grub, we are proud to be the protectors and preservers of food. Therefore, we have developed a campaign badge to enable you to pledge your allegiance to the Guardians of Grub.

For example, you may wish to use this badge alongside the copy on the previous page. Or you can place it across your social channels. You can even print it on your chef whites and really bring it to life.



Download



# GUARDIANS

## — OF GRUB —



# RALLYING CRY

## SOCIAL IMAGES AND COPY

Spread the word about the Guardians of Grub far and wide and enlist as many people as you can to defeat food waste. Social media is one of the best ways to promote the campaign. We've drafted some social posts to help you.

Feel free to post them on your internal communications and social media channels.



Download

## SOCIAL COPY

### Core

The carers, protectors and defenders. The head to tail champion to the freezer hero. Food waste is harming our planet. We must come together and put a stop to it once and for all.

Rise up against food waste. Visit [guardiansofgrub.com](http://guardiansofgrub.com)

### Head Chef

When it comes to food, use everything, waste nothing. Use every drop of your smarts and every ounce of your skills to make sure food stays food.

Rise up against food waste. Visit [guardiansofgrub.com](http://guardiansofgrub.com)

### Buyer

Don't let food waste eat away at your profits. Keep track, take stock, crunch the numbers, be obsessed and save our food.

Rise up against food waste. Visit [guardiansofgrub.com](http://guardiansofgrub.com)

### CEO

With food waste costing our industry £3.2 billion every single year, we need to cut it out of our business.

Rise up against food waste. Visit [guardiansofgrub.com](http://guardiansofgrub.com)

### Waiter

Carefully crafted food is far too good to waste. It should be cherished and savoured. Be a food saver and let's make sure we feed people instead of bins.

Rise up against food waste. Visit [guardiansofgrub.com](http://guardiansofgrub.com)

### Kitchen Porter

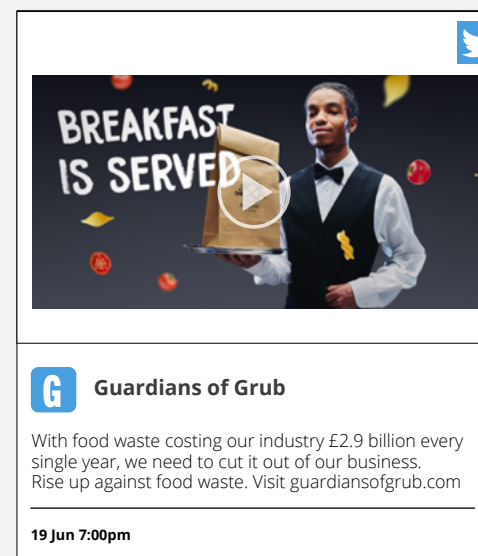
For all the food lovers out there, let's make the most of every ingredient. Hang on to those stalks, stop throwing away those stems and keep food... food.

Rise up against food waste. Visit [guardiansofgrub.com](http://guardiansofgrub.com)

### Cook

Make food live for as long as possible. Freeze it to keep it looking its best. Be the master preserver and keep waste at bay.

Rise up against food waste. Visit [guardiansofgrub.com](http://guardiansofgrub.com)



# FLY THE BANNERS

## DIGITAL BANNERS

Here is a collection of digital MPU, skyscraper and leaderboard banners that you can place across your website. There is a range of designs to choose from. Feel free to use the one that's most relevant to your organisation. We also have a screensaver that you can use.



Download



TV screensaver available at 1024 x 768 and 1920 x 1080.



MPU 300 x 250. Static and animated versions.



Leaderboard 728 x 90. Static and animated versions.



Skyscraper 120 x 600 and 160 x 600. Static and animated versions.

# ENLIST NOW

## EMAIL SIGNATURE

Let everyone know that you are a Guardian of Grub by using the campaign email signature. It's a good way of showing your support.

Embed them in emails that you send to the rest of your team. Incorporate the URL within the image to make it clickable. You'll find the instructions within the download file.



Email signature 420 x 110

# PUT IT IN PRINT

## CORE POSTER

The following posters can be printed and displayed across your organisation. Place the posters where your staff will see them to remind them of what it means to be a Guardian of Grub, for example in kitchens, staff rooms and changing rooms.



Download





## PORTRAIT POSTERS

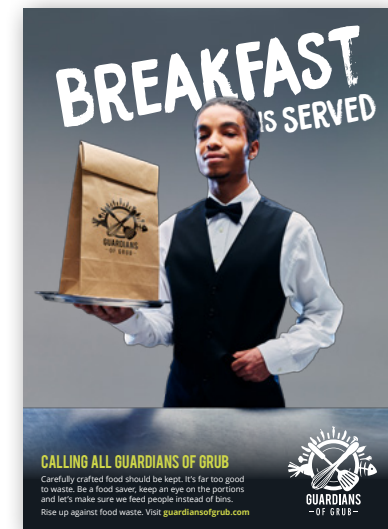
To help you call out to specific members of your team, we have also included six portrait posters that bring to life the everyday heroes in a hospitality and food service business.



Download



Download editable posters to add your own logo



## PARTNER POSTERS

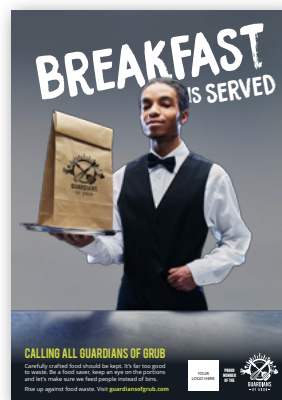
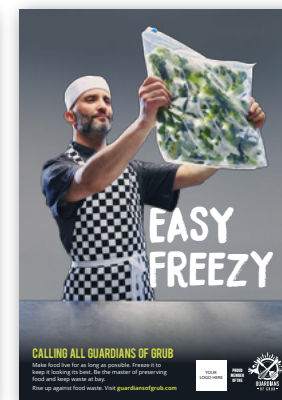
We have also created versions of these posters where you can add your own logo.

To do this, add your logo to the active partner logo layer within the artwork file using Adobe InDesign.

A PDF reference is provided to indicate the position of the partner logo.



Download



# THE TEAM BRIEF

## STAFF SCRIPT

We've developed a sample script to rouse your team into action to encourage them to reduce wasted food. Why not deliver it at your next staff meeting.

We've also created a partner presentation to help you build the business case, convince your managers to stand up for food and help your business to be a Guardian of Grub.

The amount of food thrown away by the UK Hospitality and Food Service sector is the equivalent of over one millions tonnes, contributing to huge environmental damage to our planet. Our business has pledged to become part of a growing movement to reduce food waste within our industry.

From the porter to the CEO, we are all now Guardians of Grub.

Our mission is to defend and protect food at all costs and cutback on wasted food in our work.

Whether it's spoilage, preparation or plate waste; we need you to be on the lookout for waste wherever it lurks.

Over the coming weeks we will be making use of advice, tips and tools to reduce and record our waste. From menu design, clever storage, efficient buying or food redistribution, there are lots of things we can do to help the movement.

From the head to tail champion to the freezer hero, our industry is fighting back, to make sure food stays food.

We are the Guardians of Grub.

# CALL TO ARMS

## VIDEO CONTENT

Videos are a good way of drumming up support, getting people excited and spurring our industry into action. The following video tells the story of the Guardians of Grub, who we are and what our mission is – to fight for food. You can email the video to your team, share it on social media channels or you can even present it during all-staff-meetings.



Download





# ON THE FRONTLINE

## VIDEO CONTENT

Get up close and personal with leading Guardians of Grub. We have videos of amazing Guardians who share their skills, tips and expertise with the rest of us. They include everything from how to create sustainable menus, through to using the tools to measure your wasted food. Feel free to share these videos on your social channels or with your teams. For more inspiring stories like these, visit the [Guardians of Grub case studies page](#)



### Adam Handling

View Adam's video [here](#)

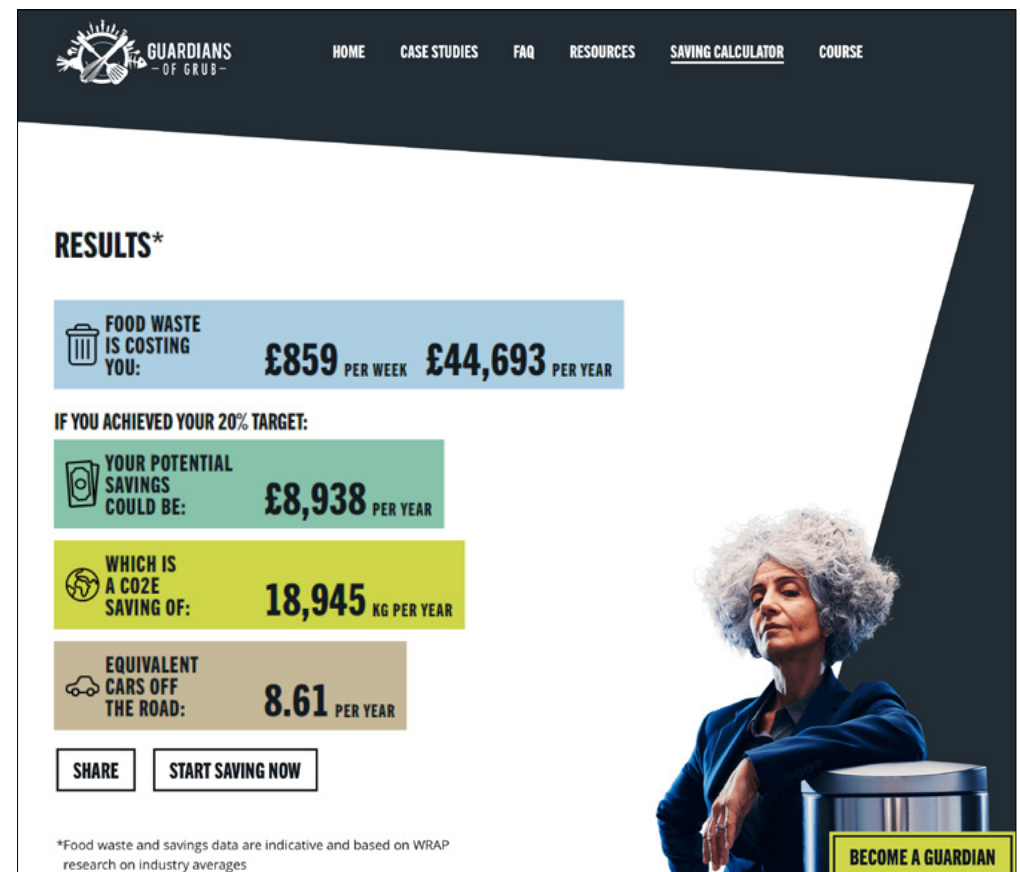
View the shorter version of Adam's video [here](#)

# GUARDIANS OF GRUB COST SAVING CALCULATOR

## SEE WHAT YOU COULD SAVE

Want to guard your profits against wasted food? In just a few easy steps, you can find out how much money and carbon equivalent you could save if you started reducing your wasted food; let's feed people not bins.

 TRY IT NOW



# HOW TO GET INVOLVED

## PARTNER PLANS

The Guardians of Grub campaign brings the Hospitality and Food Service industry together so we can all play our part in keeping food from being wasted, reducing costs and helping to achieve the SDG 12.3 goal of halving food waste by 2030.

These plans set out how our operator partners and influencers can support the Guardians of Grub campaign with varying levels of commitment, linking to the key actions and resources available.

## OPERATOR BUSINESS PARTNER PLAN

### HOW TO GET INVOLVED

#### OPERATOR BUSINESS PARTNER

The Guardians of Grub campaign brings the Hospitality and Food Service industry together so we can all play our part in keeping food from being wasted, reducing costs and helping to achieve the SDG 12.3 goal of halving food waste by 2030. This plan sets out how our operator partners in the sector can support the Guardians of Grub campaign with varying levels of commitment, linking to the key actions and resources available.

	GOOD	BETTER	BEST
Internal comms	<p>Become a supporter</p> <p>Show your support to reduce food waste by including the Guardians of Grub <a href="#">logo</a> on internal comms with 'we are supporting' <a href="#">copy</a> (or your own wording if preferable) and website link <a href="#">www.guardiansofgrub.com</a>. Download free measurement <a href="#">resources</a> and share with those preparing food and recording food waste. Download and <a href="#">print posters</a> for display in kitchen and staff areas.</p> <p>Encourage staff to try the <a href="#">Cost Savings Calculator</a> to see how much money and carbon emissions they could save by reducing food waste.</p>	<p>Commit to a Target. Measure. Act. Approach at a minimum of one site. Set a Target for reducing food waste at that site, start Measuring your waste, then Act to tackle it. A 25% reduction target is a good place to start.</p> <p>Run a staff briefing session using the information provided within the campaign toolkit, including the <a href="#">Cost Savings Calculator</a>, the <a href="#">Grub Savings Data Calculator</a>, the <a href="#">Grub Savings Data Calculator</a>, and <a href="#">Grub Savings Data Calculator</a>. Show staff how much money and carbon emissions they could save by reducing food waste by using the <a href="#">Cost Savings Calculator</a>. Download and print posters for display in kitchen and staff areas. Download and distribute the free <a href="#">Food Wastage Calculator</a> and the <a href="#">Food Wastage Calculator</a>. Then get staff measuring and reporting their waste figures.</p>	<p>Commit to a Target. Measure. Act. Approach to be rolled out at multiple sites. Set a Target for reducing food waste at those sites, start Measuring your waste, then Act to tackle it.</p> <p>A 25% reduction target is a good place to start.</p> <p>Run a staff briefing session using the information provided within the campaign toolkit, including the <a href="#">Cost Savings Calculator</a>, the <a href="#">Grub Savings Data Calculator</a>, the <a href="#">Grub Savings Data Calculator</a>, and <a href="#">Grub Savings Data Calculator</a>. Show staff how much money and carbon emissions they could save by reducing food waste by using the <a href="#">Cost Savings Calculator</a>. Download and print posters for display in kitchen and staff areas. Download and distribute the free <a href="#">Food Wastage Calculator</a> and the <a href="#">Food Wastage Calculator</a>. Then get staff measuring and reporting their waste figures.</p>
External comms	<p>Share social posts using our <a href="#">suggested copy and assets</a> or your own content using <a href="#">GuardiansOfGrub.com</a> and linking to <a href="#">www.guardiansofgrub.com</a> on external channels to show your support for campaign, and to describe the actions you're taking on food waste with Guardians of Grub tools.</p> <p>Proactively engage through social media, such as Twitter, Instagram Stories, etc. and share relevant ongoing Guardians of Grub results, news, events and updates in future communications.</p>	<p>Share social posts using our <a href="#">suggested copy and assets</a> or your own content using <a href="#">GuardiansOfGrub.com</a> and linking to <a href="#">www.guardiansofgrub.com</a> on external channels to show your support for campaign, and to describe the actions you're taking on food waste with Guardians of Grub tools.</p> <p>Proactively engage through social media, such as Twitter, Instagram Stories, etc. and share relevant ongoing Guardians of Grub results, news, events and updates in future communications.</p>	<p>Include mentions of Guardians of Grub within existing paid and unpaid marketing and advertising activity, on social media and on kitchen materials.</p> <p>Go public and talk about your savings and successes and your support of the campaign through all available channels – use <a href="#">GuardiansOfGrub.com</a> and link to <a href="#">www.guardiansofgrub.com</a>.</p> <p>Provide a case study to spread the word by emailing <a href="#">guardiansofgrub@wraps.co.uk</a>. Consider signing up to the <a href="#">UK Food Waste Reduction Roadshow</a> and <a href="#">Guardians</a>.</p>
Becoming a Guardian of Grub	<p>Sign up to receive newsletters and latest news in the campaign on <a href="#">guardiansofgrub.com</a>.</p> <p>Use our <a href="#">Cost Savings Calculator</a> to see how much money and carbon emissions you could save. If our <a href="#">12 month Cost Savings Data Calculator</a> to get skills and the motivation to target, measure and on food waste.</p>		

### HOW TO GET INVOLVED

#### INFLUENCER / SPECIALIST PARTNER

The Guardians of Grub campaign brings the Hospitality and Food Service industry together so we can all play our part in keeping food from being wasted, saving money and helping to achieve the SDG 12.3 goal of halving food waste by 2030. This plan sets out how our industry partners can support the campaign with varying levels of commitment, highlighting the key actions and resources available.


	GOOD	BETTER	BEST
Web	<p>Your commitment: spreading the word using <a href="#">bold text</a>. Support to: <a href="#">www.guardiansofgrub.com</a></p> <p>Feature your support of Guardians of Grub on your website using the <a href="#">logo</a>, the 'we are supporting' copy (or your own wording if preferable) and website link <a href="#">www.guardiansofgrub.com</a>.</p>	<p>Add a Guardians of Grub page to your site explaining why your members should get involved. Use this <a href="#">copy</a> or your own wording if preferable along with case study (quote examples) to evidence this approach to food waste prevention, the <a href="#">logo</a> and link to <a href="#">www.guardiansofgrub.com</a>. Consider future follow up content and Guardians of Grub-related blogs - WRAP may also be able to supply guest blogs.</p>	<p>Create your own content page about the Guardians of Grub campaign explaining why members should get involved. Send your case studies (quote examples) to <a href="#">guardiansofgrub@wraps.co.uk</a>. Use the <a href="#">Guardians logo</a> and a link to <a href="#">www.guardiansofgrub.com</a>. Commit to regular content and Guardians of Grub-related blogs - WRAP may also be able to supply guest blogs.</p>
Membership Comms	<p>Include an overview of the campaign within existing email marketing using the <a href="#">logo</a> (or your own wording if preferable) and link to <a href="#">www.guardiansofgrub.com</a>.</p> <p>Commit to featuring regular Guardians of Grub news, events and updates in newsletters.</p>	<p>Send a dedicated email about the Guardians of Grub campaign to your database, highlighting how to get involved and the <a href="#">resources available</a>. Use this <a href="#">copy</a> (or your own wording if preferable) and link to <a href="#">www.guardiansofgrub.com</a>.</p> <p>Commit to featuring regular Guardians of Grub news, events and updates in newsletters.</p>	<p>Write an article about the campaign and share it with your members via email. This could highlight what members did during campaigns, such as Food Waste Action Week, as well as the success of their activities and their plans for the future. This could include messaging around linking to Net Zero, COP26 and SDG 12.3.</p> <p>Promote the campaign face-to-face with your members (where possible). Commit to featuring regular Guardians of Grub news, events and updates in newsletters and member communications.</p>
Social Media	<p>Share social media posts promoting the Guardians of Grub campaign using <a href="#">suggested copy and assets</a> and linking to the <a href="#">Cost Savings Calculator</a>. Share regular Guardians of Grub news, events and updates in future posts.</p>	<p>Share social media posts highlighting how to get involved: e.g. promoting the <a href="#">Cost Savings Calculator</a> and promoting the <a href="#">Grub Savings Data Calculator</a>. Proactively engage members through social media, such as Twitter polls and Instagram Stories and share regular Guardians of Grub news, events and updates in future posts to keep the conversation going. Some social post ideas and imagery to support this activity can be found <a href="#">here</a>.</p>	<p>Share social media posts: e.g. promoting the <a href="#">Cost Savings Calculator</a>, the <a href="#">Grub Savings Data Calculator</a> and the <a href="#">Becoming a Champion</a> behaviour change program. Showcase members' successes on your channels. Proactively engage members through social media, such as Twitter polls and Instagram Stories. Share regular Guardians of Grub news, events and updates in future posts to keep the conversation going. Some social post ideas and imagery to support this activity can be found <a href="#">here</a>.</p>
Visual Events	<p>Include the <a href="#">Guardians of Grub campaign logo</a> and <a href="#">logo</a> at member events.</p>	<p>Include the Guardians of Grub <a href="#">Business Case presentation</a>, <a href="#">video</a> and <a href="#">logo</a> at member events.</p>	<p>Feature Guardians of Grub and food waste at member and external events, and feature the <a href="#">Business Case presentation</a>, <a href="#">video</a> and <a href="#">logo</a>. Include representation from Guardians of Grub supporters or WRAP engagement team in panels, speaker line ups and presentations.</p>
User Actions	<p>Encourage members to try the <a href="#">Cost Savings Calculator</a> to see how much money and carbon emissions they could save by reducing their wasted food.</p>	<p>Encourage members to measure food waste using the <a href="#">Guardians of Grub Savings Calculator</a> or their own tracking system and to submit data to <a href="#">guardiansofgrub@wraps.co.uk</a>.</p> <p>Encourage membership to share good practice amongst peers in forums and webinars.</p>	<p>Identify success stories to share their case studies with WRAP. Encourage members to measure food waste using the <a href="#">Guardians of Grub Savings Calculator</a> or their own tracking system and to submit data to <a href="#">guardiansofgrub@wraps.co.uk</a>. Encourage membership to share good practice amongst peers in forums and webinars.</p>
Campaign data	<p>Tell us in confidence how many members you've engaged (so we can monitor campaign reach).</p>	<p>Tell us in confidence how many members you've engaged and the feedback you've had (so we can monitor campaign reach).</p>	<p>If hosting materials, share data in confidence with WRAP on a monthly/quarterly basis. Tell us how many members you've engaged and the feedback you've had.</p>

## INFLUENCER / SPECIALIST PARTNER PLAN

# TAKE THE PLEDGE


## BECOME A GUARDIAN TODAY

By signing the Guardians of Grub [pledge](#), you will be joining the united collective from the across the Hospitality and Food Service sector. Businesses who are committed to reducing waste food and its impact on profits and our planet.


[HOME](#)
[CASE STUDIES](#)

## BECOME A GUARDIAN TODAY

It's your time to be a hero – join us in the fight against food waste by becoming a Guardian of Grub. We are the carers, protectors and defenders of food. Everyone from the sous chef to the CEO has a role to play in reducing food waste in our industry, to defend not only our profits, but to help our planet too.



As a Guardian of Grub, I pledge to be the driving force behind reducing wasted food across the Hospitality and Food Service sector. I will increase awareness of the issue, track, measure, save and report on wasted food in our business, and do all I can to embed behaviour and working practices that will positively impact the environment, our business and communities.

☐ I agree to the Terms and Conditions



# THE NEWSLETTER

## KEEP UP TO DATE

Sign up to the Guardians of Grub Newsletter on the [website](#) and keep up to date with what other partners across the collective are getting up to and be the first to find out about events and webinars related to the campaign.



### Dear Guardian of Grub

#### Introducing the U.K.'s first ever - "drumroll" - Food Waste Action Week!

From March 1<sup>st</sup>, the Hospitality and Food Service sector will be joining the nation to do something about wasted food. It's not just one of the leading causes of climate change. The whopping **£3.2 billion** we chuck in the bin every year is eating into our profits too.

And you can take part with minimum fuss thanks to our range of pre-prepared [activity plans](#). You could start by trying some of the [free tools](#) on our website designed by industry experts to help protect your profits and the planet.

From the [Guardians of Grub Cost Saving Calculator](#) which will show you how much money you could save by reducing wasted food in under a minute.

To the [Cost Saving Skills Course](#) where you can learn the principles of 'Target, Measure, Act' in just 15 minutes.

There's also a [free webinar](#) on **Thursday 4<sup>th</sup> March** designed to help businesses like yours minimise wasted food coming out of lockdown. Register below to join [UKHospitality's](#) CEO Kate Nicholls along with [WRAP](#), [Winnow](#), [Too Good To Go](#) and the [Sustainable Restaurant Association](#) for the interactive business panel.

[Register your interest here](#)

And as if that wasn't enough – there are a ton of Guardians of Grub visual assets – from web banners to videos – to get your customers excited too.

### So, what are you waiting for?

It's time for to make a stand. Defend your profits and protect the planet. Get involved with Food Waste Action Week by taking one of our online courses or signing the pledge at [guardiansofgrub.com](#)



# FAQS

## What is the purpose of this campaign?

The [Guardians of Grub](#) campaign supports Hospitality and Food Service businesses to reduce the alarming amount of food wasted every single year.

## Where does the advice in the campaign come from?

The campaign has been developed by WRAP, which has years of experience in helping food businesses to reduce the amount of food thrown away. The campaign includes contributions from FoodSave London, Manchester Met University and Love Food Hate Waste New South Wales.

## How do I get my team more involved in taking action?

Having a Guardians of Grub Champion to take the lead within your business really helps. There are some tips on what to do in the Guardians of Grub checklist. Seeing really is believing, so often using transparent containers or sacks to see where the waste is coming from can be an eye opener. Talk through the results shown on the calculator, so that everyone can get involved about how to make a difference within your business.

# THANK YOU FOR TAKING A STAND

Thank you for being part of the [Guardians of Grub](#) collective. By joining forces and working together, there is no limit to the things we can achieve.

**Share how your business is feeding people,  
not bins using #GuardiansOfGrub**

To find out more about the campaign,  
visit [guardiansofgrub.com](http://guardiansofgrub.com)

