CHOOSE YOUR FUEL

Breakfast Promotion Guide



WELCOME TO THE NEW ENGLAND DAIRY BREAKFAST PROMOTION GUIDE

Marketing and promotion of your breakfast program, no matter the service model, is a vital step to increasing participation. This guide contains tips and ideas to raise awareness and build interest in your breakfast program.

Breakfast is Better with Dairy

Ensuring dairy foods are represented in your breakfast programs helps students get a variety of essential nutrients they need to grow and learn. Adding protein foods like milk, cheese, and yogurt at breakfast helps kids stay fuller longer so they can focus on being their best.

Adding dairy to your menu might look like:

- Blending milk and yogurt with fruit and vegetables to make a reimbursable smoothie or smoothie bowl.
- Using yogurt as the base for dips, sauces, and breakfast bowls.
- Serving bulk milk, hot chocolate milk, or DIY flavored milk as an alternative to carton milk.
- Adjusting lunch favorites for breakfast like the Smart Swaps Breakfast Grilled Cheese, Breakfast Pizza, and Breakfast Mac and Cheese
- Making sure their favorites, like smoothies, parfaits, and cheese sticks, are on the menu often.



- Yogurt parfaits
- Cheese sticks
- Yogurt-based dips
- Milk

Perfect for Grab & Go

Find more higher-protein, lower added sugar, kid-approved recipes for a variety of service models at Smart-Swaps.com or New England Dairy School Meal Recipe Library.

Access downloadable, customizable the resources featured in this guide at:

NewEnglandDairy.com/school-breakfast/

STUDENT ENGAGEMENT IDEAS

- Lucky Tray or Grab and Go Golden Ticket: Identify trays or bags with a special marker which can be redeemed for prizes like stickers, pencils, etc. Use these breakfast stickers and order small quantities of give away items from New England Dairy's online catalog.



- Engage students with a recipe naming contest.
- Feature new menu items each month and/or for National School Breakfast Week.
- Use our Taste Test Toolkit to try out new recipes and get student feedback.
- Bring special guests to serve or eat with students, such as school administrators, teachers, and even local celebrities/personalities. This will serve a dual purpose of building awareness of your program with these audiences.



- Organize a family breakfast day where parents/guardians can enjoy breakfast with their students.
- Do themed breakfast around key celebration moments throughout the year. Start with our Monthly Promotion Guides.
- Switch up your breakfast menu items. Consider trying out a new breakfast recipe.
- Use the templates below to promote breakfast in physical and digital spaces.

DIGITAL RESOURCES & TEMPLATES

These customizable templates were developed in Canva. They are free to download in multiple file formats. Posters can be printed from Canva with applicable fees.



Poster

- **Grab and Go Breakfast Poster** - *Template*
  Perfect for Grab and Go programs located outside of the cafeteria. Customizable color Canva template to specify service location. Dimensions: 18" x 24"
- **Choose Your Fuel Breakfast Poster** - *PDF*
  Colorful breakfast promotion poster with visuals that reinforce reimbursable meals. Dimensions: 18" x 24" or 8.5" x 11"

Digital Menu Signs - *Template*

Add your own program menu items and details.

- Weekly Menu in Color and Black & White
- Daily Menu in Color and Black & White

Digital Commnication/Social Media Posts - *Template*

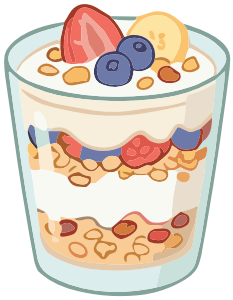
Add your own program menu items, details, and images to our ready-to-post templates. Your own photos are best, but if needed, the images from our Photo Gallery are are approved for school use. Choose and rotate your posts from the following options:

- *Today's Breakfast:*
- *Build your breakfast base with milk, fruit, and grain item. Add to it with [insert other options].*
- *Breakfast Facts:*
  - *Eating dairy foods like milk, cheese and yogurt, adds protein, vitamins, and minerals to help fuel your day.*
  - *Breakfast supplies fuel for your brain and body to tackle your busy school day.*
- *Today's Breakfast By [insert photo of staff holding tray with reimbursable breakfast]*

MESSAGING SUGGESTIONS

Use these customizable messages to communicate about your breakfast program through social media, newsletters, community posts, and more.

STUDENT AUDIENCE



Short Form

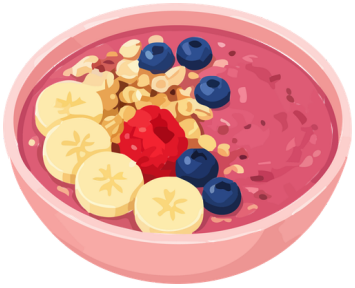
- Check out our new menu item this month!
- Breakfast is served daily at [insert location and time].
- Featured breakfast item: [insert menu item]
- Pick one of the breakfast facts listed on previous page

Longer Form

- Choose your fuel from today's breakfast options of [insert menu options for day/week] and your choice of milk. Swing by the cafeteria [and/or insert other location] from [insert breakfast service times].

- Don't miss out on making your day better with breakfast. Fuel your brain with [insert menu options or highlight new menu option]. Stop by the cafeteria [and/or other location] to check out all our offerings.

SCHOOL COMMUNITY, PARENTS, AND ADMINISTRATORS AUDIENCE



- Each school breakfast comes with at least milk, grains, and fruit providing essential nutrients like protein, calcium, potassium, Vitamin D, and more.

- New from scratch breakfast item [insert name] is lower in added sugar and high in protein is on the menu today/this week.


New England
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