

# PROMOTION

## Before the Event (Build Excitement)

### Social Media Post Samples

🍴🌟 Taste Test Tomorrow! Students can try our NEW recipe in the cafeteria. Come grab a free sample and tell us what you think!

Calling all taste-testers! Tomorrow at lunch we're sampling a brand-new menu item. Stop by, take a bite, and cast your vote!

🌟 Student voices matter! Join us tomorrow for a cafeteria taste test of our newest recipe. Try it and vote if you want to see it on the menu!

**Parent/Guardian Letter:** Send home 1-2 days before the event

### Sample Parent/Guardian letter

Subject: Student Taste Test – New Recipe Tomorrow!

Dear Parents and Guardians,

We're excited to let you know that on {enter date} students will have the opportunity to participate in a taste test of a new recipe in our school cafeteria. Each student will be offered a small sample to try and then cast their vote on whether they would like to see it added to our menu.

Taste tests are a fun way for students to share their opinions and help shape the meals we serve. Our goal is to introduce nutritious, kid-approved options that make breakfast both healthy and enjoyable.

We look forward to hearing what our students think!

**Sample Newsletter Blurb:** Post 1-2 days before event

{Enter Date} students will have the opportunity to participate in a taste test of a new recipe in our school cafeteria. Each student will be offered a small sample to try and then cast their vote on whether they would like to see it added to our menu. The taste test is a fun way for students to help select healthy, kid-approved meals. Results will be shared after the event. We look forward to hearing what our students think!

## Day of the Event (Remind & Engage)

### Morning Announcements

- “Taste test today in the cafeteria! Don’t forget to grab your free sample and cast your vote.”

## After the Event (Celebrate & Share Results)

### Social Media Post Samples

🎉 Student-approved! Thanks to our recent taste test, we’re excited to add [New Menu Item] to the cafeteria menu.

🌟 From taste test to menu star: [[New Menu Item] is now available in the cafeteria! Thanks to all the students who sampled and shared their votes.

🌟 Taste Test Results Are In! 🌟

The verdict? 🗳️ This one wasn’t a hit! But that’s the whole point of taste testing – trying new things together and letting student voices lead the way.

**Sample Newsletter/Email Updates:** Send up to 1 week post event

*Subject: Exciting News from Our Cafeteria: New Recipe Taste Test a Hit!*

*Last week, our students sampled a delicious new recipe, {enter recipe name}, during our cafeteria taste test. The feedback was overwhelmingly positive, with many students eager to see it on the regular menu!*

*{Insert quotes from students}*

*A big thank you to the students, volunteers, and staff who made this event possible. Your feedback helps us create healthier, tastier meals for everyone.*

*Check out the photos below and stay tuned as we plan to add this popular recipe to our menu soon!*

*Subject: Student Voices at Work: Taste Test Results*

Last week], our students had the chance to provide their input and shape our future menus. We taste tested [enter recipe name], based on the student feedback we will not be adding this to our menus. Thank you to all of our student taste testers for participating and sharing your honest feedback. We look forward to the next taste test and continuing to let the students’ voices shape our program.