

TASTE TESTING Guide



Welcome to New England Dairy's Taste Testing Kit!

This kit provides everything you need to plan, promote, and run a successful taste testing event in your school cafeteria. Inside, you'll find tools to guide your setup, engage students, and collect helpful feedback.

What's Included

Taste Test Guide

Use this step-by-step guide for planning, promoting, and running a taste test in your school cafeteria. Includes task checklists, sample copy for announcements, newsletters, social media posts, and more.

Promotional Signs

Display these signs in the cafeteria or other locations where students will see them to promote your taste test. Simply fill in the date to let students know when the recipe taste test will happen.

Taste Test Voting Poster

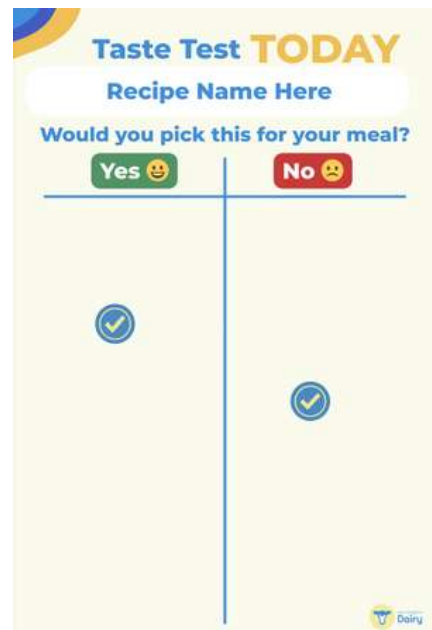
Make student feedback fun and easy. Fill in the recipe name, display the poster, and let students vote on new recipes for the menu.

Voting Stickers

Students can place these stickers on the poster to vote 'YES' if they like a recipe, or 'NO' if they don't, helping choose the next menu favorite.

Official Taste Tester Stickers

Celebrate students' participation. Offer each taste tester a sticker as a fun reward for sampling and sharing their opinion.



Access downloadable, customizable digital kit resources at:

[NewEnglandDairy.com/
taste-test-resources](https://NewEnglandDairy.com/taste-test-resources)



Taste tests give students a chance to try new recipes, reduce food waste, and help schools identify meals students want before adding them to the menu. Follow this checklist to plan, promote, and implement a successful taste test in your school cafeteria.

Timeline	Key Tasks
2-3 Weeks Before Event	Order all ingredients
	Prepare promotion materials
	Recruit volunteer helpers (students, parents, or staff) to hand out samples or encourage students to vote
1 Week Before Event	Confirm taste test food purchase and delivery timing
	Advertise taste test: <ul style="list-style-type: none"> • Social media (see sample posts on page 5) • School newsletter (see sample blurb on page 6) • Morning announcements • Website
	Hang promotional signs around school
Day Before Event	Inventory and Equipment Check <ul style="list-style-type: none"> • Equipment (ovens, warmers, coolers) • Paper goods (spoons, forks, napkins, cups) • Ingredients/groceries • Check for allergens or dietary restrictions
	Prep Materials <ul style="list-style-type: none"> • Voting poster & stickers • Tray for samples • Table for holding samples • Recipe cards with ingredient list
	Food Prep <ul style="list-style-type: none"> • Thaw ingredients if needed • Prepare sauces if needed

Timeline	Key Tasks
Morning of Event	Announce taste test to students and staff during morning announcements (see sample announcement on page 5)
	Promote taste test on social media
Arrival & Set Up	Confirm team roles: <ul style="list-style-type: none"> • Recipe preparation • Sample distribution • Voting station management
	Check prep location for recipe preparation and staging
	Unpack and organize all materials
Cooking & Assembly	Preheat ovens or equipment
	Prepare the recipe
	Divide into sample sizes
	Keep samples warm or chilled as needed
Staging & Serving Line	Set up serving line or taste test area with: <ul style="list-style-type: none"> • Sample trays • Voting poster clearly labeled • Stickers for voting • Stickers/prizes for students • Extra paper boats/cups, napkins, straws • Signage showing recipe ingredients
	Transport samples to taste test area
Student Engagement	Invite students to try a sample
	Encourage use of all senses (look, smell, taste)

Timeline	Key Tasks
Student Engagement	Remind students to respect different opinions
	Use sample talking points: <ul style="list-style-type: none"> • “Free sample! Let us know what you think.” • “Would you eat this again? Give us your feedback!”
Collect Feedback and Share Results	Ask students: Would you choose this if it was on the menu? (yes/no vote)
	Count stickers and tally results at the end of testing period
	Announce results over PA system
	Share results, photos, or quotes with parents and staff
Post Event	Thank volunteers
	Decide whether to add recipe to the menu or adjust
	Post results on social media and announce upcoming menu addition and how soon it will appear on the menu if popular (see sample posts and blurbs on page 6)
	Make recipe information available for staff and students

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, student-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] and 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.

