



## Five Steps to Launch a Breakfast Showcase

A Breakfast Showcase is a great way to introduce new menu items, serving methods and delivery systems while also increasing breakfast participation. The following Five Steps will lead you to a successful Breakfast Showcase!

### Step One: Team Building and Program Assessment

It's time to start building your team. Start with an existing school team if you have one - a wellness team or school health team.

Suggested team players:

- Food Service Director
- Food Service Staff
- Student/s
- Administrator/s
- Teacher/s
- Custodial Staff
- Parent/s



Once team members have gathered give each member a role – a group leader will direct and focus the group, a marketing official will create promotional flyers and advertisements, a schedule coordinator will implement any needed adjustments in class schedules and a participation tracker will track and monitor daily, weekly and monthly student participation. Nominate one team member to be “Captain Breakfast” to keep the team motivated and to help share exciting School Breakfast news with the school community.

Remember - A team able to share diverse perspectives is a key to success. Each member should be able to answer this question with confidence, “Why School Breakfast?” It is in the best interest of our students and the right thing to do. The research speaks for itself – a child who eats school breakfast has increased math scores, decreased tardiness and classroom disruptions. For a refresher see attachments [1](#) & [2](#).

The first task for your new team is to assess your current breakfast program. Having a good understanding of what works and what doesn't work in your current program will help you overcome barriers in the new program.

Some questions to begin with:

- What is your current breakfast delivery system?
- Student population?
- Class schedule? Can it be adjusted?
- Current menu offerings? What do your students like/dislike?
- For help with assessment see attachments [3](#), [4](#):

## Step Two: Select a site delivery system

Consider an alternative breakfast service method or delivery system. Breakfast in the cafeteria is usually the easiest to implement, however it often fails to meet the needs of the student breakfast customer. There are many reasons students avoid the cafeteria in the morning – it may be on the other side of the school, they would rather chat with friends, they don't have enough time to eat between drop off and start of school or there is a stigma attached to going to the cafeteria for breakfast and student will go hungry rather than feel embarrassment. The service method should meet the needs of hungry students headed to class.

Alternative service methods:

- [Grab'n'Go Breakfast](#)
- [Second Chance Breakfast](#)
- [Breakfast Vending Machines](#)
- [Breakfast Delivered to the Classroom](#)
- [Breakfast on the Bus](#)
- Note - The alternative service method handouts detail each option and are included as attachments 5-9.



Breakfast Delivered to the Classroom

### Step Three: Plan and test menu

Select breakfast recipes to feature with the new delivery system. These choices may be tried and true student favorites or new trendy recipes.

Resources for gathering new recipes:

- Standardized recipes with student friendly names, including the entrees in the sample menu below, are included in the recipe attachments.
- Student cooking contest:
  - Provide students with specific guidelines for the desired outcome
    - School Breakfast Nutrient Standards
  - Example: Develop a new recipe using a particular whole grain waffle.
  - Review all recipes for compliance and feasibility for your operation
- Parent, teacher and community suggestions:
  - Ask stakeholders for input by allowing them to submit recipes standardized for 25
    - Provide them the School Breakfast Nutrient Standards so they may attempt to find recipes that will meet the guidelines.
  - Review all recipes for compliance and feasibility for your operation

Test new recipes with food service staff to determine which recipes will work best for your facility, available staffing and equipment. At a minimum, select 3-5 new recipes that may be implemented in a 1-2 week cycle menu with specific items on certain days – this will help with marketing later on.

Week 1				
Monday	Tuesday	Wednesday	Thursday	Friday
Spicy Egg Muffin with Mozz Cheese	Banana Sun Wrap*	Maple Ham & Cheese Bagel	Two Cakes and a Patty	French Toast Stix with Yogurt
Orange Slices	Tropical Fruit Cup	Apple Slices	Diced Pears	Dipping Sauce
Applesauce	Choice of Milk	100% Grape Juice	Applesauce	Peaches
Choice of Milk		Choice of Milk	Choice of Milk	100% Apple Juice
				Choice of Milk
<p>Each meal includes 1-cup fruit &amp; variety of fat free and low fat milk.            All grains offered are whole grain rich.            USDA is an equal opportunity provider and employer.            *Contains ½ cup fruit</p>				

Week 2				
Monday	Tuesday	Wednesday	Thursday	Friday
Loco Breakfast Burrito	Ham & Apple Bagel	Oatmeal Dippers with Gripz	Chipotle Sausage Mozz Muffin	Shakin' Smoothies*
Pineapple Chunks	Mixed Fruit Cup	Craisins	Clementines	Goldfish Graham
100% OJ	Pear Slices	100% Apple Juice	Applesauce	Petit Banana
Choice of Milk	Choice of Milk	Choice of Milk	Choice of Milk	Choice of Milk
<p>Each meal includes 1-cup fruit &amp; variety of fat free and low fat milk.            All grains offered are whole grain rich.            USDA is an equal opportunity provider and employer.            *Contains ½ cup fruit</p>				

## Step Four: Marketing Your New Delivery System

Name your delivery system!

- Label Breakfast Delivered to the Classroom Bags “Breakfast to You!”
- Call a Grab’n’Go Breakfast Cart “Principal Sander’s Sunrise Station”
- A Breakfast Vending Machine could be “Eagle’s Egg Carton”
- Name Second Chance Breakfast 2<sup>nd</sup> “Wolverine’s Mid-Morning Munchies”
- Call Breakfast on the Bus “Morning Energy Boost”

Display your Fab 5 recipes!

- Whether you choose 3 new recipes or 30, get ready to introduce them! The best way to do this is with imagery.
- Take photographs of each new recipe as part of a complete breakfast
  - For tips on food photography see attachment [10](#)
- Photos can be used in advertising and as part of your signage at point of service.

Pick dates and invite *special guests!*

- Look at the school calendar, are there any other special events that may decrease or increase participation?
- Have the team contact special guests, guest chefs, support staff, teachers get the group involved in the show and ensure they are available on selected dates.
  - School Mascot, Superintendent, students favorite teachers or coaches, Local News, High School Football Team or Volley Ball Team, a chef from a favorite local restaurant

Promote, promote, promote!

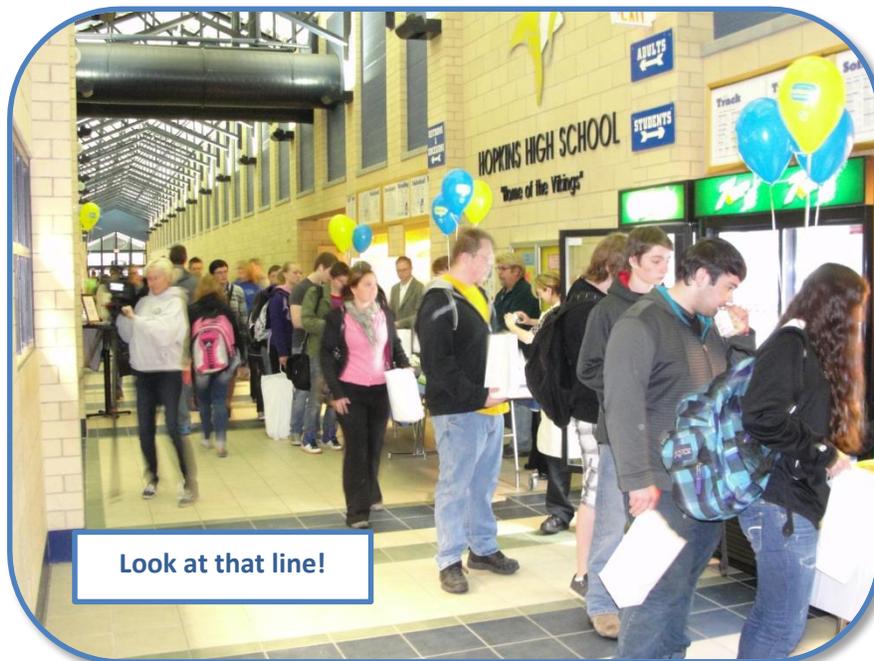
- Time for Captain Breakfast to start spreading the word! Word of mouth is a great starting point.
- Create a one-page handout to email to staff and parents the week before the Breakfast Showcase week and pass out in the classrooms, in the cafeteria and at the delivery service point.
  - Examples:
    - If the new delivery system is Breakfast on the Bus – hand out flyers to kids as they enter the bus
    - For breakfast vending decorate the vending machine with wrapping paper and flyers detailing the “Unveiling” happening during The Breakfast Showcase.
  - Make sure the handout includes:
    - Schedule for the week with dates and times
    - Menu for the week (With USDA non-discrimination statement)
    - Pricing information for each day
    - PICTURES!
    - Highlights on special guests
- Use social media
  - Does your department or school have a facebook page or twitter account? Share all the information with the school’s social media expert to share.
  - No luck there? Send it to a local news station.
- TASTE TEST!!!
  - Present your new delivery system at a Parent Teacher Night or a Board Meeting and remember everyone loves free samples!
- Check out attachment [11](#) for tips on marketing.

## Step Five: Final Planning (part 1)

The team is in place, the new delivery system has been chosen, menu is planned, dates are picked and the marketing plan has been implemented.

What is there left to do?

- Plan your purchases such as food, paper supplies and decorations.
- Ensure any new equipment required for preparation of new breakfast selections has been purchased, will be delivered on time and works properly.
  - Example a Breakfast Kiosk or Commercial Blender for smoothies
- Set a count goal
  - Bring in the participation tracker to monitor goals and share results with the
  - If the school is selling breakfasts, the count will increase slowly
  - If the school is community eligible the increases in count will happen more rapidly
- Point of Service
  - Who will be taking counts? Electronic POS or Roster?
  - See attachment [12](#) for tips
- Ensure your new system is sustainable
  - Is the system ready for an increase in participation?
  - Is there a sustainability plan in place?
- Review!
  - Look back at meeting notes to ensure all plans are in place.
  - Check out attachment [13](#) on implementation for additional tips



## Step Five: Final Planning (part 2)

Plan for each Breakfast Showcase day

Day One: Testing and Tasting

- Set up a tasting station at lunch and conduct a taste test of all new items with your students, staff and community members. Parents too!
- Quarter or half portion sizes to give a small sample of each.
- Flyers should be available at the tasting table.
- If allowed take pictures of students consuming these new breakfast choices for use in later marketing to help with sustainability.

Day Two: Roll Out!

- If you are school that is community eligible roll out the new delivery system
- If you are a school that is now going to sell breakfasts this is the time to set the bar
  - Consider offering a free breakfast for all students and staff
    - Ensure you still provide an accurate count at POS
- At the end of Day Two have short meeting to try to make any changes you need to do and have everyone on the same page as you go to Day 3.

Day Three: Repeat!

- Make the suggested changes and proceed with Day 3
- Goal should be to increase counts and
- Meet with your Breakfast Team to go over feedback from the week, review counts and plan for continued sustainability.

For More Ways to Boost Breakfast visit: <http://boostbreakfast.com/>

# Now Launch a Breakfast Showcase!!

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## Five Steps to Launch a Breakfast Showcase Attachment List

1. No Kid Hungry: School Breakfast Brochure  
<http://www.nokidhungry.org/pdfs/school-breakfast-brochure.pdf>
2. FRAC: Breakfast for Learning  
<http://frac.org/wp-content/uploads/2009/09/breakfastforlearning.pdf>
3. USDA Energize Your Day! Eat School Breakfast: Assessing Barriers  
[http://www.fns.usda.gov/sites/default/files/toolkit\\_assessingbarriers.pdf](http://www.fns.usda.gov/sites/default/files/toolkit_assessingbarriers.pdf)
4. USDA Energize Your Day! Eat School Breakfast: Assessing School Breakfast Potential  
[http://www.fns.usda.gov/sites/default/files/toolkit\\_assessingpotential.pdf](http://www.fns.usda.gov/sites/default/files/toolkit_assessingpotential.pdf)
5. Michigan Boost Breakfast: [Grab'n'Go Breakfast](http://boostbreakfast.com/PDFs/GrabNGoBreakfast.pdf)  
<http://boostbreakfast.com/PDFs/GrabNGoBreakfast.pdf>
6. Michigan Boost Breakfast: [Second Chance Breakfast](http://boostbreakfast.com/PDFs/SecondChanceBreakfast.pdf)  
<http://boostbreakfast.com/PDFs/SecondChanceBreakfast.pdf>
7. Michigan Boost Breakfast: [Breakfast Vending Machines](http://boostbreakfast.com/PDFs/BreakfastVendingMachine.pdf)  
<http://boostbreakfast.com/PDFs/BreakfastVendingMachine.pdf>
8. Michigan Boost Breakfast: [Breakfast Delivered to the Classroom](http://boostbreakfast.com/PDFs/BreakfastDeliveredtotheClassroom.pdf)  
<http://boostbreakfast.com/PDFs/BreakfastDeliveredtotheClassroom.pdf>
9. Michigan Boost Breakfast: [Breakfast on the Bus](http://boostbreakfast.com/PDFs/BreakfastontheBus.pdf)  
<http://boostbreakfast.com/PDFs/BreakfastontheBus.pdf>
10. School Meals That Rock: Food Photo Tips  
<http://schoolmealsthatrock.org/tag/food-photo-tips/>
11. USDA Energize Your Day! Eat School Breakfast: [Marketing Your Program](http://www.fns.usda.gov/sbp/toolkit_marketing)  
[http://www.fns.usda.gov/sbp/toolkit\\_marketing](http://www.fns.usda.gov/sbp/toolkit_marketing)
12. Michigan Boost Breakfast: School Breakfast Point of Service Done Right  
[http://boostbreakfast.com/PDFs/BoostBreakfast\\_PointofServiceDoneRight.pdf](http://boostbreakfast.com/PDFs/BoostBreakfast_PointofServiceDoneRight.pdf)
13. USDA Energize Your Day! Eat School Breakfast: Implementing Your Program  
[http://www.fns.usda.gov/sites/default/files/toolkit\\_implementingoverview.pdf](http://www.fns.usda.gov/sites/default/files/toolkit_implementingoverview.pdf)