

Expanding Breakfast

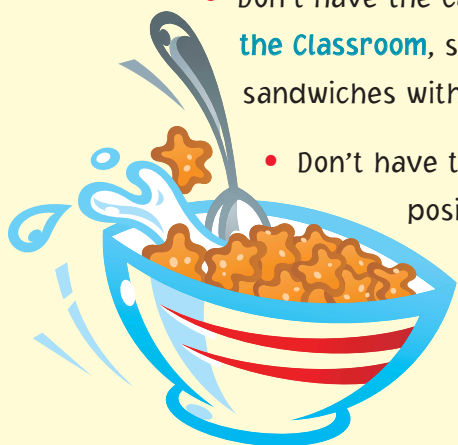
There's no better way to start the day and help students be their best than with a well-balanced breakfast. It's a proven fact that good nutrition leads to improved classroom performance, higher test scores and better behavior.



WAKE UP TO THE POSSIBILITIES

There are great ways to expand your school breakfast.

- Don't have the cafeteria available? Offer **Breakfast in the Classroom**, serving up simple morning pick-me-ups like cereal, fruit and milk, breakfast sandwiches with milk or the popular combo of fruit-yogurt, muffin and milk.
- Don't have the space or the staff? Feature **Grab 'n' Go Breakfast**, positioning kiosks in high-traffic areas to attract the majority of kids.
- Don't have the time? Schedule midmorning **Breakfast After 1st Period**, positioning serving carts at convenient and accessible locations.



BREAKFAST ON A BUN/BREAKFAST ON THE RUN

Did you know that breakfast sandwiches are one of the fastest-growing items in foodservice? Stack the odds in your favor by creating signature offerings with fun names and kid-friendly fillings!

- **Positively PB&J** waffle sandwich served with milk and fruit
- **Hot Diggity** link sausage and string cheese in a toasted hotdog bun with milk and fruit
- **Wake-from-a-Dream** cream cheese with raisins on a toasted bagel with milk
- **Little Italy** cheese pizza on an English Muffin with milk and fruit



continued →

RISE AND DINE!

Adding sizzle helps increase participation. Make sure the wholesome breakfasts you serve in the classroom are also a whole lot of fun!



- Give the students a creative theme (i.e. holiday, seasonal, school activities, etc.) and have them **decorate the bags** used for Friday's breakfast.
- Start them out on a positive note - create **fun fortunes** to put in the breakfast bags.
- Have students vote on their favorite breakfast for each week's **"Students' Choice"** and announce the winning choice over the PA system to create excitement.
- Have **special guest servers** bring breakfast to the classroom; whether it's the principal, a teacher or other local community member, guest servers will add credibility to breakfast as well as provide role models for the students.

FORGET ABOUT HO-HUM

How do you keep them coming back for breakfast? Build excitement!

- Start a **breakfast club** by giving out cards that get stamped with each student breakfast; for every 10 stamps students get an extra special treat.
- Put a sticker or coupon for a free breakfast on a few randomly selected bags or breakfast items to keep students wondering if they're the **lucky winners**.



REMEMBER TO CONTACT YOUR LOCAL DAIRY COUNCIL®

The fact is that without breakfast, it's hard to consume the 40-plus nutrients essential for growth and development daily. Your local Dairy Council® can help provide information about implementing nutritious alternate school breakfast service for your students!