

get milk & get going!



Promotional Ideas to Boost Milk Vending Sales

The following ideas are intended to support vending machine sales.
Consider using these programs to create interest
and promote milk vending to achieve a healthy school environment!



Grand Opening When a new machine is set-up, create maximum attention and interest to drive initial sales. Use signs to direct students to the location of the new machine. Sample product or offer reduced prices, and use flyers and posters to announce free or reduced price sample availability. Take milk mustache photos of students and teachers to display throughout the school. Coordinate a “best milk mustache” contest and have students vote on their favorite photo. Use balloons and streamers to decorate the new machine.

Flavor of the Month/Monday Bonus Flavored milk outsells white milk at a 9 to 1 ratio in school vending sales. Keep interest and enthusiasm high by featuring a different flavor each month and promote sales with a discounted price during the first week of the promotion. Give away a free sample of the featured flavor to all students and teachers on the first Monday of the promotion period.

Sampling If you are introducing a new flavor or product, give students a free taste test during the first few days it's available to create instant awareness and popularity. Use small paper cups filled with the new product. Use student groups, volunteer parents or other school personnel to hand out the samples. Also consider offering free taste test samples during bake sales.

After Hours Program Alert student and parent organizations about the availability of the milk vending machine for after school events.

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Spread The Word Use public address announcements to put some promotional push behind a program. Place print ads in the school newspaper or school program for sporting events, plays, etc. Put together simple one-color handouts to be distributed in the classrooms or at school events (assembly, pep rally, awards presentation) promoting your vending program.

It's Always A Good Time For Milk Place promotional elements near clocks throughout the school (in classrooms, hallways, common areas, the gym, cafeteria, etc.) Whenever a student takes a look to find out what time it is, the drink milk message is prominently displayed.

Team Up with Bake Sales Talk to groups conducting bake sales and invite them to conduct their sale near the vending machine. Nothing goes better with cake and cookies than cold, fresh milk.



Ride The Holiday Wave Plan promotions to coincide with the time of year. Kick off with an autumn/welcome back to school program in September. Feature a Halloween special in October, a Thanksgiving theme in November, a holiday season program in December, get the year off to a healthy start in January, Valentine's Day in February, a spring fling or St. Patrick's Day program in March, etc.

got milk?® Rewards Have students collect plastic tops from single serves for got milk? merchandise featured in the national program catalog. Students can save up for a higher-level reward at the end of the school year, or redeem them every few months for a lower level prize. Consider making certain tops for specific flavors worth double value during specified times of the year.

Classroom Perks Get the teaching staff involved. Ask them to try different flavors. Encourage them to use milk tokens as a reward for performance, attendance, etc. in their classrooms. Offer a discount to teachers who purchase a quantity of tokens and plan to use them with their students for classroom reward/recognition purposes.



Knowledge is Power Put together an educational program with facts and figures promoting milk consumption. Talk to physical education or health instructors to consider using the material during class. The program might include a simple facts sheet with a trivia quiz or contest relating back to the facts.