



Breakfast Promotion Ideas

- * **Bring a Buddy to Breakfast.** Students bring a friend to breakfast at school, and they receive a small prize or coupon for a free breakfast.
- * **Back to School Breakfast.** Offer a special breakfast to introduce students to school breakfast at the start of the year. A “Freshman-only” or “First-graders-only” breakfast will help introduce new students to your foodservice program. Include a coupon to get them to return for breakfast at a later date.
- * **The Yo-Go Bar!** Set up a yogurt bar with bulk yogurt and offer a variety of toppings such as fresh or frozen fruit, granola, raisins, graham crackers, or other items. Use clear plastic cups with lids similar to what fast food restaurants use.
- * **Bag it.** Offer breakfast in a bag: cereal and milk, bagels and cream cheese, yogurt, energy bars, string cheese and fruit. For extra fun, package the breakfasts in cow-print lunch bags (and don't forget to add the milk)!
- * **Go-Carts!** Offer grab ‘n go breakfast items from mobile carts. Let students name and decorate the carts. Use school mascots or other popular themes from movies such as “Dragon Wagon,” “Trojan Trolley,” or “Pirate Patrol.” Add student slogans for added appeal like : “Don't be ‘dragon’ in the morning: eat breakfast!”
- * **Breakfast Breaks.** Have remote carts available to deliver breakfast to students during early study halls or after first period. Be sure to have several flavors of milk available!
- * **Three Steps to Breakfast.** Place footprints on the wall in groups of 3, or on the floor. Write breakfast menu items on the footprints. Include a dairy product on each set of feet such as milk and cereal or yogurt and fruit.
- * **Follow the Yellow Brick Road to Breakfast.** Use a “Wizard of Oz” theme with yellow “bricks” leading to the breakfast serving area; offer specials such as “Wizard Waffles” or “Munchkin Muffins n’ Milk” (mini-muffins with milk on the side) ... Have cafeteria staff dress up as Wizard of Oz characters and have a volunteer read excerpts from the book during breakfast.
- * **Special Delivery.** Offer convenient “special delivery” breakfasts during testing weeks to encourage students to eat breakfast.
- * **Breakfast Bash.** The class or grade with the highest breakfast participation each month wins a milk and cookie break.
- * **Books n’ Breakfast.** Host a book and breakfast week. Invite your library/media specialist to get involved. Use titles and characters from popular children’s books (*The 3 Little Pigs*, *Charlotte’s Web*, *When You Give a Mouse a Cookie*) in your menu and decorations. Create a display of books with a dairy or breakfast theme. Give bookmarks to breakfast participants and have a raffle for a book prize. Have the principal, teachers, or parents read a short story.
- * **TRI - bute to Breakfast.** Have a poster contest for students to illustrate movies, songs, bands, TV shows, etc. with 3’s in them. Have students incorporate their favorite breakfast dairy product somewhere on the poster. Have teachers and students vote for the best poster, and award the child with a cheese pizza party for them and 3 of their friends.
- * **Breakfast with Champions.** Feature athletes from middle and high schools, or local colleges. Invite them for autograph-signing and photos with students participating in breakfast.
- * **Say “Cheese!”** Cheese for breakfast is a nutrient-packed way to start the day. Offer string cheese or cheese cubes for grab ‘n go, or add cheese to breakfast sandwiches.
- * **Beach Breakfast Bingo.** Play Beach Boys music, create a tropical theme with inexpensive floral fabric and travel brochures, dress the staff in tropical shirts and leis, hang beach balls from the ceiling. Serve up ice cold milk with colored straws, fruit-based smoothies, yogurt parfaits with umbrella toothpicks, and cheese and fruit on a stick.



- * **Birthdays Breakfast Blast.** Set aside a day to celebrate everyone's birthday at once, perhaps the "birth day" of your school or town. Breakfast participants get an extra treat such as a birthday muffin.
- * **Drop n' Go.** Have a breakfast bag available for parents to purchase as they drop their child off at school.
- * **Turn the tables (literally).** Serve breakfast for lunch or lunch for breakfast. Mix things up a bit. Have staff wear hats or shirts backwards, have word scrambles, use your imagination!
- * **Invite students to join The "Breakfast Club."** Eat Breakfast 3 times or 3 in a row, and get a special treat, such as a flavored milk or string cheese, or a 3-A-Day pen. Hold monthly drawings for "regulars." Hold a "Breakfast in Pajamas" day.
- * **Breakfast With Heroes.** Invite local Police and Fire Department, EMT, Doctors, Nurses, and Red Cross workers to breakfast. Have a camera handy for photo ops. Post the photos in a prominent spot the next day.
- * **VIP and VSP Days.** Offer designated days to include parents and students' significant others in your breakfast program: Danish with Dad, Muffins with Mom, Granola with Grandparents, and VSP (Very Special Person) breakfast specials.
- * **Teach the Teachers.** Sponsor a breakfast for Teachers and Principals. Let them know the importance of the effect of eating breakfast can have on their students, and encourage their support for your breakfast program.
- * **Know your ABC's?** Get A better grade with Breakfast in every Class. During Parent/Teacher Conferences, Kindergarten Registration, or Orientation, set up a display about your breakfast program (times, prices, menu items). Provide information on the importance of breakfast and its' impact on learning. Invite parents to attend breakfast with their child by giving them a coupon to redeem during that month.
- * **Cereal with Celebrities.** Invite local weather forecasters, the mayor, or other "celebrity" to 'star' at school breakfast. **Take advantage of the photo opportunities!**
- * **Boost your day with Breakfast.** With breakfast, put a handout on the tray with information explaining the importance of breakfast and/or have a teacher, coach, or administrator talk briefly during breakfast on the topic. Or, to reach more students, do it on a day that breakfast is served for lunch.
- * **Make Breakfast a Habit!** Everyone knows it takes three weeks to develop a habit. Why not make it a good one? Provide a log for students to track what they eat for breakfast for three weeks. Completed logs could receive a free breakfast coupon or other incentive. Ask health teachers to incorporate the benefits of eating breakfast into their classes.

Helpful Links:

www.schoolnutrition.org
www.NFSMI.com
www.Midwestdairy.com
www.actionforhealthykids.org
www.nutritionexplorations.org
www.3aday.org
www.actionforhealthykids.org
www.milkdelivers.org
www.mypyramid.gov
www.fns.usda.gov/cnd (USDA school meals)
www.frac.org
www.get3@aday.org



Related Materials:

- * **Expanding Breakfast and Breakfast Boosts Brain Power** on www.nutritionexplorations.org/parents/schoolbreakfast.asp
- * **Blackline masters** in sampler packets on www.midwestdairy.com such as “Contemplate your Breakfast Plate”
- * **“Breakfast = Achievement”** on www.midwestdairy.com/nutritionatschool/schoolbreakfast
- * Shop on www.Spartanestores.com/3aday
- * Make sure your curriculum director is aware of the **Nutrition Expedition** programs 2nd and 4th grade programs (www.nutritionexplorations.org)
- * Posters, banners, sampling kits, and other materials on www.milkdelivers.org (See Tools for Schools)
- * Use **Menu Marketing tools** on www.nutritionexplorations.org

Other Ideas:

- * Invite the art department to create breakfast posters.
- * Have the music department play music for breakfast.
- * Ask the drama dept do a short scene from upcoming performance.
- * Get the cheerleaders or pompon squad to create a breakfast cheer.
- * Have student council serve breakfast.
- * Play movie clips from ‘breakfast’ movies such as “The Breakfast Club,” ”Breakfast at Tiffany’s,” etc.
- * Implement “Breakfast with the Principal” for groups of students, such as for straight A’s, award-winners, winning sports teams, etc.
- * Include dairy vending in your breakfast options to make healthy choices for a quick breakfast available.

Don’t forget to advertise your breakfast program! Let local media know when you have a new program or promotion going on. Post information on your menus and on the district website. Hang fliers and posters around the school. Include a short letter to principals and teachers to let them know about new programs or promotions! Don’t underestimate the power of P. A. announcements.

Questions?
Contact the Midwest Dairy Council program
manager in your area for assistance at
1-800-406-6455.