

ICED AND HOT



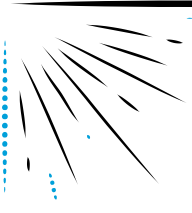
Lattes

- FOR HIGH SCHOOLS -



Real Delicious

UNDENIABLY ♥ DAIRY



**We are glad you are learning  
more about serving lattes  
in your high school! This  
instruction guide is designed  
to help you develop your own  
customizable program.**

**HAVE FUN!**





## Why serve lattes in schools?

Lattes are a popular beverage among students and adults. According to the National Coffee Association, 37% of 13-18 year olds drink coffee products and the number is growing. Fifty percent of 25-39 year olds drink espresso products. Many students and staff purchase coffee drinks on their way to school. Take advantage of this trend and sell lattes at school.

Lattes contain more milk than coffee. Students receive the nutritional benefits of 13 essential nutrients in milk, but in a form that is on trend.

**SNEAKY NUTRITION.** *Add a 1 cup milk serving to students' diets with a latte! Students need 3 cups of dairy per day and most are only getting 1 or 2 servings.*

**MILK** *the*  
**PROFITS**  

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**for the food  
service program**  
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## Are lattes allowed in high schools?

Yes. According to USDA Smart Snack rules, milk and coffee drinks are allowed in high schools only.

Espresso (or coffee) with fat free milk (flavored or unflavored) are allowed. Espresso (or coffee) may also be combined with low fat (1%) flavored or unflavored milk, as long as there is no added flavoring during preparation or afterwards.

Since low fat and fat free milk are allowable beverages, they are not included in the nutrition analysis. You only need to count the calories from added ingredients and flavorings (no more than 40 calories per 8 oz. serving or 60 calories per 12 oz. serving)

## How much caffeine is okay?

The American Academy of Pediatrics recommends that adolescents aged 12-18 years should not exceed 100 mg of caffeine a day. An 8 oz. cup of coffee contains that much caffeine. The basic latte recipe in this kit calls for 2 oz. of coffee, providing 25 mg of caffeine. ([www.cdc.gov/healthyschools/nutrition/energy.htm](http://www.cdc.gov/healthyschools/nutrition/energy.htm)). Lattes in a coffee shop use espresso, but at school, regular or decaf coffee can be used.

## **What is the difference between a latte, cappuccino and mocha?**

**Latte:** espresso and steamed milk (milkier than a cappuccino)

**Cappuccino:** espresso, steamed milk and milk foam

**Mocha:** espresso, steamed chocolate milk and milk foam

## **SETUP AND OPERATION**

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### **How do I start a latte program?**

Most food service departments already have the basic equipment needed. Schools have started successful latte programs with a basic coffee maker or cold brew machine, insulated pitchers for milk, syrup bottles with pumps, and half size pans for ice. If you are serving iced lattes, an ice maker is important. Purchasing an N2O charger is needed if compliant whip cream is made in house. A selection of three or four sugar free syrups is also important. Check with your food service supplier for availability. Other schools have invested in espresso machines and coffee grinders, or machines that provide automated self-service with the press of a button. However, fancy equipment is not required.

### **What disposable supplies are needed?**

It is important to consider cup size, lids, straws and hot sleeves. For example: if serving an iced latte a 16 oz cup is needed to add ice.

Let the product speak for itself. Choose a cup that fits in your budget, but also provides a coffee shop feel. A plain cup can be enhanced with a sticker, and is available for download so you can print as needed.

### **What are popular flavors?**

See recipe section for ideas.

## SERVICE

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### **Can a latte be part of a reimbursable meal?**

Yes, but only if a student could purchase a meal and then take their milk to the latte station. That milk could be made into a latte for a small upcharge. For example, “for \$1 more, make your milk a latte.” Another example would be to serve lattes prepared with 8 ounces of milk as part of the reimbursable meal with the milk counted as a component. Milk would still need to be offered on the line.

### **What is the correct portion size for lattes?**

12 fluid ounces (not including ice) is the maximum portion size.

### **How do I serve iced lattes?**

There are many ways to serve the drinks, and each school and set up is different. Here are some options:

- For iced lattes, brew the coffee the afternoon before and chill overnight.
- Make lattes to order like a local coffee shop. Have a friendly barista mix up the drinks. Brew coffee in the kitchen and place in pump pots. Set up the coffee station with pumps on the flavored syrup bottles. Put ice in a deep half pan, with a back-up ice chest near by. Coffee and flavored syrups can be portioned up ahead of time in the individual cups. Add milk and ice as they are ordered.
- Make a self-service station using batch recipes of lattes. Fill cups with ice and let the students serve themselves from 5 gallon dispensers. Offer 2 flavors each day.



*Real Delicious*



## BASIC HOT LATTE RECIPE

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### Ingredients

Yield: 1 - 12 oz latte

- 2 oz. sugar free syrup
- 2 oz. coffee or espresso
- 8 oz. fat free milk

### Directions

- Combine sugar free syrup with brewed coffee in a 14 oz cup.
- Add milk and stir well.

## BASIC ICED LATTE RECIPE

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### Ingredients

Yield: 1 - 16 oz latte (12 oz liquid plus ice)

- 2 oz. sugar free syrup
- 2 oz. decaf coffee
- 8 oz. fat free milk
- Ice

### Directions

- In a 16 oz. parfait cup, pour the coffee and the syrup together.
- Stir until all flavors are well blended.
- Add milk and stir one more time.
- Add ice until the cup is full and put on a flat lid.

### Optional

- If whip cream is added, use a dome lid.
- You can add a drizzle of caramel or chocolate sauce for topping.

## BASIC BULK ICED LATTES

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### Ingredients

Yield: 52 - 16 oz lattes (12 oz liquid plus ice)

- 13 cups (3 quarts + 1 cup) sugar free syrup
- 13 cups (3 quarts + 1 cup) coffee
- 52 cups (3 gallons + 1 quart) fat free flavored or unflavored milk
- Note: if 2 different flavors of syrup are used, use 6 ½ cups of each flavor (1 quart + 2 ½ cups)

## Directions

- Combine sugar free syrup with brewed coffee.
- Add milk and stir well.
- Pour into 5-gallon dispenser for service. Serve with 16 oz. cup full of ice.

## WHIPPED CREAM RECIPE

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### Ingredients

- 2 cups (16 oz.) chilled low fat (1%) milk
- 2 teaspoon Xanthan gum
- 4 oz. sugar free vanilla syrup (8 pumps; 1 pump equals 0.5 oz.)

### Directions

- Place the milk and vanilla syrup in a blender and mix for approximately 2 minutes.
- Add the Xanthan gum mix until dissolved completely.
- Pour the product inside the whipper canister (don't fill the canister more than  $\frac{3}{4}$  of the way with product) and close tight.

### Equipment setup

- Insert N2O charger into the charger holder.
- Screw the charger holder with the inserted charger onto the head until you can hear that all the charger contents have flowed into the whipper canister.
- Shake the whipper canister vigorously for 1 minute.
- Unscrew the charger holder and waste the empty charger.
- Repeat steps 1 to 4 with the new charger.
- When serving, shake briskly for a few seconds then turn the whipper canister upside down and spray on top of the latte.
- Keep whipper canister with product refrigerated or in ice at all times.

### Popular Flavor Suggestions: Vanilla, Caramel, Chocolate, Mocha

- Use 2 pumps of syrup for 1 flavor latte
- Use chocolate milk for an easy mocha flavor

### Flavor Combos:

- Vanilla Caramel Swirl: 1 pump vanilla, 1 pump caramel
- Chocolate Caramel: 1 pump chocolate, 1 pump caramel
- Caramel Mocha: 1 pump caramel, 1 pump mocha
- Create seasonal flavors

# MARKETING AND PROMOTION

Create excitement around the new latte program with some marketing! Make sure students and staff know when it is coming and keep interest once the program is up and running.

## SAMPLE ANNOUNCEMENTS

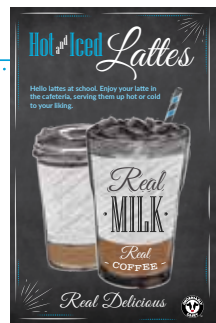
- Real Milk. Real Coffee. Real Delicious. Real Lattes now served in the school cafeteria.
- Save time in the morning rush by purchasing a hot or iced latte in the school cafeteria.
- Good-bye, Starbucks. Hello, lattes at school! Grab your latte in the school cafeteria. Serving them up hot or cold every day.
- Start your day right with a latte. Available at breakfast to get you goin'!

## SOCIAL MEDIA GUIDE

Students and parents are online, so be sure to promote the latte program on social media. See social media guide for sample posts. A full guide with images can be downloaded at: [midwestdairy.com](http://midwestdairy.com)

## POSTERS

Hang posters around the school and cafeteria. Involve students and host a poster contest. You could entice student involvement with free lattes for a week!





## PROMOTIONS

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- Have a student contest to create a coffee shop logo or name
- Hold a raffle for a prize.
- Have leadership students host taste tests/samples or create a tiktok video.
- Use a frequent buyer punch card to encourage more sales. Punch cards can be downloaded here: **midwestdairy.com**
- Have seasonal flavors. Vanilla, caramel and mocha are always popular. Mix it up with seasonal flavors and keep interest high for lattes.
  - Pumpkin Spice in the fall
  - Peppermint Mocha for the holidays
  - Caribbean Getaway (vanilla and coconut) for the spring



## WHAT DOWNLOADABLE RESOURCES ARE AVAILABLE?

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- **Instruction Booklet**
- **8.5" x 11" Posters**
- **Cup Sticker Sheet**
- **Frequent Buyer Punch Cards**
- **Social Media Images**

Items can be downloaded at the Midwest Dairy website:  
**midwestdairy.com**