




WARM UP WITH HOT CHOCOLATE

• made with **real** milk •



STIR UP EXCITEMENT WITH HOT CHOCOLATE MILK

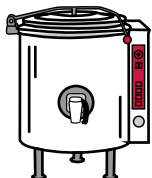
-  **DID YOU KNOW YOU CAN MAKE HOT CHOCOLATE BY SIMPLY HEATING UP CHOCOLATE MILK?** Hot chocolate milk is a creative and delicious way to increase milk consumption and spark student interest in school breakfast and lunch programs. Hot chocolate milk can be served as part of a reimbursable meal in USDA Child Nutrition Programs when made with fat-free or low-fat chocolate milk and when milk variety requirements are met.
-  **FLAVORED MILK IS A NUTRITIOUS OPTION FOR STUDENTS OF ALL AGES.** Whether plain or flavored, milk is a source of 13 essential nutrients that are important for kids' development and overall wellness, such as calcium, protein, vitamin D and phosphorus, to name a few.
-  This **HOT CHOCOLATE MILK SUCCESS GUIDE** is designed to share preparation methods, serving suggestions and promotional materials for incorporating hot chocolate milk into reimbursable meals.



PREPARING HOT CHOCOLATE MILK

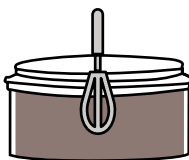
Chocolate milk can be heated using a variety of methods and with equipment that may already be available. No matter the method, do not reheat or hold hot chocolate milk overnight. Any remaining hot chocolate milk should be discarded, and equipment and dispensers should be cleaned and sanitized.

STEAM KETTLE METHOD



SET

a steam kettle to 300°F and fill with 2-3 gallons of chocolate milk.



STIR CONTINUOUSLY

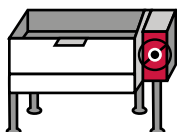
until the milk reaches 145°F, about 5 minutes. Do not let the milk boil.



POUR

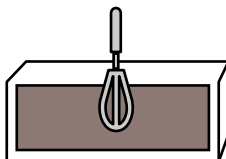
heated chocolate milk into an insulated serving container using the tilt mechanism or spigot on the kettle.*

TILT SKILLET METHOD



SET

a tilt skillet to 300°F and fill with 2-3 gallons of chocolate milk.



STIR CONTINUOUSLY

until the milk reaches 145°F, about 10-15 minutes. Do not let the milk boil.



TILT

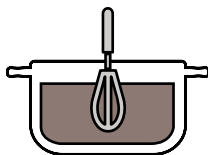
the skillet and pour heated chocolate milk into an insulated container for serving.*

STOVE TOP METHOD



POUR

2-3 gallons of chocolate milk into stock pot and set burner to medium heat.



STIR CONTINUOUSLY

until the milk reaches 145°F, about 10-15 minutes. Do not let the milk boil.



POUR

into an insulated container for serving.*

*If you do not have an insulated serving container, pour hot chocolate milk into a pitcher. Using the pitcher, pour hot chocolate milk into insulated single-serve cups.

SERVING SUGGESTIONS & TIPS

Hot chocolate milk is best served in an insulated cup. Remember, an 8 oz. serving of hot chocolate milk meets the milk component as part of a reimbursable meal.

SERVING SUGGESTIONS

1

IF POURING FROM A PITCHER, try using a muffin tin or deep pan to pour and transport with ease.



PITCHER

+



MUFFIN TIN
OR DEEP PAN

+



INSULATED
CUPS

2

IF SERVING FROM AN INSULATED DISPENSER, consider allowing students to serve themselves as part of the service line. Test what works best for your students!



INSULATED
DISPENSER

+



INSULATED
CUPS

SERVING TIPS



Initially, it may be challenging to anticipate the amount of hot chocolate milk to prepare for the day. **RECORD YOUR USAGE ON PRODUCTION RECORDS** to better project daily needs.



At the end of the day, **DISCARD LEFTOVER HOT CHOCOLATE MILK.** Heated chocolate milk may separate when chilled and reheated, so use fresh milk each day for the best results and flavor.

USING AN INSULATED DISPENSER

FOR STANDARD 4.75 GALLON HOT CHOCOLATE DISPENSER

PRE-HEAT

When pre-heated, insulated dispensers can maintain product temperature for 4 hours. To preheat, fill dispenser with hot water, cover and latch lid for 15-30 minutes. Drain hot water and fill dispenser with hot chocolate. Do not pour boiling liquid 190°F or hotter directly into dispenser.

CLEANING

- Remove lid and clean around hinges and/or pins.
- Remove and clean the gasket and spigot:
 - To clean gaskets, place in a container or sink of hot, soapy water, wipe off with a soft cloth, rinse with hot water, sanitize and allow to air dry.
 - To clean spigot, place in container of hot soapy water, wipe with soft cloth and use bottle brush to clean inside spigot, rinse with hot water, sanitize and allow to air dry. Use bottle brush to clean spigot tube.
- **Clean the outside and inside** of the dispenser using a soft cloth or brush and a mild soap or detergent, paying close attention to handles, latches, hinges and vent caps.
- **Sanitizing solutions are recommended.** Do not use any cleaners containing ammonia or bleach, or steel wool and other abrasive pads.
- **Rinse with clean water** 70°F or hotter, sanitize and air dry whenever possible or wipe thoroughly with a clean, dry, soft cloth to remove moisture. Store with lids and doors slightly open.

MAINTENANCE

It is important to schedule thorough, regular cleanings. During cleanings, inspect parts such as lids, gaskets, spigots, latches and hinges to make sure they are in good working condition or replace if necessary.



GET THE WORD OUT

It's time to share the exciting news about hot chocolate milk! Get the word out through school announcements, social media, signage and other fun promotions.

1

Use and customize **SIGNAGE**, to promote when hot chocolate milk will be served or what flavors are offered.

2

Use **PROMOTIONAL CUP SLEEVES** when serving hot chocolate milk, or create your own using your school mascot.

3

SERVE HOT CHOCOLATE MILK in cups that are school colors or holiday themed.

4

Spread the word and excitement about hot chocolate milk through **SCHOOL ANNOUNCEMENTS AND E-BLASTS**.

5

Host a **HOT CHOCOLATE MILK TASTE TEST** with different add-ins and feature the results in the school newspaper or on the website.

6

Feature a **SCHOOL SPIRIT GIVEAWAY** for students that randomly receive a sleeve or cup with a special symbol or sticker.

7

Encourage students to write an **ARTICLE FOR THE SCHOOL NEWSPAPER OR WEBSITE** about this exciting new offering.

8

Offer **CALORIE-FREE ADD-INS** like nutmeg, cinnamon or pumpkin pie spice for a seasonal treat.



GET THE WORD OUT

SAMPLE ANNOUNCEMENTS

- It might be cold outside, but we're warming things up in the cafeteria! Grab a cup of hot chocolate, made with real milk, at *[insert meal served]*! It's included with your meal.
- Warm up after *[insert recess or gym or Phys Ed]* with a warm cup of hot chocolate, made with real milk! Grab a cup for yourself to enjoy with lunch today. It's included with your meal!
- Start your day off sweet with a hot chocolate, made with real milk, at breakfast or lunch. It's included with your meal!
- National Hot Chocolate Day comes but once a year! Grab a hot chocolate made with real milk at *[insert meal]* to celebrate. You won't want to miss it!

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK, INSTAGRAM OR TWITTER



- Visit us tomorrow at lunch! We're serving hot chocolate made with real milk. #UndeniablyDairy *[insert school hashtag]*
- *[photo of hot chocolate milk]* Have you heard? We're now serving hot chocolate made with real milk in the cafeteria! It's included as a beverage option with breakfast and lunch. Every steaming hot cup is packed with 13 essential nutrients. #UndeniablyDairy *[insert school hashtag]*
- *[photo of hot chocolate]* #DYK? We're now serving hot chocolate made with real milk at breakfast! What's your favorite hot chocolate topping? #UndeniablyDairy *[insert school hashtag]*
- What's your favorite hot chocolate topping? The winner will be featured on this month's menu! A. Cinnamon, B. Nutmeg, C. Pumpkin Spice, D. None — original is best! #UndeniablyDairy *[insert school hashtag]*



ADDITIONAL RESOURCES

TOOLKITS FOR INCORPORATING DAIRY INTO SCHOOL MEALS



School Breakfast



Smoothie Toolkit



Lattes in High School

CONTACT INFORMATION

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TOOLKIT PROVIDED BY MIDWEST DAIRY — AN AFFILIATE OF NATIONAL DAIRY COUNCIL

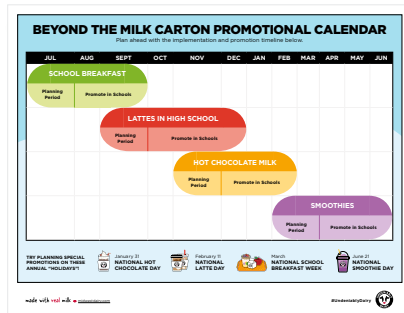
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ADDITIONAL RESOURCES

1. PROMOTIONAL CALENDAR

(8.5" x 11")



2. DIGITAL SIGNAGE

(1920 x 1080 px)



3. POSTERS

(8.5" x 11" and 11" x 17")



4. SOCIAL GRAPHICS

(1200 x 1200 px and 1080 x 1080 px)



5. PUNCH CARDS

(Avery 8.5" x 11")



6. CUP STICKERS

(Avery 8.5" x 11")



ACCESS OR DOWNLOAD ALL
HOT CHOCOLATE MILK RESOURCES

CLICK HERE

