

FRESH BITES NEWSLETTER

January 2021



Featured: Build compliant breakfast menus in minutes



"I love that the Breakfast Menu Builder will not let you finish a menu until you get the right amounts of grain/fruit/veggies. It saves a ton of time as I don't have to check and double check to make sure it meets the criteria."

BRITTANY ZUHLSDORF

STAPLES-MOTLEY SCHOOL DISTRICT

NutriStudents K-12[®]
Menu Freedom. Over 100 Certified Weeks.

Doing more in less time. That's a foodservice director's dream!

Our Breakfast Menu Builder helps you do just that. It's the only tool you need to quickly and easily build out an entire year of breakfast menus in a fraction of the time required to manually plan menus.

Using a series of intuitive drop-down menus, customizable fields, simple clicks, you:

- Choose whether to offer one or two offerings each day.
- Select what you'd like to serve for your required components from the system market basket.
- Auto-populate monthly calendar menus and downloadable Food Production Reports.
- Copy one completed day to another or one completed month to a future month.

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Breakfast Menu Builder simplifies menu planning

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The tool will only allow you to save a day if you've properly chosen all the components needed for a USDA reimbursable meal, according to federal guidelines for the School Breakfast Program. As you complete each day, a monthly calendar menu and your daily Food Production Report automatically populate. The monthly calendar menu tallies your WGE offerings for the week to ensure you're adhering to the USDA guidelines.

This interactive tools includes:

- Capability for 4-day, 5-day and 7-day programs.
- PreK parameters.
- Ability to build complete menu weeks verified to USDA guidelines, even when that week falls into two separate months.
- Compliance verification of weeks when there's one or more days of no school.
- Downloadable FPRs. Just fill in the numbers served and leftovers each day.
- Option to upload school/district logo to the printable FPRs prior to downloading.

If you've yet to experience the ease of the Breakfast Menu Builder, we'd love to give you a demonstration. Contact us today via email (customerservice@NutriStudentsK-12.com), chat or by [scheduling a demo](#) at a time convenient for you.

The screenshot shows the 'BREAKFAST MENU BUILDER' interface for user 'amy' at 'Main Street School - K-8th Grade'. It features a calendar for May 2021 with a 'Grains' column on the left. The calendar shows offerings for each day from Sunday to Saturday. The offerings are organized into 'Offering 1' and 'Offering 2' for each day. The 'Grains' column shows 'Weekly grain requirement fulfilled' with '0 selected / 0 min' for Sunday and '9 selected / 8 min' for the rest of the week. Buttons for 'ENABLE EDITING', 'DOWNLOAD', and 'COPY MENU' are visible at the top right.

This screenshot shows the 'Menu for May 05 2021' filter interface. It asks 'How many grains do you want to serve today?' with radio buttons for 1 and 2 (2 is selected). It also asks 'How many offerings are you providing today?' with radio buttons for 1 and 2 (2 is selected). Below, under 'Offering #1', there is a 'Grains' filter section with a list of items: Bagel, Biscuit, Cereal Bar (checked), Cereal Bowl, Cheese Stick*, Chef's Choice, Cinnamon Roll, Cookie (Bfast Round), and Crackers/Crisps. A 'Filter' button is at the top of the list.

This screenshot shows the 'Menu for May 05 2021' offering selection interface. It displays two offerings, 'Offering #1' and 'Offering #2'. For 'Offering #1', 'Grains' is selected as 'Egg Omelet*' and 'Fruit' is selected as 'Apples' and 'Applesauce'. For 'Offering #2', 'Grains' is selected as 'Pancake' and 'Fruit' is selected as 'Apples' and 'Bananas'. Each offering has a 'CLEAR' button next to the selection area. Instructions below each offering state 'You must select 1 ounces of grain offerings' and 'You must select 2 fruit offerings'.

Celebrating school breakfast during a pandemic?

The annual [National School Breakfast Week](#) celebration (March 8-12) will surely look different this year due to the pandemic. That doesn't make it - or school breakfast - something to skip! You might need to be a little more creative if there are no in-person classes in your district/school but, if we've learned anything about FSDs this past year, we know you're up to any challenge! Allow us to provide some ideas and resources to help kick off your planning.

Messaging

Parents (and students) need to be reminded that school breakfast is a nutritious way to start the day and supports better academic and behavioral outcomes among students. Studies show that students who eat school breakfast are more likely to:

- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert
- Maintain a healthy weight

[NutriStudents K-12 2020 breakfast white paper](#), "Improving Student Outcomes and Increasing Foodservice Revenues with School Breakfast," shares more benefits (and research) for both students and schools.

Be sure to include details about school breakfast nutrition, such as "schools offer nutritious school breakfasts, complete with whole grains, fruit and low-fat or fat-free milk" and, if applicable, details about your free school meals for all students this year.

Marketing

The School Nutrition Association, the organization behind NSBW, has set the theme "Score Big with School Breakfast." This can be leveraged for virtual events, social media, giveaways and more. Some ideas to get your creative juices flowing:

- Daily breakfast messages on the school's video scoreboard (if available), shared via social media.
- Recruit one teacher and a student to play a game of "horse," shooting baskets in the school gym or at their homes, and shared with the school community via distance learning platforms and social media. Rather than spelling horse, the duo could spell "breakfast" or "waffle" and with each letter, a moderator could share one fact about school breakfast.
- Create a sports-themed breakfast trivia contest or use the School Nutrition Association's [activity sheets](#) for younger students to send home with weekly meal packs.

In addition to the activity sheets, the School Nutrition Association offers several tools for free download (some are restricted to members only), including a [marketing toolkit](#) full of ideas you can use; a [template news release](#) you can send to local media; artwork for social media, website and print; infographic for print and digital uses ([jpeg](#) and [PDF](#)); and social media cover images.

We also have an issue of [Cafeteria Connection](#) devoted to school breakfast. Download it today and share it with parents.

Have fun with NSBW and share your celebrations on social media and on the [NutriStudents K-12 users' Facebook group](#).

**National School
Breakfast Week** March 8-12, 2021



**SCORE
BIG** WITH SCHOOL
BREAKFAST

NutriStudents K-12
Menu Freedom. Tools for Success.

Nancy White joins NutriStudents K-12



NutriStudents K-12 is pleased to welcome Nancy White to our sales and marketing team. Nancy is a dedicated, results-driven leader and sales professional with extensive experience in sales, management, business development and strategic planning. She brings relevant industry experience to our team as she began working with clients in technology and education in 2007.

She is excited to bring the NutriStudents K-12 system to districts across the country. "The NutriStudents K-12 system

can make a dramatic difference for the many child nutrition programs that struggle to operate profitably, comply with federal guidelines and, most importantly, keep students well fed," Nancy said. "I want to spread the word of this tremendous program to help foodservice directors better manage their school lunch, school breakfast and CACFP meal programs. I want to help them succeed!"

Nancy graduated with honors from Western Business College in Portland, Ore. She is a resident of San Pedro, Calif., where she volunteers for the Ronald McDonald House, the Marine Mammal Care Center, Meals on Wheels and the San Pedro Chamber of Commerce.

Director of Sales Amanda Craig said, "Having previously worked with Nancy, I am thrilled to have her join our team. She is a dedicated sales professional with great integrity and commitment to the clients she serves."



Limited Time Offer

3 popular menu days from our 40-week rotation to any foodservice program in the country.

Take advantage of - or share - this FREE offer today!

Get In Touch!
844-204-2847

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PARENTS: DID YOU KNOW?
Your child can score healthy breakfast options at school!

CELEBRATE NATIONAL SCHOOL BREAKFAST WEEK!

MARCH 8-12, 2021

#NSBW21

SCORE BIG

WITH SCHOOL
BREAKFAST

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try school breakfast!

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Follow SNA and #NSBW21 on social media:



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NSBW resources are made possible by:



Making the right food choices. Together.

