



NutriStudents K-12 & US Foods: A Strategic Partnership



NutriStudents K-12: Redefining the NSLP

December 2020

Lewiston-Altura School District #857

Monday	Tuesday	Wednesday	Thursday	Friday
30 Greek Chicken Wrap	1 Egg Salad Wrap	2 Ham Sandwich	3 Turkey Bagel Sandwich	4 Chef Salad
7 Fiesta Chicken Bowl	8 Assorted Muffin & Yogurt	9 Craisin Chicken Bagel Sandwich	10 Asian Chicken Wrap	11 Pancakes with Yogurt
14 Turkey Bagel Sandwich	15 Craisin Chicken Bowl	16 Chef Salad	17 Fiesta Chicken Pasta	18 Asian Chicken Sandwich
21 Greek Chicken Wrap	22 Egg Salad Wrap	23 Ham Sandwich	24 No School	25 No School
28 No School	29 No School	30 No School	31 No School	1 No School

Menu subject to change. A variety of milk is offered daily.
Side may differ from photos.
This institution is an equal opportunity provider.

NutriStudents K-12®
Menu Freedom. Tools for Success.

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Today's Lunch

INSERT DAY, DATE



Marinated Chicken Fajita

14-1

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Follow the Money: Proven Success for Schools

- Increased participation (and revenues)
- Reduced costs, food waste
- Increased profitability
- Reduced daily prep and administrative workload

1,000 student district/building

(Assuming 180 days @\$3.60/lunch)

Participation rate

50% participation

60% participation

Revenue

\$324,000

\$388,800

Total annual revenue increase

Annual revenue increase
per student/year:

\$64,800

\$648



Client Testimonials

"The kids love the food...I haven't had one single complaint!"

- Sue Motzko

"Our food waste was decreased by as much as 30-40% less than last year."

- Tom Marcussen

"NutriStudents K-12 is the best thing that happened to me in my foodservice career."

- Sue Motzko

"The kids are excited about breakfast and lunch. Participation has increased much more than we expected: From 500 to 700 every day."

- Crystal Vang

"This doesn't look or taste like school lunch. It's absolutely awesome!"

- Shelly Miller

"Foodservice directors would have to be out of their mind not to use this program!"

-Crystal Gauss

"My whole job is easier...less time doing food prep and cooking..."

- Judy Gertz

"I'm so pleased with my lower food cost."

- Shelly Miller





Pricing: Transparent and Concise

One-time setup fee and monthly subscription payable over 12 months

One-Time Setup Fee/District

Four schools or less \$1,995

Each additional school \$209

Monthly Subscription

Four schools or less \$289/month

Each additional school \$49/month



What's in it for Sales Reps?

- Increased income
- Expanded sales opportunities
- Increased customer loyalty
- Differentiation from competitors
- Minimize loss of customers to foodservice management companies
- Larger, more profitable orders
- Simplified ordering process from concise market basket results in larger orders of fewer items
- Time savings with DataBites™ inventory & semi-automated order management system



US Foods Sales Reps Responsibilities

- US Foods sales reps only responsible for referring schools to NutriStudents K-12
- No selling or closing required by sales reps
- NutriStudents K-12 salespeople responsible for inquiry follow up, closing and customer support
- Minnesota & select Western Wisconsin K-12 schools exempt from this agreement



Sales Incentives

- **10% commission** based on one-time set-up fee for any referral resulting in a sale
- **\$500 additional** incentive for first rep(s) to refer a school that subscribes to NutriStudents K-12
- **\$1,000** for first rep(s) to refer what results in 5 subscription agreements
- US Foods sales mgmt will determine all award recipient(s)



Questions?

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