

# TOP 10 EASY WINS

to improve your service and boost meal appeal for breakfast



## Bring Breakfast to the Students

### 1. Non-Traditional Breakfasts

In addition to traditional breakfast service, providing at least one of the non-traditional breakfast options will help ensure students get the food and nourishment they need to get them ready for the school day.



#### Breakfast in the Classroom (BIC)

Reduce the stigma of a “free” breakfast by offering breakfast in the classroom to all students.



#### After the Bell

Offer breakfast after the first bell to reduce the morning stress for students and parents who cannot arrive to school early.



#### Grab and Go Carts

Set up carts in other campus areas to increase the awareness of a breakfast.



#### Second Chance Breakfast

Provide students a morning break for a second chance breakfast if they couldn't make it before.

## Vary Your Meal Component Variety



### 2. Protein Foods

Eggs, yogurt, and breakfast meats provide a sense of fullness, so students can focus on learning in the morning. Schools can substitute meat/meat alternates for part of the required grain component after the minimum daily grain requirement of 1 oz eq is met.



### 3. Non-Traditional Menu Items

Some students may prefer not to eat a traditional “American” breakfast. Offer different food items such as beans and rice to engage a broader range of students and introduce a variety of foods.



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

Fraud Hotline: 1-866-5-FRAUD-4 or 1-866-537-2834 | P.O. Box 12847 | Austin, TX 78711  
Toll Free: (877) TEX-MEAL | For the hearing impaired: (800) 735-2989 (TTY)



Food and Nutrition Division  
School Breakfast Program

This product was funded by USDA.  
This institution is an equal opportunity provider.



Updated 2/15/2022  
www.SquareMeals.org

## Vary Your Meal Component Variety *(continued)*



### 4. Use Local

Local products are not only for lunch but for breakfast. Highlight local products on your menus to encourage students to try new foods. The Texas Department of Agriculture's Farm Fresh team can connect your school with local farmers.

### 5. Themed Breakfasts

Excite students about school breakfast by planning theme days to help them get engaged. Examples include School Breakfast Week, holidays, homecoming week or other special days and events you school celebrates.



## Involve Your Customer



### 6. Taste Tests

Taste Tests are a way to engage students and learn how to appeal to their preferences. Provide samples of new breakfast items at lunch to promote the new morning entrée. For more, visit [SquareMeals.org/NSLPResources](https://www.squaremeals.org/NSLPResources)



### 7. Market Your Program

It is not uncommon for parents and students to be unaware schools provide breakfast every day. Promote your breakfast service with pictures on social media and your school's website.



### 8. Get Support

Get support from local breakfast champions. Ask parents, teachers, and staff to eat breakfast with the students. Promote new breakfast items at teacher's nights and parent's nights.

## Make It Appealing

### 9. Presentation Matters

It is important to be organized regardless of what type of service (line, grab-and-go, pre plated) is being used.

### 10. Energetic Attitudes

Early mornings can be hard for many students and laughter and smiles are contagious. Encourage all staff to have positive attitudes especially during morning food service.



TEXAS DEPARTMENT OF AGRICULTURE  
**COMMISSIONER SID MILLER**

Fraud Hotline: 1-866-5-FRAUD-4 or 1-866-537-2834 | P.O. Box 12847 | Austin, TX 78711  
Toll Free: (877) TEX-MEAL | For the hearing impaired: (800) 735-2989 (TTY)



Food and Nutrition Division  
School Breakfast Program

This product was funded by USDA.  
This institution is an equal opportunity provider.



Updated 2/15/2022  
[www.SquareMeals.org](https://www.SquareMeals.org)