

# **Go Wild Marketing Your Commodity Meals**

*Tools to bring your program to life!*



# Wild Blueberry

## *Commission of Maine*



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Commission of Maine

# Lessons to Learn

1

**Identify**  
advantages of  
promoting your  
program and  
commodity meals

2

**Compare and**  
**contrast** marketing  
tools from menu  
signs to Social  
Media.

3

**Develop** a  
marketing plan  
using a template  
for targeted meal  
promotions.

***You **MUST** show and tell your customers what your program is to change their assumptions!***



**We aren't competing with  
other restaurants for our  
customer's business....**



# However



**We are  
competing  
with MOM**

(or DAD... or  
caregivers at home)



# Why should I promote my meals?

- Increase consumption of healthy foods
- Make sure new recipes succeed
- Bring excitement to the kitchen and to the cafeteria
- Change the perspective of your program!
- **STUDENT ENGAGEMENT** wins the day!



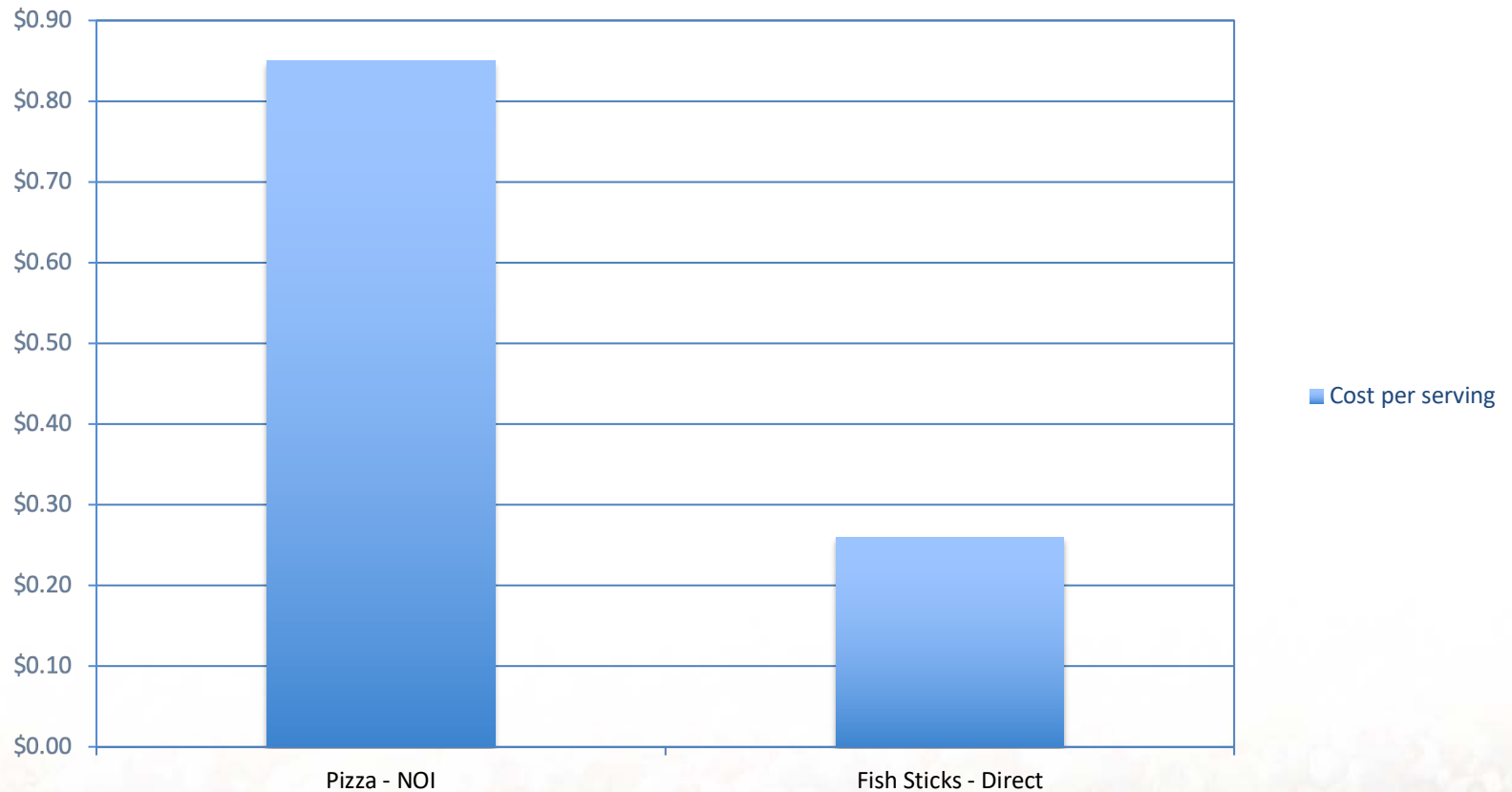
# Commodity as Innovation

**Savory and Sweet Base Sauce** - make the most of your marketing with multiple recipes with your featured ingredient!



# Why should I promote commodity meals?

Cost per serving






# ***Baked chicken with Savory*** **Wild Blueberry dipping sauce**



# How Do You Market Your Program?

					
Monday	Tuesday	Wednesday	Thursday	Friday	Nutrients
	CHILI CON CARNE & BEANS Tortilla Chips Shredded Cheese Milk F/F Chocolate MILK, 1% Lowfat Salad / Fruit Station	Pizza Green Salad FRUIT COCKTAIL MILK, 1% Lowfat Milk F/F Chocolate Ranch Dressing	Pork Roast w/ Mashed Po ROLLS, WHEAT Salad / Fruit Station Milk F/F Chocolate MILK, 1% Lowfat	HAMBURGER ON A BUN POTATO PUFFS Fresh Fruit Ketchup MILK, 1% Lowfat Milk F/F Chocolate Baby Carrots	Cal 664 T.Fat 19.01 G S.Fat 7.0 G Chol 53.6 Mg Sodm 909.03 Mg
Corn Dogs Fresh Veggies PEACHES Gold Fish Crackers Milk F/F Chocolate MILK, 1% Lowfat Ketchup	Hum/Fresh Burrito Salad / Fruit Station Milk F/F Chocolate MILK, 1% Lowfat Ranch Dressing	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk F/F Chocolate	SPAGHETTI AND MEAT SAUCE ROLLS, WHEAT Green Salad Baby Carrots Ranch Dressing PEACHES	Hot Dogs Fresh Fruit POTATO PUFFS Ketchup MILK, 1% Lowfat Milk F/F Chocolate Baby Carrots	Cal 641 T.Fat 16.44 G S.Fat 5.7 G Chol 47.7 Mg Sodm 1060.58 Mg
Sandwiches Fresh Veggies Fresh Fruit Ranch Dressing Kids Snack Mix MILK, 1% Lowfat Milk F/F Chocolate	Taco Salad PEACHES Graham Crackers Milk F/F Chocolate MILK, 1% Lowfat SALSA	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk F/F Chocolate MILK, 1% Lowfat	Chicken/Rice Fresh Veggies PINEAPPLE CHUNKS Chocolate Chip Oatmeal Ranch Dressing MILK, 1% Lowfat Milk F/F Chocolate	HAMBURGER ON A BUN POTATO PUFFS Fresh Fruit Ketchup MILK, 1% Lowfat Milk F/F Chocolate Baby Carrots	Cal 646 T.Fat 17.69 G S.Fat 5.5 G Chol 50.5 Mg Sodm 1099.94 Mg
Corn Dogs Fresh Veggies PEACHES Gold Fish Crackers Milk F/F Chocolate MILK, 1% Lowfat Ketchup	Hum/Fresh Burrito Salad / Fruit Station Ranch Dressing Milk F/F Chocolate MILK, 1% Lowfat	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk F/F Chocolate	MACARONI AND CHEESE (NEW) PINEAPPLE CHUNKS Green Salad Pretzels Ranch Dressing MILK, 1% Lowfat	Hot Dogs Fresh Fruit POTATO PUFFS Ketchup MILK, 1% Lowfat Milk F/F Chocolate Baby Carrots	Cal 649 T.Fat 17.68 G S.Fat 6.4 G Chol 43.7 Mg Sodm 1195.47 Mg
Sandwiches Fresh Veggies Fresh Fruit Ranch Dressing Kids Snack Mix MILK, 1% Lowfat Milk F/F Chocolate	SPAGHETTI AND MEAT SAUCE ROLLS, WHEAT Green Salad Baby Carrots Ranch Dressing MILK, 1% Lowfat	Pizza Green Salad Baby Carrots Fresh Fruit Ranch Dressing Garbanzo Beans Milk F/F Chocolate	In the operation of child feeding programs, no child will be discriminated against because of race, color, national origin, age or disability. If you believe you have been discriminated against write immediately to Dept. of Agriculture.		Cal 633 T.Fat 17.69 G S.Fat 5.8 G Chol 52.8 Mg Sodm 1103.79 Mg

		Lincoln Elementary June 2018	
24 Memorial Day No School!	25 BBQ Pulled Pork Sandwich Hamburger or Cheeseburger Turkey Cold Salad w/ Fruit Sun Butter & Jelly Sandwich	30 French Toast w/ Cheese Omelet Breaded Chicken Drumsticks Soft Pretzels & Tater Tots Hot & Cold Sandwich	31 Beef Tacos Chicken Nuggets Pepcorn Chicken Salad Turkey Sandwich
4 Chicken Quesadilla Chicken Patty Sandwich Bacon Cheddar Sauce Hot & Cold Sandwich	5 Chicken Pot Pie Hamburger or Cheeseburger Chicken Casserole Three Cheese Sandwich	6 Chicken Club Sandwich New Waffles w/ Egg Omelet Cheerleader Whirl Egg Salad Sandwich	7 Hot Dog Crispy Chicken Nuggets Egg Chew Tater Tots Chicken Salad Sandwich
Green Beans Fresh Fruit and Veggie Bar	Washed Potatoes Fresh Fruit and Veggie Bar	Orange Glazed Carrots Fresh Fruit and Veggie Bar	Baked Beans Fresh Fruit and Veggie Bar
11 Meatball Sub Chicken Patty Sandwich Egg & Cheese Sandwich New Bacon Fun Lunch	12 Peppercorn Chicken Bowl Hamburger or Cheeseburger Turkey Cold Salad w/ Fruit Bacon Fun Lunch	13 French Toast w/ Cheese Omelet Breaded Chicken Drumsticks All American Cold Salad Bacon Chicken Wrap	14 Crispy Fish Meal Crispy Chicken Tenders Chicken Noodle Soup w/ Potatoes Bacon Fun Lunch
French Fries Fresh Fruit and Veggie Bar	Caesar Salad Fresh Fruit and Veggie Bar	Pinto Beans Fresh Fruit and Veggie Bar	Brussels Fresh Fruit and Veggie Bar
18 Philly Cheesesteak Chicken Patty Sandwich Chicken Cold Salad Sun Butter & Jelly Sandwich	19 Early Dismissal No Lunch	20 Enjoy your Summer!!	21
Seasoned Corn Fruit and Veggie Bar			22
25	26	27	28
			29
<p>Balance Payments/Comments or Questions?  <a href="http://www.MySchoolBucks.com">www.MySchoolBucks.com</a>            Elm Streamline Food Service Director  <a href="mailto:elmschoolbuds@aramark.com">elmschoolbuds@aramark.com</a></p> <p>Fruit, Veggie, &amp; Low Fat Milk available with all meals daily. Milk only \$.50.</p> <p>Local ingredients are always used when in season. On-Lacta Vegetarian may contain Egg &amp; Milk.</p> <p>Nutritional Messages may vary by school. This institution is an equal opportunity provider.</p> <p>Breakfast Prices: Paid \$1.25 Reduced \$.30</p> <p>Lunch Prices: Paid \$2.55 Reduced \$1.40</p> <p>aramark</p>			

Menus sent home or posted on websites

# Menus are a great tool....

But what about more on trend marketing strategies?







# Facebook



**MSAD 6 School Nutrition**

November 27, 2018 · 🌐

Romaine Lettuce - If you should have any romaine lettuce at home, it is advised to throw out. In our school kitchens, we have removed all of our romaine and will be looking to fill our salad bars with fresh veggies, beans and fruit choices.

Link to FDA recommendations.

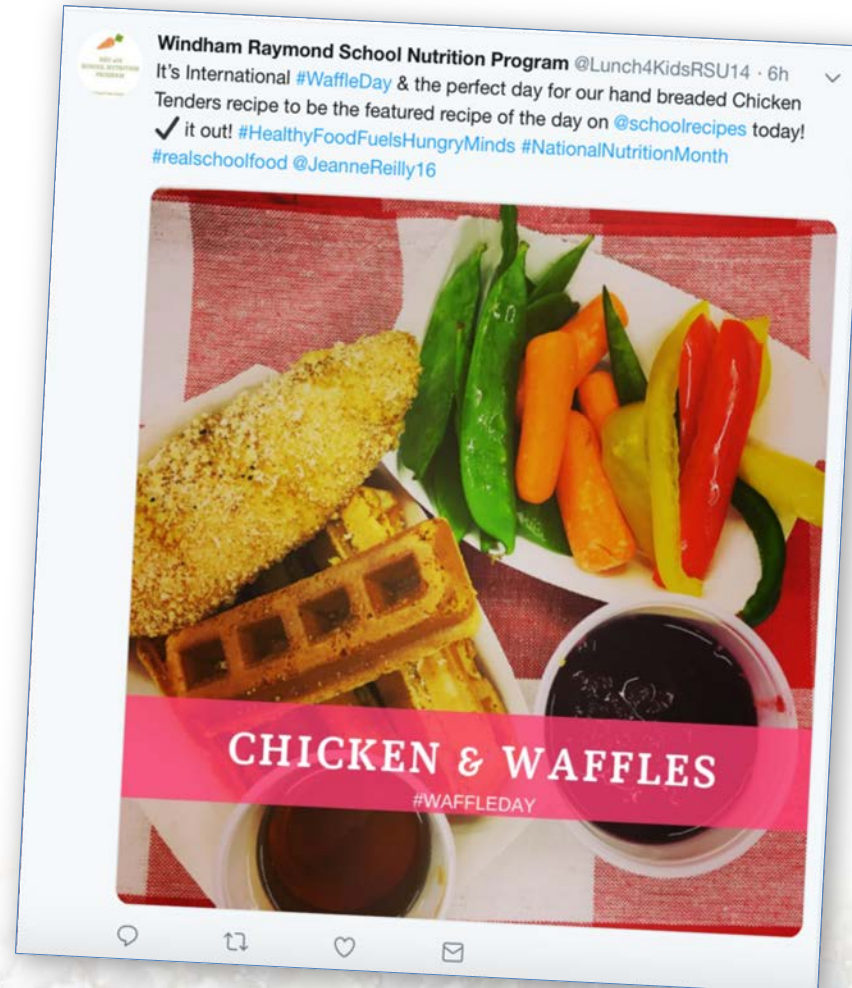
<https://www.fda.gov/RecallsOutbr/Outbreaks/ucm626330.htm...>





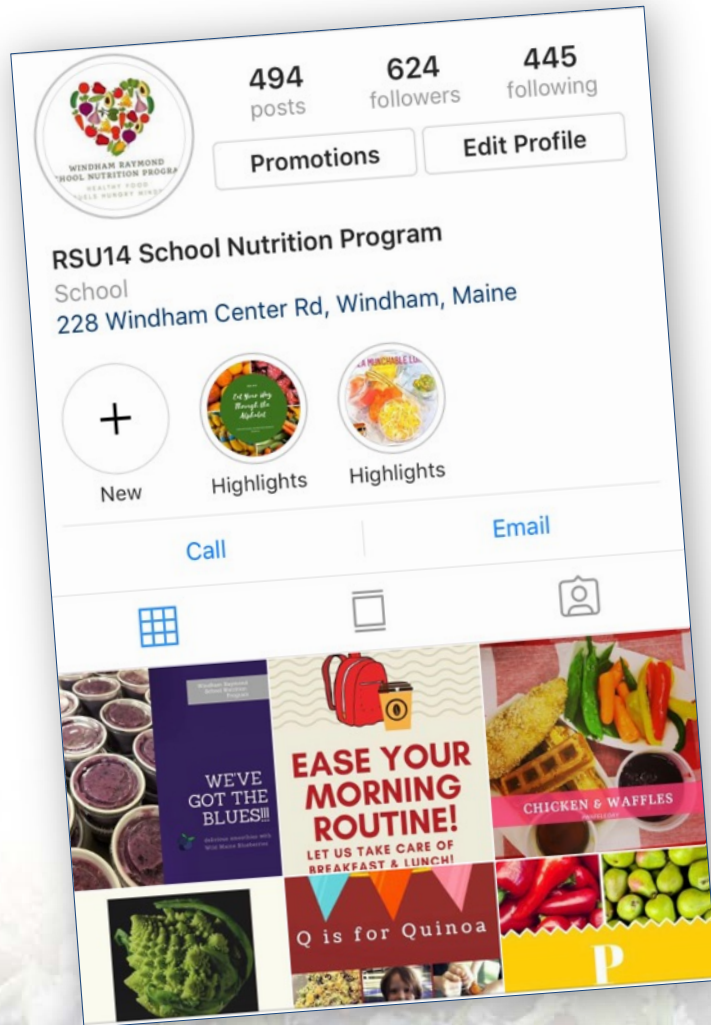


# Twitter



# @SchoolMealsRock







# Time For A Marketing Template

- Engage your customers/students
  - Marketing Messages
- Announcements
  - multiple platforms
- Taste testing & Feedback
- Acknowledgment & Gratitude
- Metrics
- Recipe week & Capstone Week to cash in!





# Engage Your Customers!

- Who is your customer?
- What platform are they on?
- How can you build their curiosity to get their attention?



# Marketing Messages

## BIG reasons to promote Wild Blueberries



- = **Big Blue Fun** in a tiny package
- = **Big Bold Flavor** in such a little berry
- = **Big Impressions** for customers
- = **Big Win** for environmentally concerned students



# Announcements!

- School's Morning Announcements
- Talk about today and tomorrow
- Plan for the new item
- ***"You don't want to miss this!"***
- Social Media platforms



# Wild Blueberry Announcements

“ New this week in the cafeteria - **We are going Wild!** ”  
Come guess what it could be. But don't turn blue  
with disappointment if it stays a mystery!

“ Can you guess what new menu item our cooks have ”  
been creating? The mixer was humming, the pans  
were sizzling hot and the food was smelling fabulous  
as our staff were perfecting this recipe.



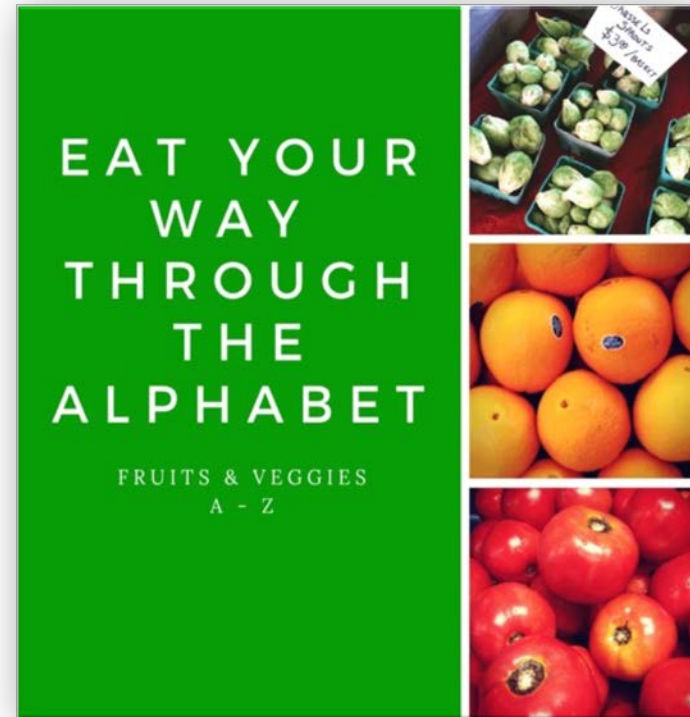


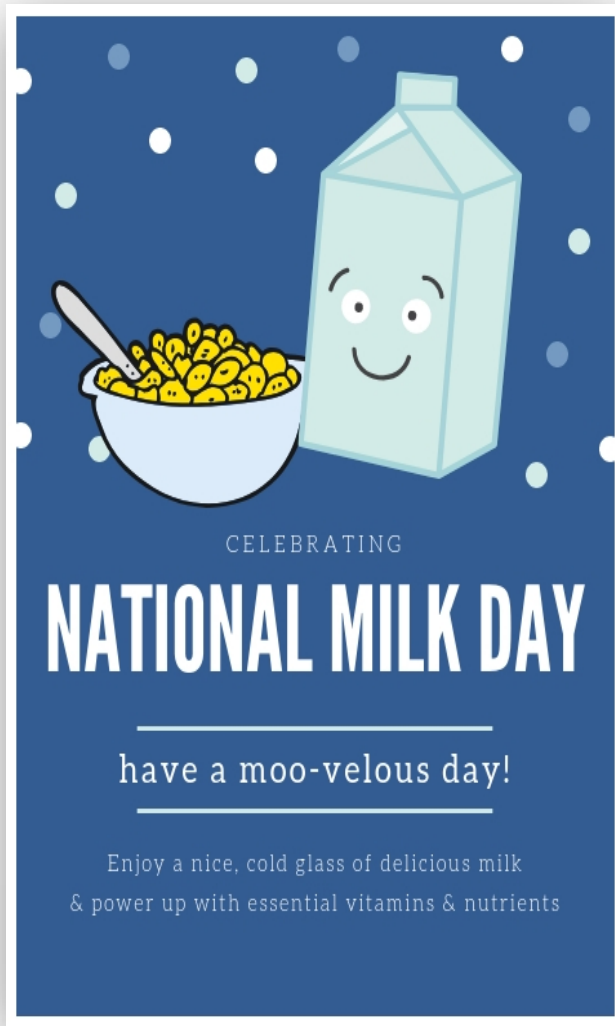
# Wild Blueberry Tweets

“ New this week in the cafeteria - *We are going Wild!* ”  
Come guess what it could be. But don't turn blue with  
disappointment if it stays a mystery! 155c

“ New this week in the cafeteria - We are going Wild! ”  
Guess what it could be. But don't turn blue with  
disappointment if it stays a mystery! 140c







# Cafeteria Signs

**TODAY'S** Wild Blueberry **SPECIAL**

The WILD  
ONES are here!!

Taste Test  
Today!

For More Intense Blueberry Flavor &  
2X the Antioxidants of Regular Blueberries.

Pick  
**Wild**  
Blueberries





# Taste Testing & Feedback

In the Café, on the line, at a station or in the classroom

- Measure (3 emoji trays)
- Feedback – Collect their comments
- Pay attention to what they say and their reactions
- Show your customers you heard what they said!
- ***“We changed this for you!”***



# Taste Testing

My kids would like this



My kids might like this



My kids would not try this

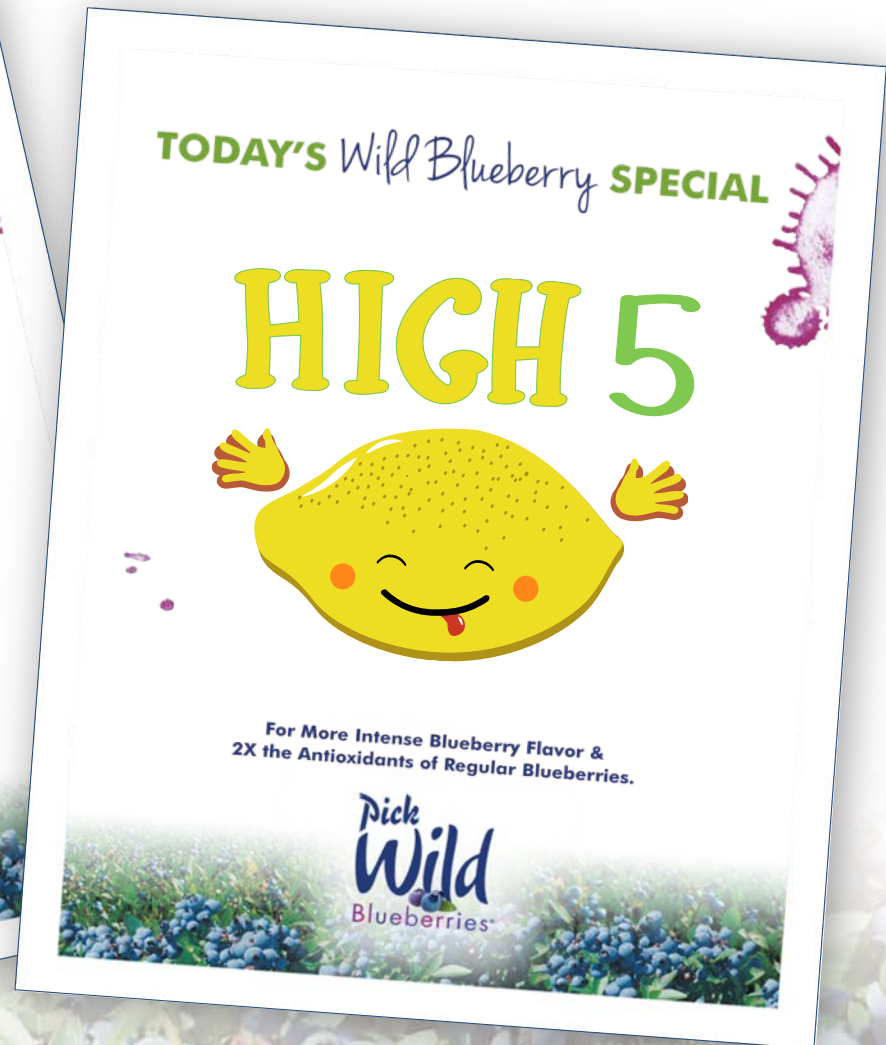
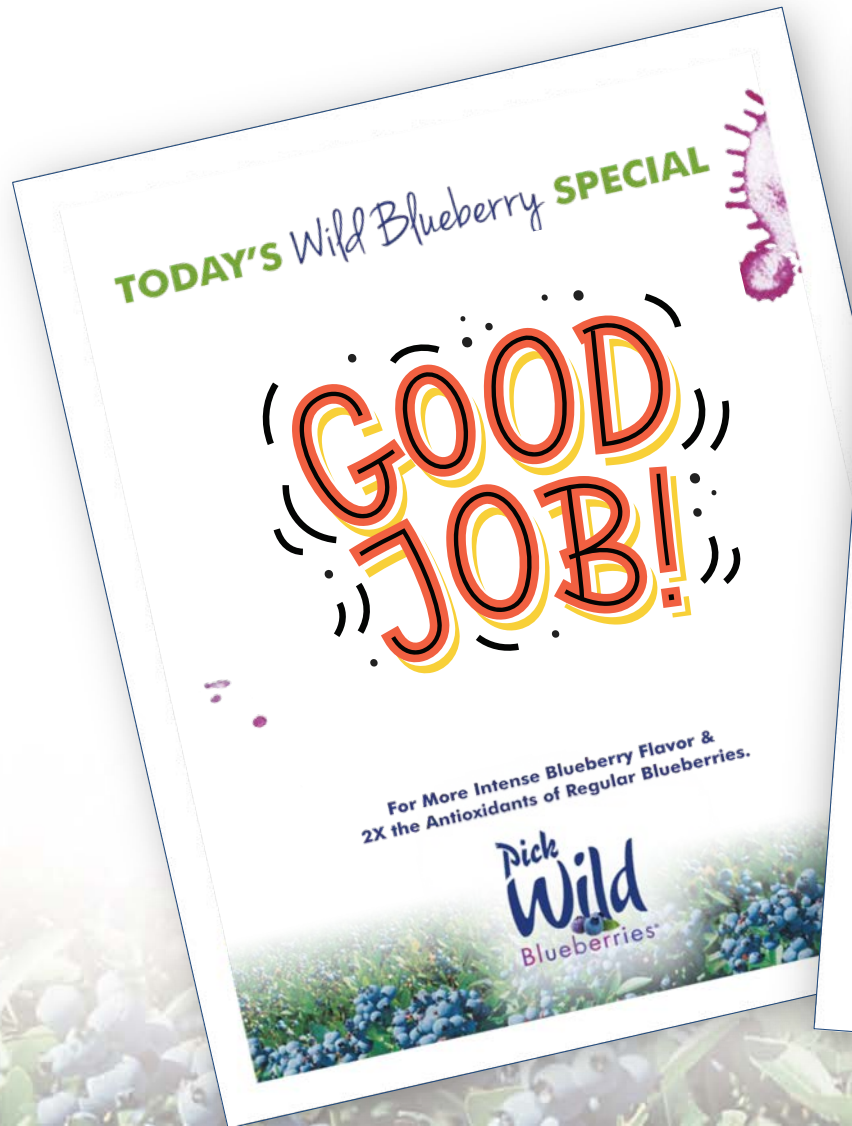


# Acknowledgement & Gratitude

- Across all channels
- Announcements
- Signs



# Acknowledgement & Gratitude





# Metrics

- Key Performance Indicators
  - Days of each promotion
  - Number of taste tests made available
  - Pounds served in taste tests
  - Number of new menu items served
  - Pounds of product served
  - Vote tallies
  - Comments from students, teachers & kitchen



# Test Time!

- Blank Templates/Group
- Pick your product of the month
- Write a school announcement
- Create a tweet (140 characters)
- Create a Meme
- Bonus – Write an Acknowledgement



# Wild Blueberry Awards

- First Group Done
- Best Announcement
- Best Tweet
- Best Meme
- Drawing for the grand prize if you put your name and district on the sheet & turn it in.



# Pick a Commodity Entree

**Pulled Pork - #110730**



**Alaska Pollock Sticks #110851**



**Chicken-#100098**



**Wild Blue-#100242**





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# Create a Meme



# Wild Blueberry Awards

- First Group Done
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# ***GO WILD Marketing Your Commodity Meals!!***



**Key Area 4**

**4110 - Strategic  
& Marketing Plans**



**[wildblueberries.com/school-food-service](http://wildblueberries.com/school-food-service)**

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