



SchoolFood
Feed your mind

CREATING SchoolFood RESTAURANTS: MARKETING NUTRITION

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Executive Director
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SchoolFood

- The largest school food service provider in the United States
- Provides meals to students in over 1450 locations
- Over **180,000** breakfasts served to students daily free of charge
- Serves over **860,000** meals every day
 - NYC Public, Charter and Non-Public Schools, Vended Programs
 - Breakfast and Lunch
 - Satellite
 - Snack and Supper
 - Saturday and Holiday
 - Summer



SchoolFood Standards

- Require all reimbursable meals (over a 5 day period) to meet or exceed the Recommended Daily Allowance (RDA) for kilocalories, protein, iron, calcium, vitamins A & C
- Limit fat content to:
 - > 30% of total calories from fat
 - > 10% of total calories from saturated fat
- Follow American Heart Association recommendations for sodium and cholesterol
- **SchoolFood** does not allow manufactures to use artificial colors, flavors or sweeteners, MSG, BHA or BHT



SchoolFood Standards

- More Fresh Fruit and Vegetables
- Salad Bars
- Healthy Snacks
- Milk Policy



Nutrition Coordinator

- Nutrition Coordinator sets nutritional standards
 - Supports Culinary Concepts and Food Technology to develop and adhere to nutrition standards
 - Responsible for the **SchoolFood** Partnership process
 - Serve as liaison between **SchoolFood** and the school community
- Nutrition Coalition



Partnership Objectives

- Partnership members include the principal, parent coordinator, school nurse, parents and students
- Assist the **SchoolFood** Manager improve communication with the school community
- Promote participation in **SchoolFood** programs
- Provide a forum for discussing promotion and menu-centered theme days
- Support the school community in addressing nutrition issues relating to the student body

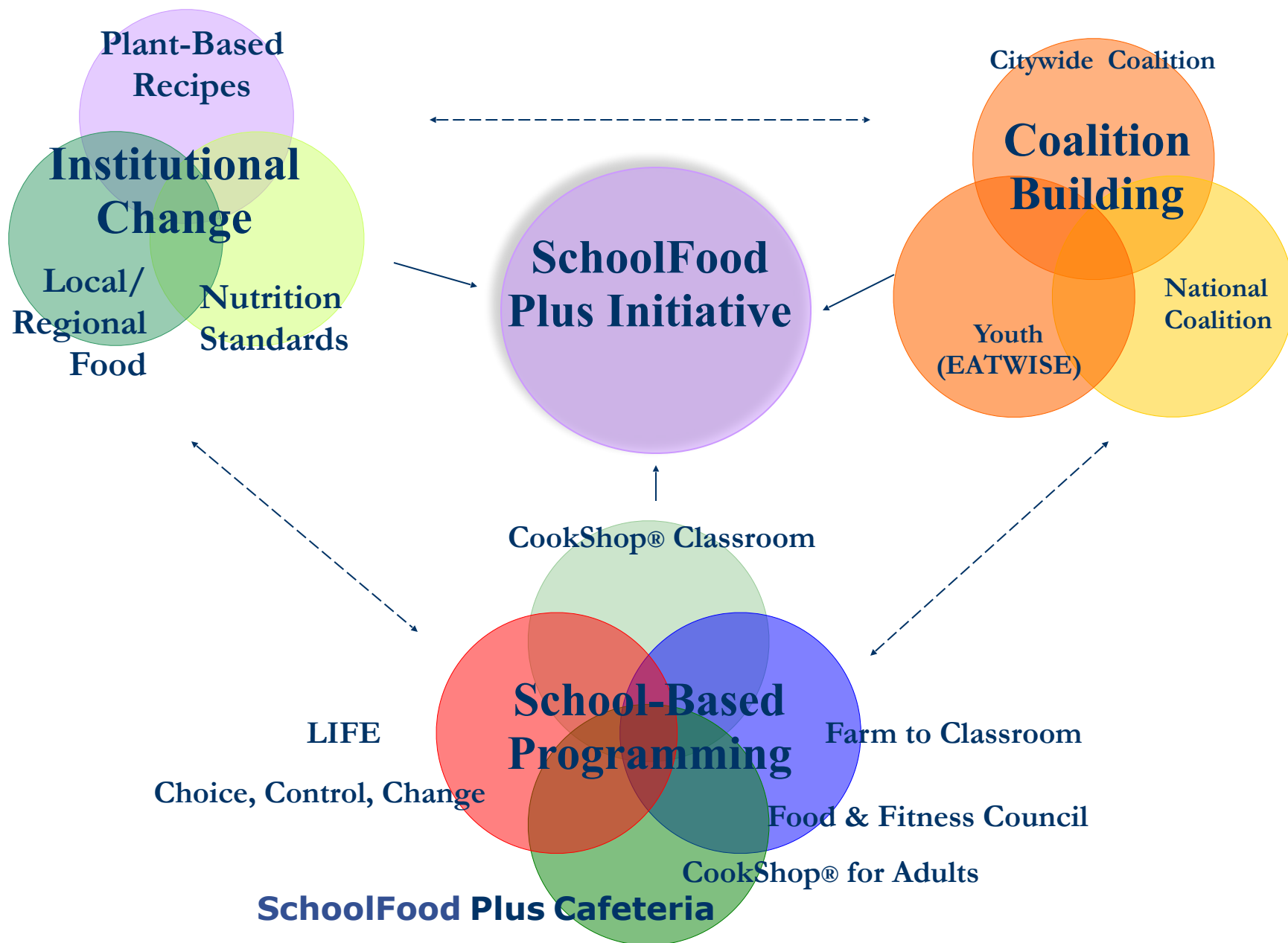


SchoolFood Plus

- A collaborative effort among:



TEACHERS COLLEGE



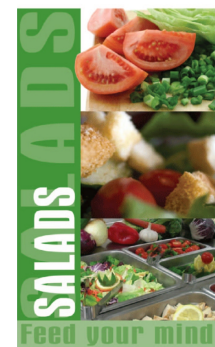
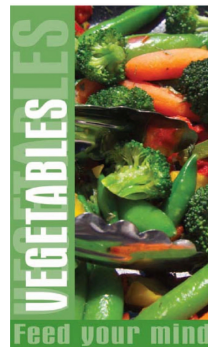


Culinary Concepts

- Executive Chef Jorge Collazo and the Culinary Concepts Department support **SchoolFood's** goals of increasing participation and fostering healthy eating habits in our schools by:
 - Establishing culinary standards
 - New product development
 - Reformulation of product
 - Menu writing
 - Implementation of culinary standards and training
 - Researching current trends in food science
 - Supporting marketing initiatives



Marketing & Merchandising



- The goal of the Marketing Department is to increase Breakfast and Lunch participation
 - Attract new customers
 - Enhance the dining experience



Marketing & Merchandising

- The key components:
 - Calendar of events
 - Themed promotional events
 - Advertising, incentives and giveaways
 - Service Line Décor
 - Station Signage
 - Art Décor
 - Packaging

