



Marketing Your Program

Need to get the news out about school breakfast and lunch? Use your school districts social media Twitter, Facebook, and/or Instagram accounts.

- Provide the district's communication representative a calendar of the weekly Yogurt Smoothie and Parfait offerings.
- Take pictures of the weekly special and have it posted on the district Facebook page.

Sample Posts

What's new?

- What's new at [insert school name](#)? We now are serving freshly made yogurt fruit smoothies at breakfast and lunch. [#dairylicious](#)

Did you know?

- Did you know yogurt is high in protein and calcium? Yogurt can be plain or flavored, sweetened or unsweetened and comes in a variety of flavors. [#dairylicious](#)

On the Run?

- Running short on time...Grab the Yogurt Parfait of the day! Flavored Yogurt, fruit, and granola topping adds the perfect touch to this protein packed entrée! [#parfaitday](#)

The Cooler the Better!

- Made to Order Yogurt Smoothies available now on the menu! Check out the advertised daily specials. [#dairylicious](#)



AMERICAN DAIRY ASSOCIATION NORTH EAST



Cups



Smoothies



Dips



Parfaits