

Win-Win!

With Hot Chocolate Milk
and MooLattes,
Students and Schools
both get exactly what
they want!



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Schools & Students Two Ideas You'll Both Love!

Here are two ways to add more essential nutrients to school meals, and keep students smiling while you do it! **Hot Chocolate Milk** is a cozy warmup enjoyed by all ages, K-12. **MooLatte** – for high schoolers only – gives you the option of serving hot or cold lattes (or both), to appeal to coffeeshop fans in a highly nutritious way.

Both of these premium dairy beverages feature the nutritional benefits of milk, and may be served at every meal or break time throughout the school day.



Attract More Students to the Cafeteria.

On-trend offerings like our **Hot Chocolate Milk** and **MooLatte** menu solutions have shown significant increases in school meal participation—in some cases as much as 20%!

With milk as the featured ingredient, either beverage may qualify as part of a reimbursable school meal. Check your state's requirements to be sure.





Hot Chocolate Milk: Ready to Go!

How to Start

Keeping students excited about school meals is important for you, and Hot Chocolate Milk can help! Once you make the decision to implement your own Hot Chocolate Milk program, it's incredibly easy to get started. Here's what you need:

Two successful dispenser options

For the dispenser, here are two examples that have been successful for many schools:

1. Cambro (4.75 gallon or 10 gallon)

- Insulated to maintain temperature throughout mealtime
- Dual-grip handles for easy transport
- Easy to fill
- Easy to clean

2. Glass Hot Chocolate Milk Machine:

- Heat for 15 minutes
- Holds 4.75 gallons
- Clear visibility makes it easy to know when running low

*Glass Hot Chocolate
Milk Machine*



*Cambro
Insulated Dispenser*





Hot Chocolate Milk: Service Methods



Two ways to prepare, one way to enjoy.

Whether you prefer to heat your Hot Chocolate Milk on the stovetop or in a dedicated steam kettle, the results should still be poured into your choice of dispensers. Serving is then convenient and easy, with temperature maintained throughout mealtime.

Method #1: Stove Top Heating

1.



Pour 1-2.5 gallons milk into stock pot and set to medium heat.

2.



Stir often until it reaches 145°F, 10-15 min.

3.

Pour product into dispenser.



Method #2: Steam Kettle

1.



Set Steam Kettle to 300°F and pour 2 gallons of Chocolate Milk into kettle.

2.



Stir often until it reaches 145°F, 10-15 min.

3.

Pour product into dispenser.

Serve directly into cups from dispenser.



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Hot, Cold or Both... Lattes Are a Big Hit!

According to the National Coffee Association, nearly **40%** of high school age kids drink coffee products—and that number is growing! **Containing more milk than coffee**, students can enjoy that little boost to start the day while benefitting from milk's 13 essential nutrients.



Starting is easy

A perfect complement to every menu, these premium beverages are a great way to add real flavor — and nutritional value — to every MooLatte drinker's day.

Best of all, there are a whole lot of ways to serve lattes:

Cold Brew Lattes

- Brew coffee the afternoon before and chill overnight. Set up the MooLatte station with pre-mixed latte in a dispenser, along with cups, flavored syrup bottles with pump tops, ice in a deep half pan and backup ice nearby.

Student Self Service

- Post instructions to guide students as they dispense their own beverages

Made-to-Order Service

- Pre-mixed latte and flavored syrups can be portioned up ahead of time in individual cups. Add ice as they are ordered.

Hot Lattes—A Popular Option

- Many students will appreciate the hot latte option — an item they may be familiar with from a coffeeshop on the way to school. See next page for equipment examples and ask us for additional hot latte suggestions.

REMEMBER:
MooLatte may qualify as part
of a reimbursable meal.

Check your individual state
requirements to be sure.





Set Up Your Station with the Right Equipment



Here are a few equipment items that have proven helpful for school districts implementing a **MooLatte** program. Visit [NutritionConnection.org](https://www.nutritionconnection.org) for additional suggestions.

Cold Brew Dispenser

- Length: 17.5 in • Width: 8.25 in • Height: 20 in
- The basket holds 3 pounds of coffee grounds for a total of 3 gallons of coffee

Cold Brew Dispenser



Ice Cooler with a Scoop

- Length: 45 in • Width: 20.4 in • Height: 18.5 in
- 25-quart size

Ice Cooler with a Scoop



Cart With Signage Set

- Length: 45 in • Width: 20.4 in • Height: 18.5 in
- 3-tier chrome wire cart with stainless steel top and custom signage



Cart with Signage Set

Espresso Cappuccino Machine

- Franke Model No. A600 FM
- 26.9" L x 23.8" W x 36.5" H
- Hot and iced beverages
- Dispenses milk or milk foam



Espresso Cappuccino Machine

Concordia Beverage System

- Xpress Super Automatic Espresso Machine
- 26.9" L x 23.8" W x 36.5" H
- Hot and iced beverages
- Makes 150, 12 oz. cappuccinos per hour
- Built-in refrigerator holds 2 gallons of milk



Concordia Beverage System

Service Considerations

It is important to consider cup size, lids, straws and hot sleeves. Choose a 12 oz. cup that provides a coffeshop feel and will hold 8 oz of milk and 2 oz of coffee. For iced or flavored lattes, a larger 14 oz. cup is required. You can even choose to enhance the appearance with a sticker on your cups or sleeves.





Granola and Fruit

Perfect Complements for So Many Menu Items!

From morning favorites like cheesy egg sandwiches and yogurt parfaits to lunchtime stars like patty melt paninis and cheesy baked pasta, students will happily reach for **MooLattes** or **Hot Chocolate Milk** to accompany them.

You'll find more fantastic, flavorful recipes for food pairings at either the Nutrition Connection website (NutritionConnection.org) or the American Dairy Association North East site (AmericanDairy.com).

Pasta Bake with Garlic Bread

Tastes Better with a **MooLatte!**



Cheesy BBQ Chicken Pizza



Western Egg Sandwich

Perfect When Paired with **Hot Chocolate Milk!**



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Marketing and Promotion!



Brew up excitement about Hot Chocolate Milk and MooLatte programs

Create interest around your new beverage programs with marketing! Make sure students and staff know when it's coming and fuel their interest in these nutritious additions to your menu.

First step: hang the posters in areas where they'll attract the most attention. Then ask us about other promotional materials.

Here are other ways you can drive traffic to your cafeteria.

NOTE: Both Hot Chocolate Milk and MooLatte are referenced in the examples below. For actual use, you should modify to include only the program relevant for your school.



Sample Announcements

Real milk. Real chocolate.
Real coffee. Real delicious hot and cold dairy beverages are now being served in the cafeteria.

Start your day right with a Hot Chocolate Milk or MooLatte. Available at breakfast to get you going.

Save time in the morning rush and get your hot or iced beverage in your school cafeteria.



Promotions

- Hold a student contest to create a coffeeshop logo or name.
- Ask student government or other groups to host taste tests/samplings.
- Encourage students to feature MooLatte or Hot Chocolate Milk in a social media video (with their parents' permission).
- Use a frequent buyer punch card to drive repeat sales.
- Feature popular MooLatte flavors – vanilla, caramel and mocha are traditional favorites





FAQs

Are Lattes allowed in high school? Yes. According to the USDA Smart Snack rules, milk and coffee are allowed in high schools only.

Why serve lattes in school? The simple answer is, because students and staff LOVE them. Brewed with real whole milk, they're not only delicious, they're nutritious, too.

How much caffeine is ok? The American Academy of Pediatrics recommends that adolescents aged 12-18 may safely consume up to 100 mg of caffeine a day — the equivalent of an 8 oz. cup of coffee.

Can lattes be part of a reimbursable meal? When a student purchases a meal and then takes their milk to the latte station, the latte may be considered part of a reimbursable meal. Check your state regulations.

How can Hot Chocolate Milk be prepared? There are many ways to prepare and serve Hot Chocolate Milk in larger quantities. See details elsewhere in this guide.

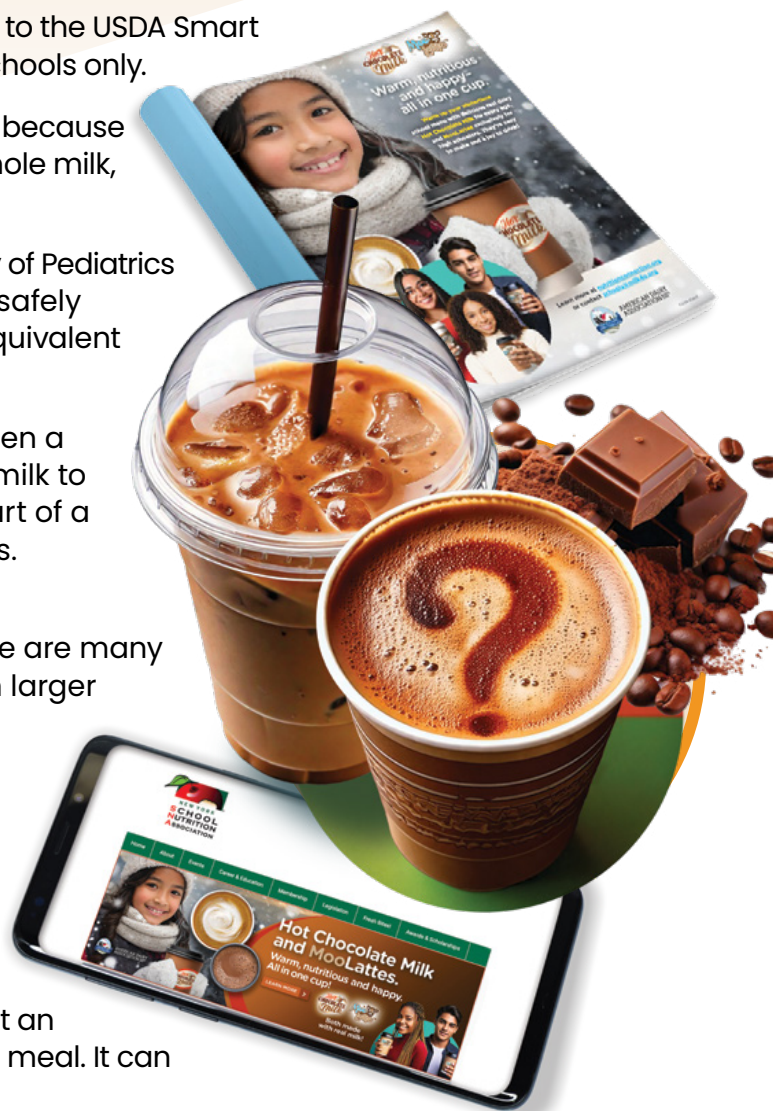
What size Hot Chocolate Milk should be offered?

- An 8 oz. serving in a 10 oz. hot cup and lid, so it can be capped and taken on the go.
- A 10 oz. serving in a 12 oz. hot cup may be offered to high school students.

How should it be offered on the menu? Consider it an additional milk choice as a part of a reimbursable meal. It can also be offered à la carte.

Can I reheat the milk for next service? No, heated chocolate milk may separate if chilled and reheated. Always discard unused Hot Chocolate Milk and use fresh milk for food safety and best results.

More questions? Contact us at
schools@milk4u.org





We're Here to Help!

Whether you need quick answers about program best practices, ideas for keeping things fresh or even finding additional funding opportunities, we're here for you.

Reach out to us at schools@milk4u.org, or visit NutritionConnection.org to learn more.



Offer these premium beverages as menu items in the cafeteria at any meal



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