



AMERICAN DAIRY
ASSOCIATION NORTH
EAST



Your Custom Creation Stations FOR MEALTIME DELIGHTS.

MARKETING GUIDE: PLANOGRAMS,
TIPS, PROMOTIONAL SUGGESTIONS

Custom Creations

MARKETING GUIDE TIPS



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Capture students' attention and stay on-trend with the popular menu items they want, presented in irresistible ways.

THE BIG PICTURE

- **Change up the menu often**, with new recipes built around these popular ingredients
- **Encourage participation** at breakfast and lunch with customizable, protein-rich yogurt, cheese and other dairy foods, like super-trendy cottage cheese.

PLANOGRAM LAYOUT STRATEGIES

- **Grab-and-Go Zone:** Feature 4-oz yogurt cups, pre-assembled parfaits, cheese sticks and other hand-held options in the quick-access section.
- **Front & Center:** Display yogurt or cheese items at eye level for the target age group (lower shelves for elementary, mid-shelf for middle/high).
- **Position for Perfect Pairings:** Yogurt works best when paired visually with fruit or granola; display cheese near complementary items such as potatoes or nachos

IMPLEMENTATION CHECKLIST

- **Before Launch**
 - ✓ Choose display location
 - ✓ Finalize planogram layout diagram
 - ✓ Print signage and labels
 - ✓ Stock flavors evenly and label clearly
 - ✓ Train cafeteria team
- **After Launch**
 - ✓ Evaluate effectiveness
 - ✓ Adjust as needed
 - ✓ Listen to student reactions
 - ✓ Repeat what worked best

EXPERT TIP:

Keep yogurt and cheese displays clean, bright and inviting. Use white or neutral backdrops to make colorful packaging and toppings pop.



More ideas:
schools@milK4u.org

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When you start with dairy, you finish with “delicious!” Milk, cheese and yogurt are the keys to endless combos.

VISUAL MERCHANDISING AND BRANDING

- **Signage Ideas**
 - Use color to convey positive feelings about menu items/toppings:
 - Fruity accents (*strawberry red, mango orange, blueberry purple*)
 - Healthy freshness (*leafy green, sunshine yellow*)
 - Make it irresistible with descriptive signs:
 - “Creamy Dreamy Yogurt Parfaits”
 - “Ultimate Cheese Covered Nachos”
- **Customize for YOUR School**
 - Show the school mascot on signage or use it in the names of menu items (“*Red Dragon Strawberry Smoothies*”)
 - Add a sports theme to your displays (“*Tigers Team Fueling Station*”)
 - Localize with farm-to-school messaging (“*Fresh from Western PA dairy farms!*”) customized for your region

NEXT LEVEL PROMOTIONS

- Hold a vote for favorite toppings at “build-your-own” stations
- Have students submit ideas for future stations
- Ask staff to take photos of students’ best customized yogurt parfait or cheesy potato item; share on school website or social media
- Use daily social media posts to hype up interest in stations and to spotlight new toppings
- **Photo Tips:** Get multiple shots of your station when it’s fresh, colorful and perfectly organized. Use bright lighting, and include 1-2 smiling people next to it

More resources:
nutritionconnection.org



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FOR LAYERED DELIGHTS.

Yogurt
ALL WAYS



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PERFECT WAYS TO PROMOTE PARFAITS!

OFFER A "BUILD-YOUR-OWN" YOGURT PARFAIT BAR

- **Feature the yogurt base**
(Vanilla, plain or other flavors)
- **Entice them with fruit toppings**
(Berries, banana slices, raisins)
- **Kick it up with Crunchers**
(Granola, oats, crushed graham crackers)
- **Catch their eye with colorful Signage:**
"Create, Mix & Enjoy Your Perfect Parfait!"
"Fuel Up with Yogurt!" or
"Build Your Parfait – Your Way!"

MAKE IT FAST WITH PRE-PORTIONED YOGURT PARFAITS

- **Use Front-and-Center Placement**
for these popular items in refrigerated
case or grab-and-go zone
- **Show Off Those Tasty Layers** in Clear Cups
- **Make Your Point with Shelf Tags:**
"Excellent Source of Protein"
"Made with Local Milk"
- **Fun Labels Get Noticed:**
"Berry Strong Start" "Made fresh today!"
"Breakfast Hero Parfait"
"Build Muscles, Not Excuses!"

OPTION: KEEP THE FUN GOING WITH SMOOTHIES TOO!

- **Blend yogurt with fruit and milk,**
then serve pre-portioned next to the Parfaits
- **Promote** as part of "Yogurt Smoothie Day"
- **Drive Traffic with Signs:** "Sip the Smart Way –
Smoothies with Real Yogurt!"



Yogurt



Crunchy 1



Fruity 1



Crunchy 2



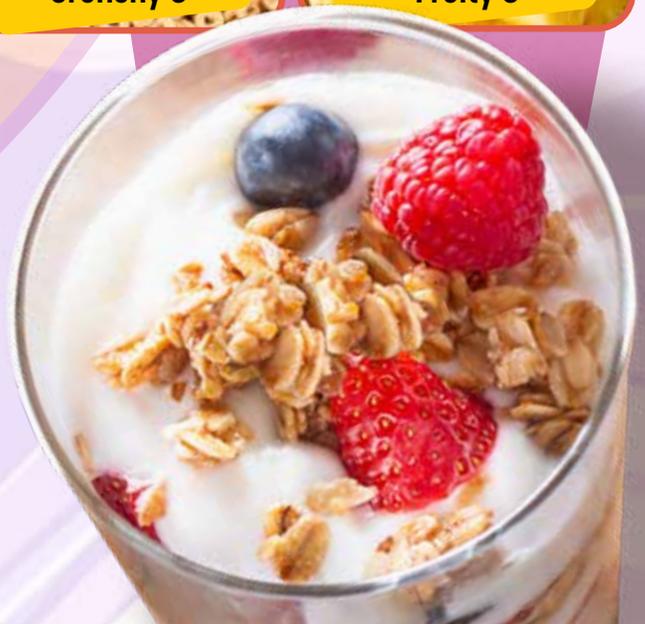
Fruity 2



Crunchy 3



Fruity 3



Custom Creations FOR CHEESY DELIGHTS.

Just say
cheese!



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“NACHO” AVERAGE NACHO STATION!

WHEN STUDENTS MAKE THE NACHOS,
YOU MAKE THE SMILES.

- **Spicy Cheeses** (Monterey Jack with Jalapeño, Habañero Cheese)
- **Traditional Cheeses** (American, Cheddar, Colby Jack)
- **Delicious Dollops** (Sour Cream, Salsa, Guacamole)
- **Veggie Delights** (Tomatoes, Black Beans, Cilantro, Onions)
- **Mix it up** with blue or red corn tortilla chips, or lime flavored chips

PRO TIPS FOR PRE-PORTIONED NACHOS:

- **Avoid sogginess** by serving wet toppings on the side (salsa, sour cream, guacamole)
- If oven-heating the nachos, **add a layer of cheese** on the chips first, as a barrier against moist toppings
- Position prepared nachos near entrees for a **easy, protein-rich add-on**
- **Make the signage inviting:** “This Lunch is HOT!” or “Chip Chip Hooray!”



Nachos



Cheesy Sauce



Meat



Veggie 1



Veggie 2



Topping 1



Topping 2



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FOR SAVORY DELIGHTS.

Just say
cheese!



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MORE THAN JUST MAC N' CHEESE!

SET UP A "BUILD-YOUR-OWN" MAC & CHEESE STATION

Offer standard mac & cheese as the base item, then let students create unique flavor combos with their own mix of toppings, cheeses and seasonings!

- Get creative with extra cheeses (shredded cheddar, smoked gouda, gruyère)
- Make it extra creamy (cream cheese, sour cream)
- Spice it up (green onions, fresh parsley, chives, garlic powder)
- Top with a crunch (crushed corn chips, crackers, hot cheese curls)
- Give the station a name: "Mac to the Future!" or "Mac It Your Way!"

FIRE UP YOUR PRE-PORTIONED MAC & CHEESE TOO

- **You choose** the special toppings, then show them off prominently
- **Change it up** with crunchy toppings one week, veggies the next
- **Make a big splash** with signage: "Magic Mac 'n Cheese" or "Mac & Cheese & Something More!"



Mac and Cheese



Shredded Cheese



Shredded Cheese



Veggie 1



Veggie 2



Topping 1



Topping 2



Custom Creations FOR LOADED DELIGHTS.

Just say
cheese!



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SUPER SPUDS: EVEN BETTER WITH CHEESE!

A "BUILD-YOUR-OWN" POTATO BAR IS LOADED WITH OPTIONS

- Offer one or more potato styles, varying from day to day
 - Baked
 - Mashed
 - Tots
 - Fries
- **Cheese Sauce** (already prepared and easy to serve) elevates every potato variety
- **Fun and Tasty Toppings** help every student make it their own (*chives, broccoli, bacon bits, sour cream, salsa, diced meats, even more shredded cheese*)
- **Custom Signage** draws them in: "Fantastic Fries" or "This Spud's For You!"

ANOTHER OPTION: PRE-PORTIONED CHEESY POTATOES

- Prominent placement **near entrees** or in **grab-and-go kiosks** will help move these add-on items
- Get attention with **Shelf Tags**: "Potatoes Plus Protein!" "Made with Local Cheese"
- Familiar mashed potatoes become **exciting and new** when topped with cheese sauce and garnishes
- Offer **dipping cups of cheese** with Tots or Fries for plussed-up pairings
- **Restaurant-style** cheese-topped baked potatoes are a can't-miss favorite



Cheesy Sauce



Fries



Tots



Baked



Mashed



Cream Cheese



Shredded Cheese



Custom Creations FOR ANYTIME DELIGHTS.

TAP, TAKE
AND GO!



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BUILD YOUR OWN AUTOMATED 24-HR MEAL STATION!

Vending programs offer automated access to ready-to-eat meals, meeting growing student demand for convenient, instant, reimbursable options.

HERE'S JUST ONE PLANOGRAM
SUGGESTION TO FILL A VENDING
MACHINE FOR NUTRITION,
CONVENIENCE AND FUN.



Chocolate Mini Donuts, Milk, Fruit



Protein Bar, Cheese Stick, Milk, Fruit



Toasty Oat Cereal, Milk, with Fruit



Breakfast Bread, Milk, with Fruit



Cereal Bar, Milk, with Fruit



Toaster Pastry 2-Pack, Fruit, Milk



Muffin Flat, Milk, Fruit



Protein Bar, Milk, with Fruit



Breakfast Bread, Fruit, with Milk



Cereal Bar, Fruit, Milk



Yogurt Parfait with Milk, Fruit



Yogurt Parfait with Milk



Yogurt Cup, Cottage Cheese, Milk, Fruit



Yogurt Cup Fruit, Cheese Stick



Yogurt Parfait



Yogurt Parfait