

Promote Your Breakfast Program!

Promotional Materials

WE HAVE THE TOOLS AND SUPPORT TO HELP YOU SUCCEED!

How To Execute

Put up signage and post to your websites and social media a week in advance of your promotion

Place signage in high traffic areas outside the café to draw students in and encourage your nutrition staff to talk about the promotion to get kids excited to try the highlighted menu items

Make periodic announcements and social media posts about the promotion to keep students and parents aware and engaged

If it is a new menu item, do a sample taste test a week prior so students know what is coming

HAVE FUN!



Sample Announcements & Posts

March 8-12 is National School Breakfast week so be sure to stop by and pick up (*item you are serving*) for breakfast and start your day off right!

We have your favorites to start the day off right! Be sure to get (*items you are serving*) from (*district/school café name*) for breakfast!

It's the most important meal of the day so fuel up with (*item you are serving*) to keep your body and mind strong all day long!



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Contact Your Tyson K-12 Rep For More Information and Marketing Support