

Mini Promotions

Promotions come in all sizes. Below are some smaller themed monthly promotions that are quick and easy to implement but can still give a boost to your program. Some of the themes are perfect to highlight on your menus.

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|--------------------------|---------------------------|
| January | July |
| February | August |
| March | September |
| April | October |
| May | November |
| June | December |

January

January is National Oatmeal month. Why not highlight it by offering fun flavors of oatmeal, like blueberry or maple, along with fun flavors of milk in cool plastic packaging? Try strawberry oatmeal and chocolate milk for example!

February

Beat the winter doldrums with a Valentine Sweetheart deal and smiles for National Children's Dental Health Month!

A Sweetheart of a Deal February 14!

Treat your students this Valentine's Day. Offer a "deal" on strawberry milk in cool new plastic bottles. They'll love you for it! Offering ice-cold milk in a variety of flavors and in plastic bottles can dramatically influence your bottom-line. Check out [New Look of School Milk](#) to learn more.

February is Children's Dental Health Month

Research suggests that several varieties of cheese may protect against tooth decay. Celebrate cheese and dental health this February. Check out these cheese resources:

- Send home the [February Fun Facts](#) featuring Dental Health Month. It's ready-to-go!
- Create a [Dental Health Challenge](#) for your students!
- Read more about cheese in these short pieces, and when you're done feel free to include the information in your own newsletters:
 - Cheese as a [Dental Health Hero](#)
 - Ask the Expert — [Strong and Healthy Teeth](#)

March

Put the spotlight on eating breakfast at school during National School Breakfast Week!

April

Cook up some April Fool's Day Fun. Use this fun day to generate excitement for your program all day:

- Try "dinner for breakfast" by serving a popular menu item like pizza instead of the

expected "typical" breakfast.

- Have staff serve breakfast in their pajamas or the goofiest costumes they can come up with. Offer prizes.
- Promote the new milk packaging by going container crazy. Offer milk in cool new single plastic containers for 1¢!
- Hire a clown to perform during the lunch hour.
- Show up at after school events to promote and sell new menu items.

May

Use the [Training Table Tips From the Pros](#) as a handout to let students know what famous athletes know—that proper nutrition is an important component for success. Pass them out in the cafeteria or provide them to teachers to distribute.

June

Serve up some fun for National Dairy Month. National Dairy Month is a great way to promote Milk and Milk Group Foods as part of a healthy diet for your students.

- During "Finals Week," have lots of ice cold, flavored milk on the line and in various parts of the building throughout the day. Students need a nutritious pick me up, especially during test time.
- Dairy foods make "cool" summertime breakfasts. Work real cheese and yogurt into school breakfast. Remind kids that summer vacation means a break from school, but not from good nutrition.
- National Dairy Month would not be complete without some delicious ice cream or frozen yogurt. Try working them into your June menu cycle or serving them at end-of-school events.

July

Celebrate National Ice Cream Month! Make school in the summer super cool with a National Ice Cream Month Promotion! It's easy and fun.

Did you know that ice cream was introduced to the public in 1660 A.D. by Sicillian Procopio in France and is now enjoyed by 90 percent of the people in the United States? To celebrate National Ice Cream month, start scooping! One cup of this sweet treat provides 170 mg of calcium plus riboflavin and protein. Ice cream will not only help keep you cool on hot summer days, but also will put your students on their way to getting the calcium they need!

I Scream, You Scream, We All Scream for Ice Cream!

Here are some quick tips to liven up your serving line and help students get a head start on filling their calcium quota.

- Have it Your Way. Provide a variety of ingredients for students to make a wacky ice cream creation. The prize? They get to eat their creations!
- Sundae Bar. Always a favorite, you dish out the ice cream and let students create their own sundae!
- Cookies-N-Cream. Serve mini ice-cream sandwiches made by putting ice cream between

two chocolate chip cookies.

- Make Your Own Milk Mustache. Let your students be milk mustache stars.
- Create Fireworks. Use food coloring or raspberries and blueberries to make red and blue ice cream. Spoon it up with vanilla in honor of the Fourth of July.

September

World School Milk Day is September 27th! World Milk Day is an international, annual event that celebrates the importance of school milk in children's diets. In the past, over 40 countries representing every continent celebrated the day, including Germany, India, Argentina, Australia, Canada, Ethiopia, China, Iceland, Finland, Croatia, Indonesia and Oman.

World School Milk Day is a way to focus on helping children make healthy beverage choices and to bring our world closer together, thereby raising children's global awareness. What's more, both flavored and white milk provide calcium and eight other essential nutrients that growing children need. Research shows that children who drink milk at school are more likely to meet their daily nutrient needs.

Teachers and school nutrition professionals can promote World School Milk Day in the classroom and the cafeteria. Ideally, make it a school-wide day that involves school nutrition services, the school nurse, teachers, administrators, parents and the community.

School nutrition professionals can...

- Use World School Milk Day to kick off new dairy programs.
- Work with teachers on a "Milk Around the World Day." Invite classrooms to decorate the cafeteria with travel posters, beach ball globes, maps, etc.
- Feature a special menu with children's popular, favorite international foods.
- Learn more about [School Nutrition Association's](#) participation in Global Child Nutrition Forum and efforts to advance school feeding through problem-solving and communication with country leaders from a variety of nations.

Teachers can...

- Work with school nutrition services and hold a "School Milk Around the World" day. Have children create "School Milk Around the World" posters for the cafeteria.
- Have students taste flavored milk and graph their responses to determine children's favorites.
- Encourage children to drink milk at lunch and snack time.
- Have older children investigate and compare different countries' school milk and nutrition programs.
- Host a milk mustache photo shoot.
- Download the [Dairy Dazzling Calcium Carnival](#) brochure and organize a school-wide event.

October

Create a great National School Lunch Week.

November

Get into the "game" this football season with tips of fueling up for fitness from [Fuel Up to Play 60](#).

December

Help families discover "the most wonderful time of the year" can have a healthy twist. Send home the Holiday Fun Facts - Winter Edition!