

Shake Stuff Up Promotion

Shake Stuff Up And Make Milk Sales Soar!

Want to "Shake Stuff Up" in your cafeteria? Well, here's a promotion that will send milk sales soaring as students "Drink It All In!" And what better way to encourage healthy, active lifestyles than with ice-cold milk in lots of flavors?

Shake Stuff Up with the Gold Standard – The New Look of School Milk!

To really shake stuff up, consider the New Look of School Milk, an enhanced milk program. The New Look of School Milk makes milk more appealing, and is a proactive way to encourage the choice of healthful foods at school.

Royal "Shake" Speare Festival

Shake it up and get students thinking about the benefits of drinking milk with a themed poetry or essay contest. Here are some activity ideas:

- Involve teachers and ask if they will make it a classroom activity for students to write reflections on "Why I Drink Milk," "My Favorite Milk Flavor" or "Milk: How I Drink it All In."
- Ask students to draw pictures to complement their writings and post their work in school hallways or the cafeteria throughout the milk promotion. Also consider posting the artwork and essays on your website.
- Select students to read their work during daily announcements.
- Submit several entries to run in your school newspaper.

Down to the Last Drop

Even the best school promotions owe their success to planning ahead and getting the word out about the event. As you plan your milk promotion, allow plenty of time for advertising your activities around your school and community.

Shake Ups

Add a new stop in your lunch line with a Build-Your-Own Shake Up Bar. Invite students to design their own dairy creations from a variety of flavors and ingredients, or plan a menu board with recipes such as:

- Chocolate Covered Strawberry Shake Up – chocolate milk with strawberries
- Orange Dream Shake Up – white milk with mandarin oranges
- Very Berry Shake Up – strawberry milk with raspberries and blueberries

Dairy Day

Plan a school-wide Dairy Day that's big on nutrition and school spirit!

- Invite students to dress up in a dairy theme, such as costumes with black and white spots. Offer prizes for the most creative costumes.
- Encourage teachers to organize class field trips to a local dairy farm or invite a dairy farmer to your school for a day.
- Ask a local dietitian or your local Dairy Council representative to speak about milk and the importance of dairy in our diets.