

get milk & get going!



* Consider Giving Students a New Look of School Milk*

- 1 First consider... all the opportunities in your schools for increasing milk consumption:
 - **Main Cafeteria Line** - A national study has shown that milk served in plastic, resealable packages, in a variety of flavors, well merchandised and served cold increases ADP and milk sales.
 - **A La Carte** - display many flavors of milk that is packaged in plastic, resealable containers in glass front merchandising coolers.
 - **Vending** - before starting a milk vending program consider...



- 2 Are there other beverage vending or sales contracts in place that could prohibit a milk vending machine?

- 3 How will machine profits be distributed?

- 4 Can school foodservice personnel arrange for milk deliver to the school?

- 5 Where and how will milk be refrigerated at the school?

- 6 Who will be responsible for filling and cleaning the machine daily?

- 7 Is there a good location with adequate electrical power for the machine?
(Consider location outside the cafeteria)



- 8 Is it best to lease a machine, buy it or use a vending operator?

- 9 Which type of machine is best suited for your school?

- 10 Who will be responsible for machine repairs?

- 11 Who will be responsible for collecting and accounting for the cash daily?

- 12 What products and flavors will go into the machine?

- 13 How many units of milk will need to be sold each week to create a break-even or profitable machine?

