



The New Look of School Milk is Good for Business

Having worked 15 years for Marriott, Beth Nichols, School Foodservice Director for Shrewsbury Public Schools, Shrewsbury, Ma, is well versed at treating foodservice as a business. "Market well to your customers and serve the newest, most innovative products," states Nichols. "That's my background and the environment I wanted to create for Shrewsbury."

In 2002 the district opened a new high school. Nichols planned a cafeteria that mirrored an upscale retail outlet, designed to compete with the type of operations kids were used to. Nichols heard about the New Look of School Milk and felt it offered the appeal and merchandising needed to complement her concept: ice-cold milk, in lots of flavors, visibly displayed, in kid-appealing packaging and available on the meal line and in a la carte.



Nichols determined the program was a huge success, for business and for the kids' health. "We started serving milk in 10 oz. bottles two years ago and it's been wonderful. Kids love the program. We've seen a drastic increase in the amount of milk kids are taking. On the meal line, kids were taking 20% milk and 80% juice; now it's 90% milk and 10% juice. On the a la carte line, our milk sales have gone up 80%. And our school lunch participation is up 8%, in part because of the milk. It's paid off really well."

Based on the high school success, Nichols tested the program with younger students. She put 10 oz. bottles out with 8 oz. cartons. The result: "We had a hard time getting the kids to take the 8 oz.; my staff checked for waste and the kids were not throwing away the milk. The kids loved it, saying it tasted and looked so much better. So we introduced the New Look of School Milk to all our elementary and middle schools and have the same great results."

Here's the bottom line according to Nichols. "Since this enhanced milk program has been so successful here I would recommend all school systems give it a try. It's an easy way to get kids to drink more milk. It's a real healthy option. So I'd recommend directors give it a shot!"

Take a New Look at School Milk... The CEU way!

Learn how the *New Look of School Milk* can increase school milk consumption and lunch participation, benefiting your students and foodservice operation. And, get CEU credit at the same time! The New Look of School Milk online course, co-sponsored by National Dairy Council® (NDC) and School Nutrition Association™ (SNA)*:



- Gives you SNA CEU credit
- Fits around YOUR schedule! Start the course, stop, and come back at your convenience
- Helps you analyze and improve your own milk service
- Includes motivating *New Look of School Milk* Champion Case Histories from your peers

Go to www.schoolnutrition.org and take the *New Look of School Milk* online course today!

* Formerly American School Food Service Association (ASFSFA)

