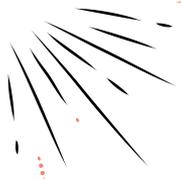


*Flat*  
**CHOCOLATE**  
*Milk*  
- FOR SCHOOLS -



*Real Delicious*

**MILK** MEANS MORE



**We are glad you are learning more about adding hot chocolate milk to your menu! All grade levels can participate. This kit is designed to help you develop your own customizable program. Have fun!**



## WHAT IS IN THIS KIT?



- **Instruction booklet** that includes frequently asked questions (FAQ), recipes, promotion ideas and social media guide
- **Promotional Banner**
- **11" x 17" posters**
- **8.5" x 11" posters**
- **Stickers** for cups

## WHAT DOWNLOADABLE RESOURCES ARE AVAILABLE?

Items can be downloaded at:

**MilkMeansMore.org/Hot-Chocolate-in-School**

- **Instruction Booklet**
  - **8.5" x 11" Poster**
  - **Cup Sticker Sheet**
  - **Social Media Images**
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### **Why should hot chocolate milk be offered?**

It is an easy way to add something different to the menu! Milk is a nutritious beverage and many students do not drink the recommended amount. By serving hot chocolate milk, more students may participate. On a cold winter day, it is a great way to warm up from the inside out. Hot chocolate milk is not just for cold days, though. Hot coffee is still popular year round, so hot chocolate milk may be also.

**MILK** *the*  
**PROFITS**  
for the food  
service program

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## **SETUP AND OPERATION**

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### **What type of milk can I use?**

The USDA now allows all schools to serve fat free or low fat (1%) flavored milk with a reimbursable meal. Many processors offer low fat (1%) chocolate milk in half-gallon or gallon containers. Check with your processor for availability.

### **How do I heat chocolate milk on the stovetop?**

Pour 1 to 2 gallons of chocolate milk into the stockpot. Set burner to medium heat. Stir often throughout heating process. Do not boil. Heat until temperature reaches 145°F, about 10-15 minutes. Pour product into pre-heated Cambro insulated container using two people to lift the stock pot. Do not ladle the milk from the stock pot to the Cambro. (Instructions from Aramark) **CCP: Heat to 145°F for 15 min; CCP: Hold at 145°F or higher**

### **How do I heat chocolate milk in a tilt skillet?**

Set tilt skillet to 300°F. Pour 2 gallons of chocolate milk into tilt skillet. Heat for 2 minutes. Add additional milk required for service, stir often, heat until temperature reaches 145°F, about 5-10 minutes. Using tilting mechanism pour into pre-heated Cambro insulated containers. (Instructions from Aramark) **CCP: Heat to 145°F for 15 min; CCP: Hold at 145°F or higher**

## SETUP AND OPERATION (CONTINUED)

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### **How do I heat chocolate milk in a steam jacketed kettle?**

Set steam kettle to 300°F. Pour 2 gallons of chocolate milk into steam kettle. Heat for 5 minutes. Add additional milk required for service, heat until temperature reaches 145°F, about 15-20 minutes. Using tilting mechanism pour into pre-heated Cambro insulated containers. If the kettle does not tilt, dispense milk into a 4" deep half pan or pitcher via the drain pipe at the bottom of the kettle. Pour product into pre-heated Cambro container. (Instructions from Aramark) **CCP: Heat to 145°F for 15 min; CCP: Hold at 145°F or higher**

### **How do I heat chocolate milk in a steam cabinet?**

Pre-heat Steam Cabinet to 200°F. Pour 2 gallons of chocolate milk into a 4" full size steamtable pan. Triple wrap each pan to prevent steam from diluting the product. Heat for 6-8 minutes until temperature reaches 145°F. Remove pans from the steam cabinet using proper procedure. Remove any excess water that may collect on wrapped pan prior to removing the plastic wrap. Pour product into pre-heated Cambro insulated container. (Instructions from Aramark) **CCP: Heat to 145°F for 15 min; CCP: Hold at 145°F or higher**

### **Can I chill unused heated milk for the next service?**

Heated chocolate milk may separate if chilled and reheated. Use fresh milk each day for best results.



*Real Delicious*

## SERVICE

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### **How should hot chocolate milk be offered as a menu item?**

First and foremost, as part of a reimbursable meal as an additional milk choice. It can also be offered as an a la carte option.

### **What is the proper serving size?**

Serving size suggestions:

- 8 oz. can be served to all grade levels K-12 for breakfast or lunch
- 12 oz. can be served a la carte for middle and high schools
- 2 gallons will make 16 – 8 oz. servings

### **What is the proper cup size?**

Serving container suggestions:

- For an 8 fl oz. portion, use a 12 oz. hot cup
- For a 12 oz. portion, use a 16 oz. hot cup
- Lids make it easy to take it to-go.

### **May toppings be added?**

Yes, but include in your nutrition analysis. Ideas include:

- Dollop of whipped cream,
- Sprinkling of marshmallows
- Non-nutritive toppings include cinnamon, nutmeg, pumpkin pie spice and cocoa powder.



*Like hot coffee, hot chocolate milk  
may be popular all year long.*



# MARKETING AND PROMOTION

Create excitement around hot chocolate milk with some marketing! Make sure students and staff know when it is coming and then keep interest once the program is up and running.

## SAMPLE ANNOUNCEMENTS

- Real Milk. Real Chocolate. Real Delicious. Hot chocolate milk is now served with meals in the cafeteria.
- Cold wind blowing outside? Warm up with a hot chocolate milk with your breakfast or lunch in the cafeteria.
- Ready for something different with your breakfast/lunch? Try hot chocolate milk. Now served daily.

## SOCIAL MEDIA GUIDE

Students and parents are online, so be sure to promote hot chocolate milk on social media. See guide included in this kit for sample posts. A full guide with images can be downloaded at [MilkMeansMore.org/Hot-Chocolate-in-School](http://MilkMeansMore.org/Hot-Chocolate-in-School).

## POSTERS

Hang posters around the school and cafeteria. Posters are provided in this kit or have students involved to help promote the program.

## PROMOTIONS

Hold a raffle for a prize. Prizes can be requested from UDIM. Limited quantity available.

Let the product speak for itself. Choose carefully a cup that fits in your budget, but also provides a coffee shop feel. A plain cup can be enhanced with a **cup sticker** that is provided in this kit. It is also a downloadable resource from our website ([MilkMeansMore.org/Hot-Chocolate-in-School](http://MilkMeansMore.org/Hot-Chocolate-in-School)), so that more can be printed as needed.



# SOCIAL MEDIA GUIDE

We know you're excited to start a hot chocolate milk program in your schools and we want to make sure you're sharing your excitement with others! Social media is a major hub where parents, students, staff and community members go to find information, so why not promote your school nutrition program on social? Below, we have tips and tricks to help you promote this delicious and nutritious program at your school.

Here are some ideas to help get you started. Feel free to get creative with it—because let's be honest, when it comes to posting on social, your students are far from boring! Check it out! 📌

## SAMPLE SOCIAL MEDIA POSTS



Stay fueled and focused for class by choosing a hot chocolate milk, made with nutrient-rich real-milk, for the pick-me-up you need to own your day! #MilkMeansMore #FuelGreatness

Did you know we are now offering hot chocolate milk at school breakfast and lunch? Complete your meal with one today. #MilkMeansMore #FuelGreatness

We're now serving hot chocolate milk at breakfast and lunch! A serving of chocolate milk contains 9 essential nutrients including protein, calcium, vitamin D and more. Stop by the cafeteria and try one today! #MilkMeansMore #FuelGreatness

What's new at [insert school name]? We now serve hot chocolate milk! At breakfast and lunch, you can grab one to enjoy with your meal. Real milk. Real delicious. #MilkMeansMore #FuelGreatness

### Seasonal Posts

It's cold outside! Grab a hot chocolate milk with your breakfast this morning to warm up and fuel up for the day! Real milk. Real chocolate. Real delicious. #MilkMeansMore #FuelGreatness

## **Seasonal Posts (continued)**

It may be cold, but we're warming things up here in the cafeteria! Stop by today and pick up your hot chocolate made with nutrient-rich, real milk. #MilkMeansMore #FuelGreatness

## **WHY USE HASHTAGS?**

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A hashtag is used on social platforms so users can easily find messages with a specific theme or content. When promoting your hot chocolate milk at your school, use #MilkMeansMore and #FuelGreatness to make sure your posts are highlighted!

## **EXAMPLES OF DO'S AND DON'TS**

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**DO** make sure faces or hands are in the photo with the cup (e.g., sipping the hot chocolate milk, hands wrapped around the drink with warm smiles, etc.).

**DON'T** let your dairy delicious drink be lonely!

**DO** make sure the hot chocolate milk is clearly visible.

**DON'T** hide that tastiness!

**DO** reflect the changing seasons and upcoming school or community events. (e.g., show the hot chocolate milk cup in front of an advertisement for an upcoming activity at the school or community)

**DON'T** only show one season and forget to promote your school events and activities.

**DO** use hashtags tagging to make your voice heard.

**DON'T** just have plain text in the post caption.

**DO** include friends, students, and staff who are okay with being shown off.

**DON'T** include anyone without their written consent. (e.g., signed photo releases are a great way to make sure you are okay to post!)

**DO** be sure milk is at least mentioned in the caption.

**DON'T** exclude milk from both the photo and caption.

## **HAVE QUESTIONS? WE'RE GLAD YOU ASKED!**

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For dairy nutrition information and resources please visit [MilkMeansMore.org/Hot-Chocolate-in-School](https://MilkMeansMore.org/Hot-Chocolate-in-School).