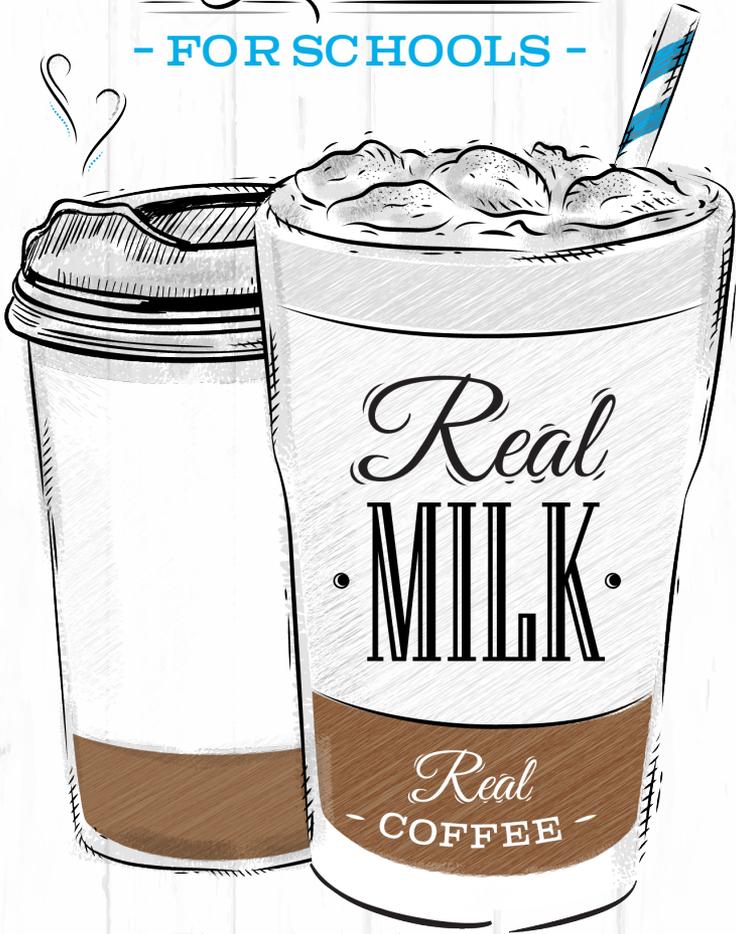


ICED AND HOT

Lattes

- FOR SCHOOLS -



Real Delicious

**MILK** MEANS MORE



We are glad you are learning more about serving lattes in school! High schools only 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**
- **Today's Flavor Dry Erase Sign**
- **Stickers** for cups
- **Frequent Buyer Punch Card**

## WHAT DOWNLOADABLE RESOURCES ARE AVAILABLE?

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- **Instruction Booklet**
- **8.5" x 11" Poster**
- **Cup Sticker Sheet**
- **Frequent Buyer Punch Cards**
- **Social Media Images**

Items can be downloaded at:  
**MilkMeansMore.org/Lattes-in-School.**





## Why serve lattes in schools?

Lattes are a popular beverage among students and adults. According to the National Coffee Association, 37% of 13-18 year olds drink coffee products and the number is growing. Fifty percent of 25-39 year olds drink espresso products. Many students and staff purchase coffee drinks on their way to school. Take advantage of this trend and sell lattes at school.

Lattes contain more milk than coffee. Students receive the nutritional benefits of 9 essential nutrients in milk, but in a form that is on trend.

**SNEAKY NUTRITION.** *Add a 1 cup milk serving to students' diets with a latte! Students need 3 cups of dairy per day and most are only getting 1 or 2 servings.*

**MILK** *the*  
**PROFITS**

**for the food  
service program**

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## Are lattes allowed in high schools?

Yes. According to USDA Smart Snack rules, milk and coffee drinks are allowed in high schools only.

Espresso (or coffee) with fat free milk (flavored or unflavored) are allowed. Espresso (or coffee) may also be combined with low fat (1%) flavored or unflavored milk, as long as there is no added flavoring during preparation or afterwards.

Since low fat and fat free milk are allowable beverages, they are not included in the nutrition analysis. You only need to count the calories from added ingredients and flavorings (no more than 40 calories per 8 oz. serving or 60 calories per 12 oz. serving)

## How much caffeine is okay?

The American Academy of Pediatrics recommends that adolescents aged 12-18 years should not exceed 100 mg of caffeine a day. An 8 oz. cup of coffee contains that much caffeine. The basic latte recipe in this kit calls for 2 oz. of coffee, providing 25 mg of caffeine. ([www.cdc.gov/healthyschools/nutrition/energy.htm](http://www.cdc.gov/healthyschools/nutrition/energy.htm)). Lattes in a coffee shop use espresso, but at school, regular or decaf coffee can be used.

## **What is the difference between a latte, cappuccino and mocha?**

**Latte:** espresso and steamed milk (milkier than a cappuccino)

**Cappuccino:** espresso, steamed milk and milk foam

**Mocha:** espresso, steamed milk, milk foam and chocolate syrup

## **SETUP AND OPERATION**

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### **How do I start a latte program?**

Most food service departments already have the basic equipment needed. Schools have started successful latte programs with a basic coffee maker, insulated pitchers for milk, syrup bottles with pumps, and half size pans for ice. If you are serving iced lattes, an ice maker is important. Purchasing an N2O charger is needed if compliant whip cream is made in house. Other schools have invested in espresso machines and coffee grinders, or machines that provide automated self-service with the press of a button. However, fancy equipment is not required.

### **What disposable supplies are needed?**

It is important to consider cups, lids, straws and hot sleeves. For example: Is a cup dispenser needed? Stickers can decorate cups (see promotion section of this booklet). A selection of three or four sugar free syrups with a pump is also important. Check with your food service supplier for availability. Here are examples of disposable supplies that can be used:

#### **Foam hot cups, such as Dart ThermoGlaze Insulated Foam Cups**

- 8 oz cup 8X8TWN, Lid 8EL or 8UL
- 12 oz cup 12X16TWN, Lid 16 EL or 16UL or 16LCDH (dome)
- 16 oz cup 16X16TWN Lid 16 EL or 16UL or 16LCDH (dome)

#### **Paper hot cups, such as Solo brand Bistro**

- 8 oz cup 378SI-0041, Lid TL38Rs-0007
- 12 oz cup 412SIN-0041, Lid TLP316-0007
- 16 oz cup 316SI-0041, Lid TLP316-0007

#### **Cold Cups, such as Conex ClearPro Clear Polypropylene Cups**

- 16 oz cold cup 16FPX or 16 PX, dome lid DLR626 or flat lid 626TS

### **What are popular flavors?**

See recipe section for ideas.

## SERVICE

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### **Can a latte be part of a reimbursable meal?**

Technically, no, it is an a la carte item. However, a student could purchase a meal and then take their milk to the latte station. That milk could be made into a latte and they would have a discounted price. For example, a student that used their meal milk would pay \$2 and a student who only purchased a latte would pay \$3. Another example would be “for \$1 more, make your milk a latte.”

### **What is the correct portion size for lattes?**

12 fluid ounces is the maximum portion size.

### **How do I serve iced lattes?**

There are many ways to serve the drinks, and each school and set up is different. Here are some options:

- For iced lattes, brew the coffee the afternoon before and chill overnight.
- Make lattes to order like a local coffee shop. Have a friendly barista mix up the drinks. Brew coffee in the kitchen and place in pump pots. Set up the coffee station with pumps on the flavored syrup bottles. Put ice in a deep half pan, with a back-up ice chest near by. Coffee and flavored syrups can be portioned up ahead of time in the individual cups. Add milk and ice as they are ordered.
- Make a self-service station using batch recipes of lattes. Fill cups with ice and let the students serve themselves from 5 gallon dispensers, such as Hubert 51586 Slim Stainless Steel Iced Tea Dispenser. Offer 2 flavors each day.



*Real Delicious*



## BASIC HOT LATTE RECIPE

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### Ingredients

Yield: 1 - 12 oz latte

- 2 oz. sugar free syrup
- 2 oz. coffee or espresso
- 8 oz. fat free milk

### Directions

- Combine sugar free syrup with brewed coffee in a 14 oz cup.
- Add milk and stir well.

## BASIC ICED LATTE RECIPE

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### Ingredients

Yield: 1 - 16 oz latte (12 oz liquid plus ice)

- 2 oz. sugar free syrup
- 2 oz. decaf coffee
- 8 oz. fat free milk
- Ice

### Directions

- In a 16 oz. parfait cup, pour the coffee and the syrup together.
- Stir until all flavors are well blended.
- Add milk and stir one more time.
- Add ice until the cup is full and put on a flat lid.

### Optional

- If whip cream is added, use a dome lid.
- You can add a drizzle of caramel or chocolate sauce for topping.

## BASIC BULK ICED LATTES

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### Ingredients

Yield: 52 - 16 oz lattes (12 oz liquid plus ice)

- 13 cups (3 quarts + 1 cup) sugar free syrup
- 13 cups (3 quarts + 1 cup) coffee
- 52 cups (3 gallons + 1 quart) fat free flavored or unflavored milk
- Note: if 2 different flavors of syrup are used, use 6 ½ cups of each flavor (1 quart + 2 ½ cups)

## Directions

- Combine sugar free syrup with brewed coffee.
- Add milk and stir well.
- Pour into 5-gallon dispenser for service. Serve with 16 oz. cup full of ice.

## COFFEE RECIPE

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### Ingredients

- 4 oz. decaf coffee grounds
- 50 oz. water

### Directions

- Put a coffee filter in the basket.
- After placing the coffee filter, add 4 oz. coffee grounds.
- Pour 50 oz. water into the coffee maker.
- Plug in the coffee maker and turn it on.
- Make sure the coffee has completed brew before taking a cup.
- Place the coffee in a thermos to keep warm.

Note: Hot coffee will help dissolve the syrup for the iced coffee.

## WHIPPED CREAM RECIPE

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### Ingredients

- 2 cups (16 oz.) chilled low fat (1%) milk
- 2 teaspoon Xanthan gum
- 4 oz. sugar free vanilla syrup (8 pumps; 1 pump equals 0.5 oz.)

### Directions

- Place the milk and vanilla syrup in a blender and mix for approximately 2 minutes.
- Add the Xanthan gum mix until dissolved completely.
- Pour the product inside the whipper canister (don't fill the canister more than  $\frac{3}{4}$  of the way with product) and close tight.

### Equipment setup

- Insert N20 charger into the charger holder.
- Screw the charger holder with the inserted charger onto the head until you can hear that all the charger contents have flowed into the whipper canister.
- Shake the whipper canister vigorously for 1 minute.
- Unscrew the charger holder and waste the empty charger.
- Repeat steps 1 to 4 with the new charger.

- When serving, shake briskly for a few seconds then turn the whipper canister upside down and spray on top of the latte.
- Keep whipper canister with product refrigerated or in ice at all times.

### **Popular Flavor Suggestions: Vanilla, Caramel, Chocolate, Mocha**

- Use 2 pumps of syrup for 1 flavor latte
- Use chocolate milk for an easy mocha flavor

### **Flavor Combos:**

- Vanilla Caramel Swirl: 1 pump vanilla, 1 pump caramel
- Chocolate Caramel: 1 pump chocolate, 1 pump caramel
- Caramel Mocha: 1 pump caramel, 1 pump mocha
- Create seasonal flavors

*Recipes from Orange County Public Schools Food and Nutrition Services, Florida*



## MARKETING AND PROMOTION



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

### **SAMPLE ANNOUNCEMENTS**

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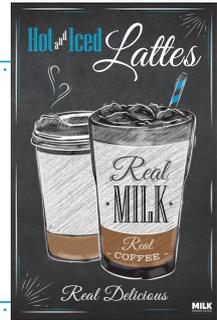
- Real Milk. Real Coffee. Real Delicious. Real Lattes now served in the school cafeteria.
- Save time in the morning rush by purchasing a hot or iced latte in the school cafeteria.
- Good-bye, Starbucks. Hello, lattes at school! Grab your latte in the school cafeteria. Serving them up hot or cold every day.
- Start your day right with a latte. Available at breakfast to get you goin'!

## SOCIAL MEDIA GUIDE

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

## POSTERS

Hang posters around the school and cafeteria. Posters are provided in this kit. Involve students and host a poster contest. You could entice student involvement with free lattes for a week!



## PROMOTIONS

- Hold a raffle for a prize. Prizes can be requested from UDIM. Limited quantity available.
- Use a frequent buyer punch card to encourage more sales. Punch cards are available in this kit and additional can be downloaded here: [MilkMeansMore.org/Lattes-in-School](http://MilkMeansMore.org/Lattes-in-School)
- Have seasonal flavors. Vanilla, caramel and mocha are always popular. Mix it up with seasonal flavors and keep interest high for lattes.
  - Pumpkin Spice in the fall
  - Peppermint Mocha for the holidays
  - Caribbean Getaway (vanilla and coconut) for the spring



Let the product speak for itself. Choose a cup that fits in your budget, but also provides a coffee shop feel. A plain cup can be enhanced with a sticker, provided in this kit and available for download so you can print more as needed.

# SOCIAL MEDIA GUIDE

We know you're excited to start a latte program in your schools and we want to make sure your students are too! When they are not keeping busy with homework, friends, and extra-curricular activities, social media is where most of them are spending their free time. That's why we're giving you the best tips and tricks to help show the love for nutritious milk and promote healthy lifestyles 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

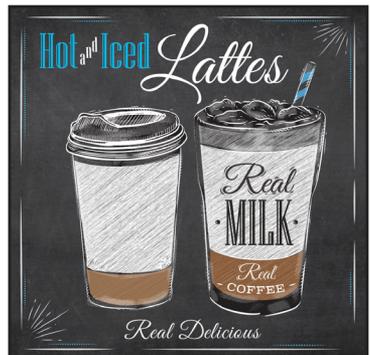


Stay fueled and focused for class by choosing a latte, made with nutrient-rich real milk, for the pick-me-up you need to own your day! #MilkMeansMore #FuelGreatness

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

We're now serving lattes at breakfast and lunch! Made with milk that includes essential nutrients such as 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 lattes! At breakfast and lunch, you can get a latte to enjoy with your meal. Real milk. Real coffee. Real delicious.

#MilkMeansMore #FuelGreatness

We have a LATTE going on in the school cafeteria! Come check out what's new on the menu!  
#MilkMeansMore #FuelGreatness

Better LATTE than never! Now serving lattes to enjoy at school. Real milk. Real coffee. Real delicious.  
#MilkMeansMore #FuelGreatness

### **Seasonal Posts**

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

It may be cold, but we're warming things up here in the cafeteria! Stop by today and pick up your latte. #MilkMeansMore #FuelGreatness

It's heating up, so cool down with an ice-cold, refreshing latte! Grab one for breakfast or lunch and fuel up for the day! #MilkMeansMore #FuelGreatness

It's hot outside, so we're cooling off with ice-cold lattes inside! Grab yours today for breakfast or lunch. Real milk. Real coffee. Real delicious. #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 latte program 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 dairy beverage. (e.g., sipping the latte, hands wrapped around the drink with warm smiles, etc.)

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

**DO** make sure the latte is clearly visible.

**DON'T** hide that tastiness!

**DO** reflect the changing seasons and upcoming school or community events. (e.g., show the latte 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 and 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** have fun! Get creative with a play on the word "latte" (e.g. thanks a latte for teacher appreciation day, better latte than never, sending you a whole latte holiday cheer).

**DON'T** miss the opportunity to get the word out about your lattes!

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

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For dairy nutrition information and resources please visit **MilkMeansMore.org/Lattes-in-School**.