

Flat

CHOCOLATE

Milk

- FOR SCHOOLS -



Real Delicious

MILK MEANS MORE



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.

SETUP AND OPERATION

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?

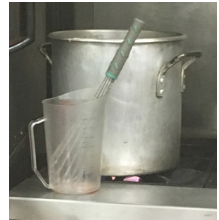
Pour 1 to 2 gallons of chocolate milk into the stockpot. Set burner to medium heat. Stir often throughout heating process. Do not boil. Heat until temperature reaches 145°F, about 10-15 minutes. Pour product into pre-heated Cambro insulated container using two people to lift the stock pot. Do not ladle 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)

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.



SERVICE

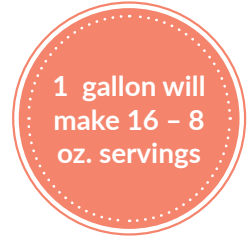
How should hot chocolate milk be offered as a menu item?

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



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
- Add a lid to make it easy to take 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 can include spices like 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.

POSTERS

Hang posters around the school and cafeteria to market your new menu item. Get students involved to share the news and to help promote your program.

PROMOTIONS

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

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 cup sticker to help with branding. Consider your school logo or print stickers using a template promoting hot chocolate at MilkMeansMore.org/Hot-Chocolate-in-School.

Some information adapted from New England Dairy & Food Council and Washington State Dairy Council.



MILK *the*
PROFITS

for the food
service program

SOCIAL MEDIA GUIDE

- Tips & Best Practices in Sharing Your Story Digitally -

As your excitement builds around meals and new menu options served in school, make sure you're sharing the excitement with others! Social media is a major hub where students, parents, staff and community members go to find information. Reach people where they are at and use this guide for ideas to help you get started.

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 #ConquerwithMilk

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

GET *Creative*

with it because let's be honest, when it comes to posting on social media, your students are far from boring!

We're now serving hot chocolate milk at breakfast and lunch! A serving of chocolate milk contains 13 essential nutrients* including protein, calcium, vitamin D and more. Stop by the cafeteria and try one today! #MilkMeansMore #ConquerwithMilk
**Based on the 2019 DRI for potassium developed by NASEM.*

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 #ConquerwithMilk

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 #ConquerwithMilk

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 #ConquerwithMilk

HOST A CONTEST ON SOCIAL MEDIA

Keep promotions alive and actively engage with students by hosting a digital contest on social media. Ask students to follow your account and like/comment on your post to be entered to win a prize*. Request a post of students enjoying school meals and menu items on their own platforms and tagging your account to be entered to win a prize*.

Sample Contest Posts

It's going to be a good day when you're spotted eating breakfast. Make sure you grab #schoolbreakfast so you don't go to class #hangry. What's your favorite breakfast at school? Let us know! One lucky winner will win [insert prize**]. Enter by 1) Follow @[your handle] 2) Like this post 3) In the comments, share your favorite school breakfast item. Contest starts NOW and ends [insert date and time]

You can't help but smile when you're spotted drinking milk. Join us in sharing your brightest smile while enjoying your school meal! One lucky winner will win [insert prize**]. How to enter: 1) Follow @[your handle] 2) Post a photo of you enjoying milk with your school meal with #MilkItsSpotOn. Contest starts NOW and ends [insert date and time].

HASHTAG HELP

A hashtag is used on social platforms so users can easily find messages with a specific theme or content. Handles are used when you want to tag a specific account on social media, like our teen platform @Conquerwithmilk. Here are some great ones to start with:

@ConquerwithMilk @MilkMeansMore @FUTP60
@SchoolMealsThatRock @schoolnutritionassoc
#ChooseMilk #MilkItsSpotOn #ConquerwithMilk #SchoolMealsRock
#SchoolLunch #SchoolNutrition #SchoolLunchHeroes
#SchoolBreakfast #SchoolMeals #TrayTalk #RealSchoolMeals
#HealthySchoolMeals #FeedingTheFuture #HaveAPlantWithDairy
#GonnaNeedMilk

EXAMPLES OF DO'S AND DON'TS

DOs

Do make sure faces or hands are in the photo with product.

Do make sure the product is clearly visible.

Do reflect the changing seasons and upcoming school/community events. For example, show a breakfast in front of an advertisement for an upcoming activity at school.

Do use hashtags to make your voice heard.

Do include influential people in your building, such as students, staff or teachers who are okay with being shown off.

Do mention ingredients like “fruit”, “milk” and/or “yogurt” in the caption.

DON'Ts

Don't let your delicious meal/menu item be pictured alone.

Don't hide the tastiness!

Don't only show one season and forget to promote current events and activities.

Don't just have plain text in the post caption.

Don't include anyone without their consent (signed photo releases are a great way to make sure you are okay to post!).

Don't exclude “dairy”, “milk”, and/or “yogurt” from both the photo and the post caption.

ADDITIONAL RESOURCES

Social media post samples and free images for each marketing kit are available for download: <https://bit.ly/marketing-school-meals>.

*Be sure to consider privacy guidelines on social media and terms & conditions for contest rules in your school district when going virtual.

** Prizes are available from UDIM. Contact the Youth Wellness Team at Milk Means More for details!