

Lattes

- FOR SCHOOLS -



Real Delicious

This instruction booklet contains frequently asked questions (FAQs) regarding setup and operation, recipes, promotional ideas and a social media guide.

MILK MEANS MORE
United Dairy Industry of Michigan



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. 50% 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 13 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**

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). Lattes in a coffee shop use espresso, but at school, regular or decaf coffee can be used.

*Based on the 2019 DRI for potassium developed by NASEM.

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

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

Can lattes be served in all K-12 buildings?

No, lattes are only allowed to be served in high schools.

Serving Model Suggestions

- A la carte: Lattes can be sold as an a la carte item. Consider using the basic bulk iced latte recipe below when serving a la carte.
- Reimbursable Meal: If a student purchases a meal, they can create a latte from the milk served with their meal. Consider these setup options:
 - Serve a carton of milk with a “latte upgrade” on the side in a 16 oz cup with coffee and flavoring added - filled with ice for iced lattes. For example, schools could advertise “For \$1 extra, enjoy a latte bonus with your school breakfast/lunch” to help cover the cost of labor, supplies and ingredients.
 - Set up a self-serving latte flavor station similar to a condiment station, where students can craft their own style of a latte with their meal milk.
 - Set up a barista-style latte station where a food service staff member can use the 8 oz milk sold with their meal to be made into a latte.

TIP: Some schools introducing a latte upgrade option for the milk served with school meals has increased participation/department revenue enough so schools did not have to charge students a fee to upgrade their meal milk to a latte. The increase in meal participation may be able to offset the additional cost of cups, flavorings, labor and additional supplies.

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 setup is different. Here are some options:

- For iced lattes, brew 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.



BASIC HOT LATTE RECIPE

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

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

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

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

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 N2O 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

- 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

POSTERS

Hang posters around the school and cafeteria. 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.
- Download frequent buyer punch cards to encourage more sales.
- 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.

Items can be downloaded at:

MilkMeansMore.org/Lattes-in-School

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



What's new at [insert school name]? Now serving [insert new menu option]! At breakfast and lunch, you can get a [menu item] to enjoy with your meal.

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

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.

Fuel your day the smoothie way! Grab your [flavor] smoothie from the breakfast cart. Real yogurt. Real fruit. Real delicious.

Don't go to class #hangry, grab school breakfast to help you stay full until lunchtime!

Power up for practice with an afterschool Performance Pack meal! Get the right fuel to perform your best.



GET Creative

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

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 platform @MilkMeansMore. Here are some great ones to start with:

@MilkMeansMore @SchoolMealsThatRock @schoolnutritionassoc
#ChooseMilk #MilkItsSpotOn #FuelGreatness #SchoolMealsRock
#SchoolLunch #SchoolNutrition #SchoolLunchHeroes
#SchoolBreakfast #SchoolMeals #TrayTalk #RealSchoolMeals
#HealthySchoolMeals #FeedingTheFuture #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!

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For more resources visit:

MilkMeansMore.org/Lattes-in-School.



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