

🍷 Klein ISD Loves National School Breakfast Week, March 5-9, 2018



Klein ISD “Dove Into Breakfast” during the week of March 5-9, 2018. The week was highlighted on our menus (see attached elementary menu), digital menu boards and via custom flyers (below). Klein Nutrition and Foodservice and the school district tweeted about the upcoming special promotion (attached following page). Posters from Texas Department of Agriculture (TDA) were displayed. Other TDA marketing materials were utilized.

For majority of campuses, elementary, intermediates and high schools, except breakfast in the classroom, homemade heart-shaped cinnamon rolls for breakfast were featured on March 8, taking a nod from the School Nutrition Association’s (SNA) theme for “We Heart School Breakfast” for 2018. It was served with fruit, juice, and local milk. A “how-to” make heart-shaped cinnamon rolls video was also created and emailed to cafeteria managers to assist in training their staff. At breakfast in the classroom campuses, we featured a cinnamon crumble cake.



Our district mascots, Wonder Wendy and Power Pete, (pictured above & below) visited one lucky breakfast campus, Blackshear Elementary, to help celebrate National School Breakfast Week on March 8. Wendy & Pete were even filmed and featured on the morning announcements at Blackshear (see below).

As a result of promoting National School Breakfast Week, Klein ISD increased breakfast sales by a whopping 14.7% on March 8! It was such a hit, it may become a regularly featured menu item at breakfast.

I 🍷 SCHOOL BREAKFAST 🍷

HOMEMADE HEART-SHAPED CINNAMON ROLLS

Love



SERVED FOR BREAKFAST ON MARCH 8, 2018

WE ❤️ NATIONAL SCHOOL BREAKFAST WEEK, MARCH 5-9, 2018

KLEIN ISD
PROMISE PURPOSE



@KleinForest Cafeteria loves their students and breakfast! They made over 300 from scratch heart shaped cinnamon rolls this morning to celebrate #NationalSchoolBreakfastWeek @FoodSvcKISD



 Klein Food Services @FoodSvcKISD

The students @BlackshearKISD approve our delicious heart shaped cinnamon rolls! #NationalSchoolBreakfastWeek



Variety of milk offered daily. See side panel for variety and nutrition.

MARCH



Monday	Tuesday	Wednesday	Thursday	Friday	
 <h2 style="color: green;">I  SCHOOL BREAKFAST</h2> <p style="color: orange;">We LOVE National School Breakfast Week, March 5-9. Join us for homemade heart-shaped cinnamon rolls on March 8.</p>					<p>Meal Prices:</p> <p>Elementary Breakfast - \$1.25 Elementary Lunch - \$2.05</p> <p>Intermediate Breakfast - \$1.35 Intermediate Lunch - \$2.25</p> <p>High School Breakfast - \$1.35 High School Lunch - \$2.60</p> <p>Adult Breakfast - \$1.75 Adult Lunch - \$3.35</p> <div style="margin-top: 10px;"> <p style="background-color: #007bff; color: white; padding: 2px 5px; border-radius: 5px;">Milk Nutritionals</p> <p style="background-color: #007bff; color: white; padding: 2px 5px; border-radius: 5px;">Seasonal Fruit</p> <p style="background-color: #007bff; color: white; padding: 2px 5px; border-radius: 5px;">Fruit Juice (100%)</p> </div>
1	2	3	4	5	
6	7	8	9	10	
11	12	13	14	15	
16	17	18	19	20	
21	22	23	24	25	
26	27	28	29	30	

Student Holiday

Student Holiday

Menu Subject to Change. Visit Kleinismenus.com.