



Boost your Breakfast

Bringing breakfast to your students

BUILD A CUSTOMIZED PLAN

**Breakfast Lookbook
Operational Toolkit**



Current trends to maximize

- ✓ **Breakfast in the classroom**
- ✓ **Grab & Go mobile stations**
- ✓ **Cafeteria service**

MAKING A HEALTHY START EASY FOR STUDENTS!

Better Breakfast, Brighter Minds

Breakfast Matters: Fueling Students for Success

Breakfast consumption is positively associated with **academic achievement** and diet quality among students, whereas skipping breakfast has been linked with poor mental health.

[Skipping Breakfast and Academic Grades, Persistent Feelings of Sadness or Hopelessness, and School Connectedness Among High School Students – Youth Risk Behavior Survey, United States, 2023](#)

Grab & Go breakfast brings a variety of breakfast options directly to students, with **portable carts** stationed in hallways, entrances, gyms, athletic facilities, or bus drop-offs.

Breakfast carts can hold hot and cold customer favorites, including hot breakfast sandwiches, egg and sausage biscuits, breakfast burritos, or a variety of cereals, breakfast bars, and muffins in addition to a variety fruit and milk choices.



Students go to the **cafeteria** and take their **breakfast to go**



Students make breakfast selections at a mobile cart and take their **breakfast to go**



Students go to their **classroom** and breakfast is **delivered** to them

74%

of kids say
school meals help
them pay attention
and behave in the
classroom

64%

**participation
increase**

from 50% ADP in the
cafeteria before school*

GRAB & GO

88%

**participation
increase**

from 50% ADP in the
cafeteria before school

BREAKFAST IN THE CLASSROOM

100%

of meals
offered as part of
reimbursable meal
meet meal pattern
requirements

[*No Kid Hungry](#)

Select favorite breakfast foods and take them with you to fuel a successful day.



Pick 1-2 **fruit** choices +



Pick 1-2 **protein** & wholesome **grain** choices +



Pick 1 **milk** variety

*Offer versus Serve allows students to select the breakfast foods they want to eat and must include a serving of fruit daily.

CONTACT INFORMATION: Contact Name • 123-456-7890 • name@DairyMAX.org • DairyMAX.org

Breakfast Service Model Considerations

Skipping breakfast is not an option!

Use this guide to learn more about how to implement the best breakfast service for your school and watch your breakfast participation soar.

Service Location Where will students get their breakfast?	✓ Cafeteria ✓ Mobile Station ✓ Second Chance Breakfast ✓ Classroom ✓ Combination
Counting & Claiming Where and how will reimbursable meals be counted?	✓ Utilization of Point-of-Service (POS) ✓ Mobile device ✓ Scanner or keypad ✓ Roster
Menu What type of menu items will be served?	✓ Scratch recipes ✓ Hot and/or cold food items ✓ Individually wrapped ✓ Protein foods ✓ Cycle menu - 1-2 weeks - 3-4 weeks
Staffing How many staff will be needed?	✓ Number of serving locations ✓ Menu intensity ✓ Hot and/or cold food items ✓ Skilled labor ✓ Training
Cost Considerations Will specific supplies be needed?	✓ Insulated bags ✓ Carts/kiosks ✓ Mobile devices ✓ Specific food items (IW) ✓ Packaging machines ✓ Added labor ✓ Food storage

1.

Breakfast Service Model



Cafeteria



Mobile Station



Classroom



Second Chance Breakfast

DAIRY MAX: BREAKFAST REVENUE CALCULATOR

This tool is designed to show a school district how much revenue potential their breakfast program can generate daily and annually.

CALCULATE NOW →

1. Breakfast Service Model

Cafeteria

Cafeteria settings are the most traditional place for school breakfast to be served; however, we know that it is the least likely place for students to eat breakfast on their own. Breakfast in the Classroom provides all students with equal access to this important meal and helps decrease the stigma that can often be associated with traditional cafeteria breakfast service.

If given the option, students would rather not have to walk to get their food. If we can bring their food to them, students are more likely to select and eat a healthy breakfast. Breakfast participation has been shown to increase slightly when students are allowed to pick up their breakfast from the cafeteria and take it with them. Serving in the cafeteria does allow the ease of logistics for preparing and serving both hot and cold options.

Mobile Station

Bringing both hot and cold breakfast choices to students is the newest and most effective way for students to select a breakfast they will eat. Carts or kiosks should be positioned near entrances or in the flow of traffic to maximize their usage and purpose. Strategically placing enough carts throughout the school optimizes the ability for maximum participation. Breakfast carts provide a fun and quick way to make student selection easy. Offer versus serve allows students to select what they will eat and decline items they do not want, thus increasing consumption and decreasing waste.



1. Breakfast Service Model

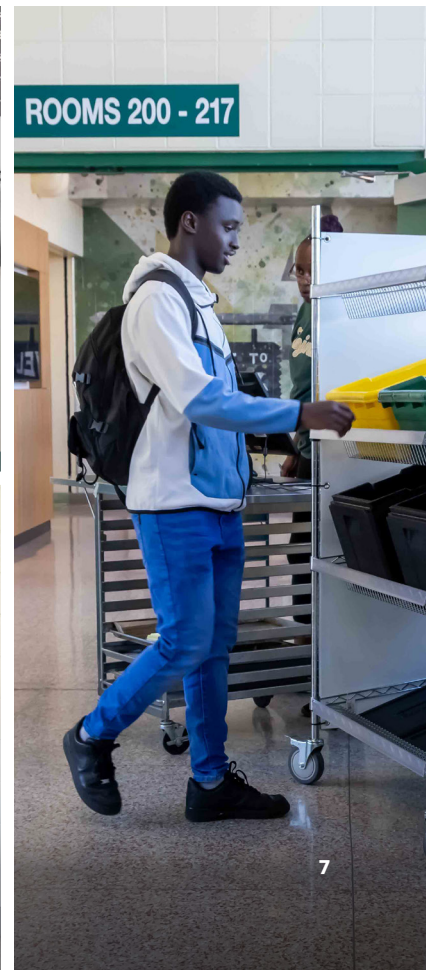
Classroom

Students report directly to their classroom where their breakfast will be delivered for them fresh each day. Breakfast in the classroom (BIC) has the highest rate of participation of all methods. This ensures students are all offered a tasty and nutritious start to their day. Hot and cold items can safely be transported to classrooms, while the stigma of receiving breakfast is removed. Moreover, the inclusivity of eating together has been shown to improve student consumption and results in better behavior and positive classroom outcomes.

Second Chance Breakfast

Students receive a breakfast after 1st period, usually between passing periods. This works well for secondary schools where students often do not get hungry until mid-morning. Breakfast can be served on mobile carts in hallways or high traffic areas, or by keeping the cafeteria open after the bell. According to No Kid Hungry, when schools implement a Second Chance Breakfast model as part of the school day, an average of 70% of students eat breakfast compared with only 50% when breakfast is served in the cafeteria before school.

Source: <https://state.nokidhungry.org/wp-content/uploads/2019/05/Educators-FAQs-about-Breakfast-after-the-Bell.pdf>



2.

Counting & Claiming Considerations

- ✓ **Point-of-Service system**
- ✓ **Roster**
- ✓ **Tally or clicker method**

REQUIREMENTS

Federal feeding program regulations require all counting and claiming methods be reported to the state agency. Each meal service offered must provide access to a reimbursable meal for each eligible student while ensuring that second meals are not claimed.

2. Counting & Claiming Considerations

Point-of-Service

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*This is the preferred method for counting reimbursable meals

Classroom Roster

Rosters are typically created for each class or classroom. As students select a reimbursable meal, a trained person is responsible for marking the student on the roster for that meal. The counts are then manually consolidated or transferred to the School Nutrition POS system for official record keeping. This method is typically used for Breakfast in the Classroom. Trained teachers can assist with marking off students with a complete reimbursable meal daily.

Tally or Clicker Method

An allowable method for counting breakfasts served to students is by using a tally sheet or clicker to manually count the student at the point that a reimbursable meal is elected. This method does not tie the actual student to the meal, rather counts the number of reimbursable meals. There must be a method and system in place to ensure students are not able to take a second meal that is claimed for reimbursement. This method is also prone to higher errors in counting because it is a manual process.



3.

Menu & Staffing Considerations



Menu Considerations



Staffing Considerations

DAIRY MAX RECIPES

Developing the best menu for each breakfast delivery model is key for increasing sustainable student participation. Be sure to keep the focus on your students' preferences, increasing variety, and promoting breakfast in fun and new ways.

The menu will also be the driving force in appropriately staffing your breakfast meal service. Determining all stakeholders at each campus and identifying roles responsibilities for each will ensure a successful operation.

[SEE RECIPES →](#)

[ICN LABOR CALCULATOR →](#)

3. Menu & Staffing Considerations

CAFETERIA

Menu

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Staffing

School Nutrition staff will need to be adjusted based on the number of students being served and the number of serving lines utilized, with at least one person per point of service.

MOBILE STATION

Menu

Breakfast carts can be designed to hold food at the proper temperatures for hot or cold food items. This allows flexibility in menu plan for student favorites, including breakfast pizza/sandwiches/burritos, as well as muffins, cereal, yogurt parfaits, cheese sticks, etc. There are several options for displaying food and various heights to accommodate shorter and growing children. Plan menus with single serve items.

Staffing

At least one School Nutrition trained staff member will need to staff the cart at all times and a method for counting meals will need to be established and implemented for this method to be successful.



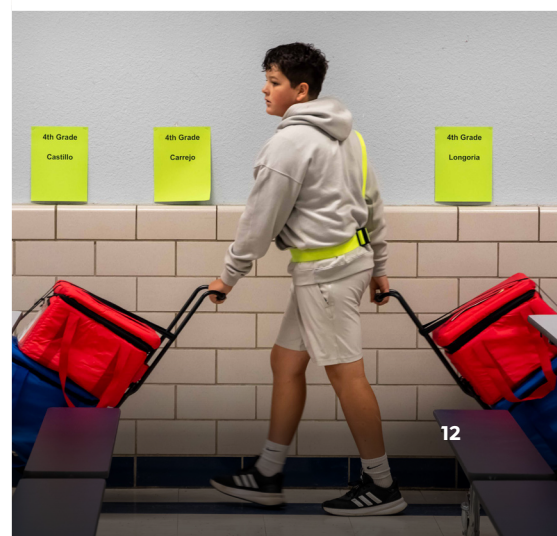
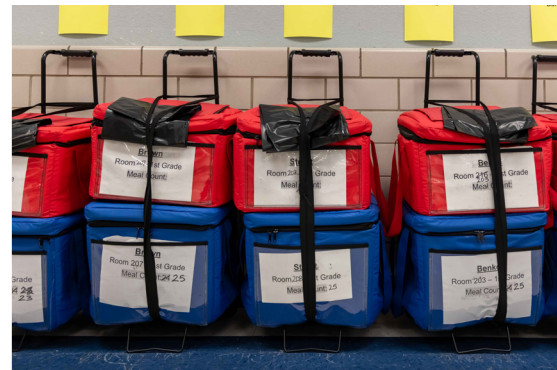
3. Menu & Staffing Considerations

CLASSROOM

Menu

BIC menus should consider lower mess foods as much as possible. Menus can still have variety of breakfast hot and cold options and can be transported in specific hot and cold storage bags or coolers to maintain food safety while transporting food from the cafeteria to classrooms.

Determine locally who will be delivering, serving, and clearing trash for consuming food in classrooms to be successful. All staff administering the program will need to be trained in Child Nutrition regulations.



4.

Cost

Considerations



Food Costs



Equipment Costs

EXPENSES

Expenses will vary depending on the breakfast service model and specific menu chosen. Here are some variables to consider. Equipment and supplies will vary based on where the food is served. Keeping food safe is the number one priority and moving it from the kitchen will require additional safeguards to do this properly. Fortunately, schools have many options to find the best fit for their school needs, utilizing carts and insulated bags.

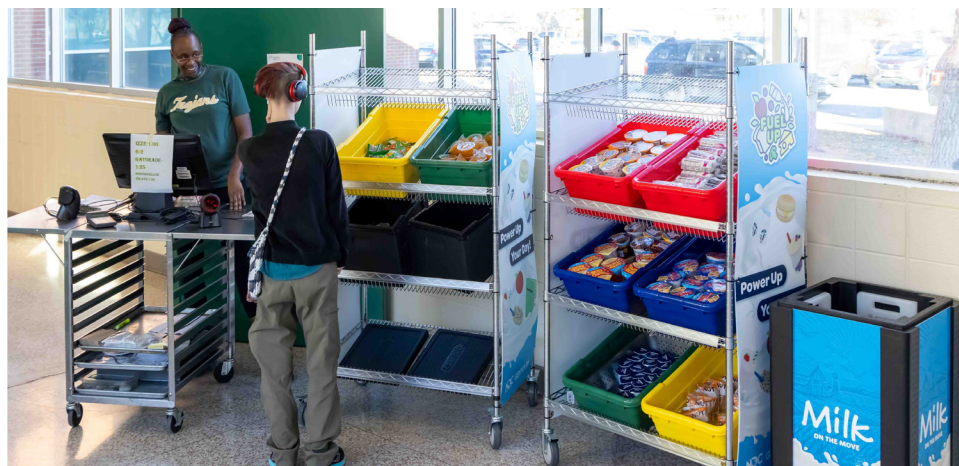
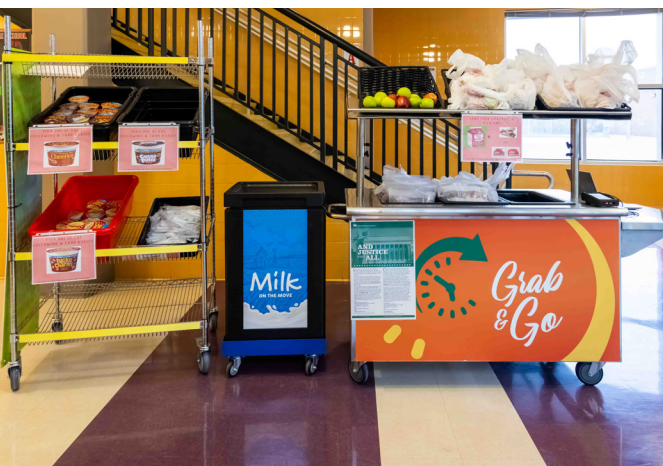
CLASSROOM/HALLWAY CARTS (HUBERT) →

MEAL DELIVERY BAGS/COOLERS (NORRIS) →

4. Cost Considerations

Mobile Stations

Food items will be individually wrapped, which can be done by preparing the food items in the kitchen and then packaging or wrapping them. This would mean an expense for the packaging or binding machine(s) as well as the plastic or specific supplies needed that are compatible with the equipment. Next, the mobile cart and serving displays would be an added cost (averaging \$2,000). Lastly, labor could be higher depending on how many carts will be utilized. This model requires a minimum of one person per mobile station.



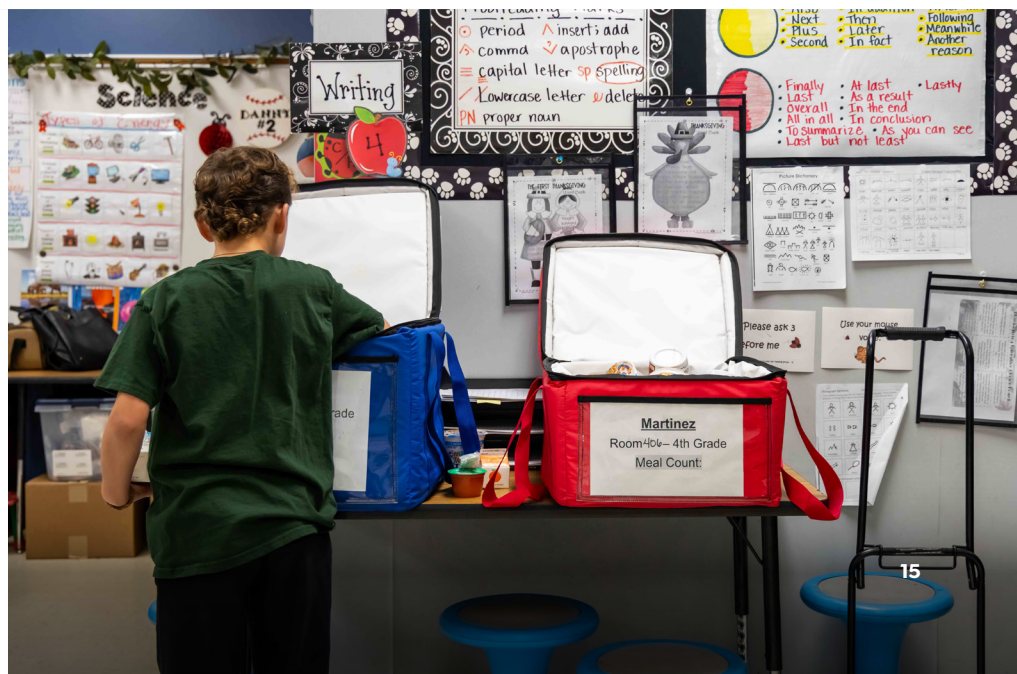
4. Cost Considerations

Cafeteria

Costs for operating in the cafeteria include the use of kitchen equipment, small wares, and the possibility of using real trays/silverware instead of disposable. The food cost can be lower due to the ease of utilizing scratch-made recipes with less paper supplies. Staffing will depend on the number of students served, number of serving lines, and the labor demand of the planned menu.

Classroom

Transporting food to classrooms requires food grade insulated bags or coolers designed specifically for hot and/or cold food (average \$100). These need to be durable and easy to clean and sanitize. Carts are useful to transport the bags through the hallways, if the bags are not on wheels. The food items will be individually wrapped either by the School Nutrition staff or by purchasing individually wrapped items which costs more than bulk food.



5.

Marketing Considerations

MENU PLANNING

Promoting school breakfast is an easy, cost-effective way to inform students about breakfast at your school. The most successful school meal programs involve students in planning menus that they want.

DAIRY MAX SCHOOL BREAKFAST TOOLKIT

- Recipes
- Tasty Videos
- Nutrition NOW Coffee Toolkit
- and more!

GET THE TOOLKIT →

5. Marketing Considerations

Cafeteria

Current marketing strategies include planning successful promotions – and you do not need to create this! There are plenty of school nutrition resources to assist your school nutrition program with brand recognition, messaging for students, newsletters, and parent letter communication. The key is getting the word out that you are offering breakfast and making sure your students know where to get the foods they want in the morning.

Mobile Stations

Mobile stations provide an opportunity for you to advertise on the cart or kiosk. Customized logos, wrapping the carts, or adding signage will be a cost consideration. Be sure to let students and families know when and where your breakfast carts will be located so that they can plan to pick up on their breakfast on their way to class.

Classroom

Marketing for breakfast in the classroom will include notifying students and families of this switch in breakfast, as well as an opportunity to label the coolers or food bags that will be delivered to each classroom.



Family Sample Letter Template

[Date]

Dear **[District Name]** Families,

The School Breakfast Program is a federally funded program that helps us get your child ready for their day of active learning. This means that your student(s) have access to a nutritious meal each school morning.

Our breakfast meals are offered **[provide location: in the cafeteria, on carts at these locations, or in your student(s) first classroom]**. Your student is served wholesome grain and protein foods, in addition to a fresh variety of fruits and milk choices daily. Research shows that if your student eats a healthy breakfast, they are more equipped to perform better academically and have improved behavior and mental health. Eating breakfast at school is a time and money saver. Our current breakfast price is \$**[price]** for elementary students, and \$**[price]** for middle and high school.

Here is our current school breakfast menu **[provide menu or link to menu]**. Please make plans to join your student for school meals this year. Adult breakfasts cost \$**[price]**. To find out more about our school breakfast program go to **[link]**.

Please contact me with any questions at **[your work phone number]** or email me at **[your work email address]**.

Sincerely,

[Your Name]

[Your Title]

[District Name]

Sample Breakfast Menus

Cafeteria

Monday	Tuesday	Wednesday	Thursday	Friday
Fresh baked cinnamon roll Orange slices Applesauce Ice cold 1% white milk Ice cold fat-free chocolate milk	Buttery biscuit Sausage patty Fresh apple Mixed tropical fruit Ice cold 1% white milk Ice cold fat-free chocolate milk	Build your own yogurt parfait: Fresh Strawberries Banana Ice cold 1% white milk Ice cold fat-free chocolate milk	Breakfast burrito Pineapple tidbits Mandarin oranges Ice cold 1% white milk Ice cold fat-free chocolate milk	PB&J overnight oats Peach slices Diced pears Ice cold 1% white milk Ice cold fat-free chocolate milk
Build your own breakfast bowl: Scrambled eggs Shredded cheese Tater tots Salsa Banana Applesauce Ice cold 1% white milk Ice cold fat-free chocolate milk	Cinnamon French toast Mixed berries Diced pears Ice cold 1% white milk Ice cold fat-free chocolate milk	Mammoth muffin: Chocolate or blueberry Crisp apple Sliced peaches Ice cold 1% white milk Ice cold fat-free chocolate milk	Bacon and egg breakfast sandwich Fresh grapes Applesauce Ice cold 1% white milk Ice cold fat-free chocolate milk	Breakfast pizza Orange wedges Fresh melon Ice cold 1% white milk Ice cold fat-free chocolate milk

Mobile Station Cart or Breakfast in the Classroom

Monday	Tuesday	Wednesday	Thursday	Friday
Fruit pastry Orange slices Ice cold 1% white milk Ice cold fat-free chocolate milk	Breakfast sandwich Fresh apple Ice cold 1% white milk Ice cold fat-free chocolate milk	Whole grain cereal Banana Ice cold 1% white milk Ice cold fat-free chocolate milk	Breakfast Burrito Mandarin oranges Ice cold 1% white milk Ice cold fat-free chocolate milk	Mini maple waffles Peach slices Ice cold 1% white milk Ice cold fat-free chocolate milk
Blueberry pancakes Banana Ice cold 1% white milk Ice cold fat-free chocolate milk	Yogurt cup Graham crackers Diced pears Ice cold 1% white milk Ice cold fat-free chocolate milk	Chocolate muffin Crisp apple slices Ice cold 1% white milk Ice cold fat-free chocolate milk	Cinnamon French toast sticks Fresh grapes Ice cold 1% white milk Ice cold fat-free chocolate milk	Breakfast pizza Orange wedges Ice cold 1% white milk Ice cold fat-free chocolate milk

[CLICK HERE FOR SCHOOL BREAKFAST PROGRAM MEAL PATTERN](#) ➔

Breakfast Success

What are Districts Saying?

“At Judson ISD breakfast in the classroom changed the life of many of our students. Providing breakfast in the classroom allowed students that were hungry to eat before instruction started. In addition, it helped them to focus and lessened behavior problems. Teachers and staff embraced BIC because they knew it was the right thing to do for students. I will always carry the face of one young student that glowed as she shared with me that this was the first time she ever had breakfast, and she was so happy to come to school now. I knew then that this was the right thing to do. Seeing students eat in the morning warms my heart because they are excited to eat and start their day off on the right foot. BIC made a huge difference at Judson ISD because it positively impacts students in helping close the equity gap, regardless if parents can or cannot provide breakfast, at Judson ISD all students will receive breakfast because we have BIC.”

Dr. Jeanette Ball

Former Superintendent, Judson ISD

CASE STUDY



Breakfast Carts ➔

Breakfast Resources

CDC

Sliwa SA, Merlo CL, McKinnon II, et al. Skipping Breakfast and Academic Grades, Persistent Feelings of Sadness or Hopelessness, and School Connectedness Among High School Students – Youth Risk Behavior Survey, United States, 2023. MMWR Suppl 2024;73(Suppl-4):87–93. DOI:

https://www.cdc.gov/mmwr/volumes/73/su/su7304a10.htm?s_cid=su7304a10_w

No Kid Hungry

FAQ for Educators about School Breakfast Program

<https://www.nokidhungry.org/sites/default/files/pdfs/school-breakfast-program-factsheet.pdf>

USDA – Food and Nutrition Service

School Breakfast Program

<https://www.fns.usda.gov/sbp/school-breakfast-program>

Campus Breakfast Model Selection Worksheet

Name of Campus: _____ ☐ CEP - Community Eligibility Program

Grades: _____ ☐ Provision 2

Breakfast ADP: _____ ☐ Universal Breakfast

Campus Enrollment: _____

Time of Breakfast Service: _____

Second Chance Breakfast? ☐ Yes ☐ No

Time of Second Chance Breakfast Service (optional): _____

Start Date for New Breakfast Model: _____

Breakfast Service Model

- ☐ Breakfast in the Cafeteria - students stay to eat
- ☐ Breakfast in the Classroom - breakfast is delivered to classrooms for distribution
Number of classrooms: _____
- ☐ Breakfast in the Cafeteria - students Grab & Go to their classroom or another location
- ☐ Mobile Station - students select their breakfast from a mobile cart or kiosk
Number of classrooms: _____

Make your selections below for each category (select all that apply):

CAFETERIA	MOBILE STATION	CLASSROOM
Counting & Claiming ☐ Keypad ☐ Tally or Clicker ☐ Roster	Counting & Claiming ☐ Keypad ☐ Tally or Clicker ☐ Roster	Counting & Claiming ☐ Keypad ☐ Tally or Clicker ☐ Roster
Menu ☐ Hot IW Food Items ☐ Cold IW Food Items ☐ Scratch-Made Recipes ☐ Cycle Menu 1-2 Weeks ☐ Cycle Menu 3-4 Weeks	Menu ☐ Hot IW Food Items ☐ Cold IW Food Items ☐ Scratch-Made Recipes ☐ Cycle Menu 1-2 Weeks ☐ Cycle Menu 3-4 Weeks	Menu ☐ Hot IW Food Items ☐ Cold IW Food Items ☐ Scratch-Made Recipes ☐ Cycle Menu 1-2 Weeks ☐ Cycle Menu 3-4 Weeks
Cost Considerations ☐ Disposable Tray/Utensils ☐ Pre-packaged Food Items How many staff are planned? _____	Cost Considerations ☐ Disposable Tray/Utensils ☐ Pre-packaged Food Items ☐ Mobile Cart(s) ☐ Hot Holding ☐ Cold Holding ☐ Transport Carts How many staff are planned? _____	Cost Considerations ☐ Disposable Tray/Utensils ☐ Pre-packaged Food Items ☐ Bags/Coolers ☐ Hot Holding ☐ Cold Holding ☐ Transport Carts How many staff are planned? _____
Marketing ☐ Need Promotional Materials ☐ Signage ☐ Parent Letters ☐ Student Announcements	Marketing ☐ Need Promotional Materials ☐ Signage ☐ Parent Letters ☐ Student Announcements	Marketing ☐ Need Promotional Materials ☐ Signage ☐ Parent Letters ☐ Student Announcements

Projected labor can be calculated using the ICN resource: <https://theicn.org/kpi-series-productivity-and-labor/>

Campus Breakfast Model Evaluation/Feedback

1. What is going well at the new breakfast model campus?

2. Do you have the right number of staff working?

3. Are students being counted correctly? Are any changes needed in the counting and claiming process?

4. What improvements to the menu are needed?

Campus Breakfast Model Evaluation/Feedback cont'd.

5. Do you have the necessary supplies for transporting food? If not, explain.

6. If you have a new breakfast mobile station, do you have the correct number of mobile carts?

7. What improvements need to be made?

**Customize the best
breakfast service model
for your school!**

[DAIRYMAX.ORG](https://dairymax.org) →

