



The Milk Lineup Toolkit

Dear Child Nutrition Director,

With the recent USDA policy change bringing fuller-fat milk back to K-12 cafeterias, you have a great opportunity to give students more of what they want, without changing what makes school milk a smart choice.

To help you introduce the expanded lineup, Dairy MAX has put together the Milk Lineup Toolkit, a ready-to-use collection of student- and family-facing materials designed to make back-to-school rollout simple.

This toolkit gives you the tools to build excitement around the new choices and help students and families feel confident about what's showing up on the lunch tray.

What's Inside

Cafeteria & Serving-Line Print-Ready Materials (Pick Your Pour! creative)

- 2%, Whole, and Chocolate Milk Posters — eye-catching visuals for cafeteria walls and serving lines
- Tent Signs — placement-ready signage for serving stations and tables (good for BIC programs)
- Cooler Clings — decals to label and call out the new milk options right at the cooler
- Stickers — fun to hand out at your POS or for “Lucky Milk Carton” promotions
- Pull-Up Banners — portable signage for cafeterias, hallways, or events

Family & Communication Pieces (Fuller-Fat Milk Editable Education Pieces)

- Principal Letter — an editable letter (with sample morning announcements) to introduce the new options school-wide
- Sample Social Media Posts — ready-to-customize copy for Facebook, Instagram, and X
- Promo Ideas — simple activation ideas like Lucky Milk, Milk Mustache photos, and Athlete Spotlights
- Fliers — one-pagers for families

How to Use It

Everything in this kit is designed to flex to your district's needs. Print only what's useful for your cafeterias, whether that's a poster for the serving line, clings for the cooler, or a banner for the entrance. Editable pieces can be customized with your district's milk options, colors/logos, and contact information before sharing with principals, staff, or families. Pick what fits your space, your timeline, and your students.

We're excited to help you welcome fuller-fat milk back to your cafeterias this year. If you have questions about any of the materials or would like support customizing them, please don't hesitate to reach out.

Warm regards,

Dairy MAX