



# Helpful Tips for Traditional Breakfast Service

Breakfast is offered to students from the cafeteria prior to the start of the instructional day. Below are some great tips to enhance your breakfast program.

## BASIC TIPS

Reach out to school food directors with established breakfast programs in other schools with similar demographics and enrollment. Share ideas and get advice on what works well for a new breakfast program.

## MARKETING TIPS

Invite parents, teachers, and school staff to come eat breakfast with students to create community and reduce stigma that breakfast is only for students in need.

Baking in the morning creates delicious smells when the students arrive at school.

Try learning each student's name that comes to breakfast, and greet them with a smile and Good Morning!

Advertise the breakfast menu at each serving station as well as around school.

## OPERATION TIPS

Lunch staff can prepare breakfast items the day before to make morning preparations easy in the morning, such as washing and preparing fruit, unpackaging or individualizing bread or grain items, preparing dough or other ingredients.

## MENU TIPS

Start your menu with known favorites for breakfast that are economical and student approved.

Create a menu of warm and cold options to create variety and excite students taste.

Examples of warm meals:

- Egg muffin cups and toast
- Breakfast burrito – eggs, tortilla, tater tots
- Cheesy Ham Potato Bowl

Examples of cold menu items:

- Strawberry Pear Banana Splits
- Frozen Smoothie Popsicles with Granola
- Toast topped with Nut Butter and Fruit



**START  
SMART**