

Boost School Breakfast PROMOTION IDEAS



Bring a Buddy to Breakfast. Students bring a friend to breakfast at school, and they receive a small prize or coupon for a free breakfast.

Back-to-School Breakfast. Offer a special breakfast to introduce students to school breakfast at the start of the year. A “Freshman only” or “First-graders only” breakfast will help introduce new students to your food service program. Include a coupon to get them to return for breakfast at a later date.

The Yo-Go Bar! Set up a yogurt bar with bulk yogurt and offer a variety of toppings, such as fresh or frozen fruit, granola, raisins, graham crackers or other items. Use clear plastic cups with lids similar to those used by fast food restaurants.

Three Steps to Breakfast. Place footprints on the wall or floor in groups of 3. Write breakfast menu items on the footprints. Have each footprint include the components to make a school breakfast.

Follow the Yellow Brick Road to Breakfast. Use a “Wizard of Oz” theme with yellow “bricks” leading to the breakfast serving area; offer specials such as “Wizard Waffles” or “Munchkin Muffins n’ Milk” (mini-muffins with milk on the side). Have cafeteria staff dress up as Wizard of Oz characters and encourage classrooms to read from the book or do Wizard of Oz-themed activities during breakfast.

Breakfast Bash. The class or grade with the highest breakfast participation each month wins a special activity break or an extra special.

Books n’ Breakfast. Host a book and breakfast week. Invite your library/media specialist to get involved. Use titles and characters from popular children’s books (*The 3 Little Pigs*, *Charlotte’s Web*, *When You Give a Mouse a Cookie*) in your menu and decorations. Create a display of books with a breakfast theme. Give bookmarks to breakfast participants and have a raffle for a book prize. Have the principal, teachers or families read a short story.

TRI-bute to Breakfast. Have a poster contest for students to illustrate movies, songs, bands, TV shows, etc. with 3s in them. Students incorporate their favorite breakfast dairy product somewhere on the poster. Teachers and students vote for the best poster.

Breakfast with Champions. Feature athletes from middle and high schools or local colleges. Invite them for an autograph-signing and photos with students participating in breakfast.

Drop n' Go. Have a breakfast bag available for families to purchase as they drop their child off at school.

Invite students to join The “Breakfast Club.” Eat Breakfast 3 times or 3 in a row and get a special prize. Hold monthly drawings for “regulars.” Hold a “Breakfast in Pajamas” day.

Breakfast With Heroes. Invite local police and fire department, EMT, doctors, nurses and Red Cross workers to breakfast. Have a camera handy for photo ops. Post the photos in a prominent spot the next day.

VIP and VSP Days. Offer designated days to include families and students’ significant others in your breakfast program: Danish with Dad, Muffins with Mom, Granola with Grandparents and VSP (Very Special Person) breakfast specials.

Teach the Teachers. Sponsor a breakfast for teachers and principals. Let them know the important effect eating breakfast can have on their students and encourage their support for your breakfast program.

Know your ABCs? Get **A** better grade with **B**reakfast in every **C**lass. During parent/teacher conferences, kindergarten registration or orientation, set up a display about your breakfast program (times, prices, menu items). Provide information on the importance of breakfast and its impact on learning. Invite families to attend breakfast with their child by giving them a coupon to redeem during the month.

Cereal with Celebrities. Invite local weather forecasters, the mayor, or other “celebrity” to sta’ at school breakfast. **Take advantage of the photo opportunities!**

Make Breakfast a Habit! Everyone knows it takes three weeks to develop a habit. Why not make it a good one? Provide a log for students to track what they eat for breakfast for three weeks. Completed logs can receive a free breakfast coupon or other incentive. Ask teachers to incorporate the benefits of eating breakfast into their classes.

Host a Breakfast Showcase. Get students, staff and families excited about new breakfast options by having a Showcase. [Click here to learn more.](#)

Adapted from Midwest Dairy Council Breakfast Promotion Ideas