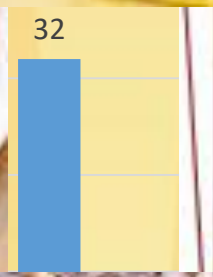
Jamie McCarthy
Palm Beach County

ETHNIC MENU TRENDS

- ✓SNA reports 60% of districts featuring international flavors and 26% considering or testing!
- ✓77% of Americans eat ethnic foods while dining out at least once a month and 38% order ethnic food weekly.
- ✓Millennials (18-34 years of age) tend to be the most enthusiastic.

Top 10 M[illegible] Ethnic Cuisines in US



ETHNIC MENU TRENDS

What's Coming

Moroccan

Korean

Southeast Asian

Vietnamese

Cuban

Peruvian

Palm Beach Celebrates Hispanic Heritage Month with Fiesta Fridays

Hispanic Heritage
September 15th - Octob
Fiesta Fri
SFS
Septeme
Feat
Arroz C
and Se
Black

Hispanic Heritage Mon
September 15th - October 15t
Fiesta Friday
September 28t
Featuring
Soft Taco,
Cheese Quesadil
with Salsa,
Spanish Rice an
Sweet Plantain

Hispanic Heritage
September 15th - Octo
Fiesta Fr
Octo
Fea
Cuban
and Y

Hispanic Heritage Month
September 15th - October 15th
Fiesta Friday
October 12th
Featuring
Nacho Taco
with Fiesta Rice,
Salsa, and Fresh
Green Beans &
Sweet Peppers

AREAS OF STRENGTH

- ✓Implementation planning
- ✓Weekly meetings
- ✓Incorporating diverse ingredients
- ✓Connecting with Communications Department
- ✓Marketing the concept
- ✓Communicating with distributors and vendors

Hispanic Heritage Month
September 15th - October 15th
FIESTA FRIDAY
September 21st
Featuring
Arroz Con Pollo
and Seasoned
Black Beans

Hispanic Heritage Month
September 15th - October 15th
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SUCCESSFUL!

AREAS OF OPPORTUNITY

- ✓Communicate with managers ahead of menu day
- ✓Collaborate with managers on challenges
- ✓Create video recipes
- ✓Offer production trainings

Arroz con Pollo & Cuban Sandwich Feedback

- Great flavor
- Labor intensive
- Not age appropriate
- Unfamiliar with Kids

EARTH DAY

Featuring a Plant Strong Meal

Seasoned Falafel
Steamed Edamame
Mediterranean Rice
Colorful Edamame Salad

Your BEST Choice!

APPROACH

- ✓Provided marketing material
- ✓Created daily announcements & fun facts cards
- ✓Promoted recipe sampling events
- ✓Encouraged school engagement

Sample Fun Facts Cards

Edamame Bean Salad

Ingredients:

2 cups frozen, shelled Edamame

¼ cup water

1 (15 oz) can Black Beans, drained & rinsed

1 (15 oz) can Kidney Beans, drained & rinsed

½ cup shredded Carrots

Instructions:

In a large microwave-safe bowl combine the edamame and water.
Microwave on high power for 4 to 6 minutes.
Drain and cool edamame prior to preparing the salad.

Place black beans and kidney beans in a large bowl.
Add the cooled edamame, shredded carrots, and Italian dressing to the beans and mix ingredients together with a large spoon.
Place in the refrigerator to marinate for at least 30 minutes before serving.

Makes 10 (1/2 cup) servings

GOOD NEWS!

Edamame Bean Salad is being served in your cafeteria on Earth Day Monday, April 22nd.

FUN FACTS!

- Beans are also known as **Legumes**. All varieties of beans are a good source of protein and complex carbohydrates. Plus, they're rich in vitamins and minerals.
- Pronounced (ed-ah-MAH-may), **Edamame** are an edible soybean and are sometimes called a "super legume" because they are a complete protein source, similar to meat or eggs.
- **Kidney Beans** are native to Central and South America and come in both red and white. They get their name from their kidney shape. White Kidney Beans are also known as **Cannellini Beans.**
- **Black Beans** contain flavonoids, which have powerful anti-inflammatory properties that can help protect us from heart disease.

Sample Fun Facts Cards

Falafel

GOOD NEWS!

Falafel is being served in your cafeteria on Earth Day

Monday, April 22nd.

FUN FACTS!

- Falafel, pronounced *fa-la-fel,* comes from the Arabic word *falafel* and *filfil* meaning "pepper". Falafel is a common street food in the Middle East.
- They are made of chickpeas which contain a great amount of protein and fiber. More and more people are eating Falafel, as it is becoming a more popular vegetarian and vegan option.
- Falafel can be served by itself, in a pita as a sandwich, on top of salads and in other creative ways.
- In 2011, chefs Dawn and Dan Walker barbecued the largest falafel ball. It weighed 53 pounds and was 12.5 inches high!!

TIPS

- Review your current menu
- Analyze your student trends
- Research restaurants in your area
- Survey students in your district
- Identify one or two ethnic flavors to consider
- Start within their comfort level
- Recipe test and sample, sample, sample
- Market and promote the upcoming menu placement
- Share your successes with other Districts

TIPS

- “Build Your Own”
- “Flavor Stations”
- Align with nationally recognized days and events
- Coordinate your theme with décor
  - Integrate fun facts on nutrition, traditions, heritage, cultural
  - Engage students to take part in the launch
    - Spanish River High School Students

Lora Gilbert
Orange County

School Nutrition Excellence … If it is to Be, It's up to Me!

FSNA 2019 Annual Conference

Make a coffee Coffee on HS Campus – Yikes!!

A Bit About Our District

- Orange County Public Schools, Orlando, Florida
- 218,866 students; 8th largest district in US
- 69% Free/Reduced
- Breakfast, Lunch, Supper, Weekends, Spring Break
- Taste test all products with students before put on the menu

Cooperative Cart – Groups can sell specific products during lunch that are prepared by the food service and do a simple up-charge for fundraising

Challenge:
Meet the nutrition standards

- Coffee, flavoring and whipped milk: ≤ 60 calories per 12 fluid oz.
- How to include in reimbursable meal
  - Milk = 1 component
  - Sandwich = grain and protein; 2 components
  - Vegetable or Fruit = 1 component
  - Total Components = 4

To meet regulations: The Recipe

ICE COFFEE

Ingredients

- **2 oz** Sugar Free Syrup **(two pump)** if we use just **ONE** flavor ***OR*** 1oz Sugar Free Syrup **(one pump)** plus **1 oz** Sugar Free Syrup **(one pump)** if we use **TWO** different flavors
- **2 oz** Coffee
- **8 oz** Milk
- Ice

Directions

In a parfait cup, pour the coffee and the syrup all together. Stir until all flavors are well blended, then add the milk and stir one more time. Add ice until the cup is full and put on a lid.

Optional

- If whip cream is added, use a dome lid. If not, use a flat one.
- You can add caramel sauce or chocolate Hershey's for topping.

Implementation: Milk from machine

Students ~~Liked~~ Loved the Milk

The cup was slow to fill, so added pre-cupped milk

Almost all students selected the milk in a cup

- 12 oz. cup with lid & straw

How did we do it?

WHIP CREAM

Ingredients

- **3 cups (24 OZ)** Chilled 1% milk
- **3 teaspoon** Xanthan gum
- **4.0 oz** vanilla syrup (*4 pumps)

(*one pump equivalent 1.0 oz)

Directions

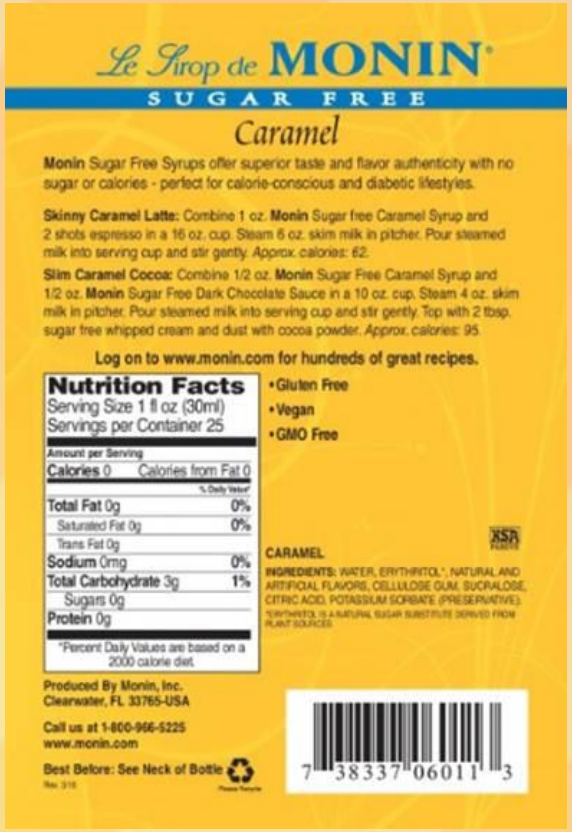
Place the milk and vanilla syrup in a blender and mix approximately for two minutes, add the Xanthan gum mix until is dissolve completely. Pour the product inside the whipper canister (don't fill the canister more than ¾ of the way with product), and close tight.

Equipment setup

1- Insert a N2O charger into the charger holder.
2- Screw the charger holder with the inserted charger onto the head until you can hear that all of the charger contents have flowed into the whipper canister.
3- Shake the whipper canister vigorously for one minute.
4- Unscrew the charger holder and waste the empty charger.
5- Repeat step 1 to 4, with the new charger.

When serving, shake briskly for a few second then t urn the whipper canister upside down and spray into the cup of coffee mix.

Keep whipper canister with product refrigerated or in ice at all time



The Costs: incentive to purchase meal

Item	Unit Price	Servings Per Unit	Per Serving Cost
Syrup Flavor	$6.39	25	$0.26
Coffee	$57.94	1,200	$0.05
Whipped Cream	$1.80	30	$0.06
Caramel Topping	$6.00	300	$0.02
Milk	$0.29	1	$0.29

	WO/Milk A la carte	W/Milk from Reimbursable meal
Selling Price	$3.00	$2.00
Cup, Lid, Straw	$0.14	$0.14
Food Cost	$1.77	$1.12
Profit Percentage	59%	56%

Students come to the serving line
They think it is “coffee” even though it is 8 oz. milk /coffee and flavoring

Used as a Fundraiser

With sponsor

- Daily Sales : 147 at Breakfast
- Average profit: $46/day

FNS staffed

Daily Sales: 161

Average profit: $52/day

Created additional events

- **Coffee available for student groups meeting in the “student union”**
- **Principals offered to their teachers through the catering program**

Kristen Williams
Alachua County

Customized Meal Lines

By Kristen Williams- Certified Culinarian

Alachua County Food & Nutrition

Your Choice Fresh

New Menu Concept

- Allows students to build their own customized meal
  - Themed Flavor Profile Days
  - Incorporate Fun Promotional Items
- Offer different grain and protein options
- Offer numerous vegetables and topping choices
  - Utilize Farm to School vegetables and fruits as often as possible
- Complete the meal with a fruit and milk

Modernize The Line

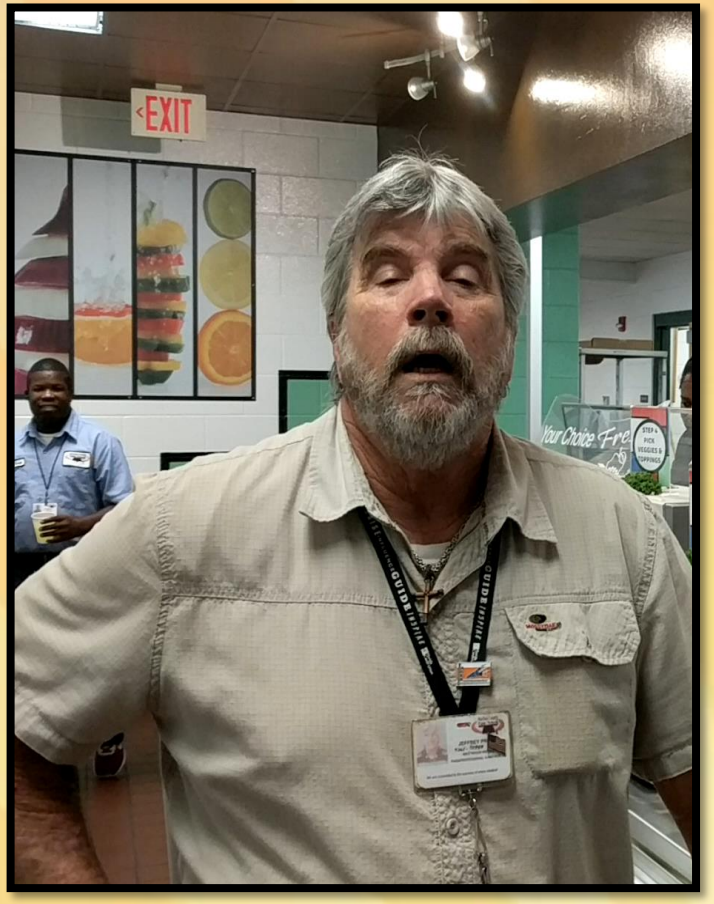
- Consider Purchasing New Line Equipment
  - Pans, serving utensils
  - Food storage containers, bulk production scales
  - Food racks
- Upgrade to a bio-friendly serving tray

Quality Food & Service

Every Service, Every customer and Everyday

- Implement customer service training to enhance the customer experience
- Create a welcoming restaurant style atmosphere
- Prepare, cook and serve top quality food

Changing Their Perception



Best Practices

Pre-Launch

- Identify Launch Sites
  - Order equipment early
- Work with FS Manager on menu planning, food ordering, & new staff work assignments
- Collaborate with site administrators
- Marketing and Advertising
  - New Menu Signage
  - Morning Announcements/ Student News
  - Parent Newsletter
  - Social Media
- Hands on Training with Manager and Staff
- Bulk Prep the day before launches

Post-Launch-Touchback

- Provide positive feedback about production, staff and management
- Identify areas of opportunity
  - Identify areas where additional support is needed
  - Re-evaluate staffing responsibilities
  - Track food production trends and adjust if needed
- Allow time for questions, concerns and feedback from managers to individuals

  from the district office

Making it Your Own

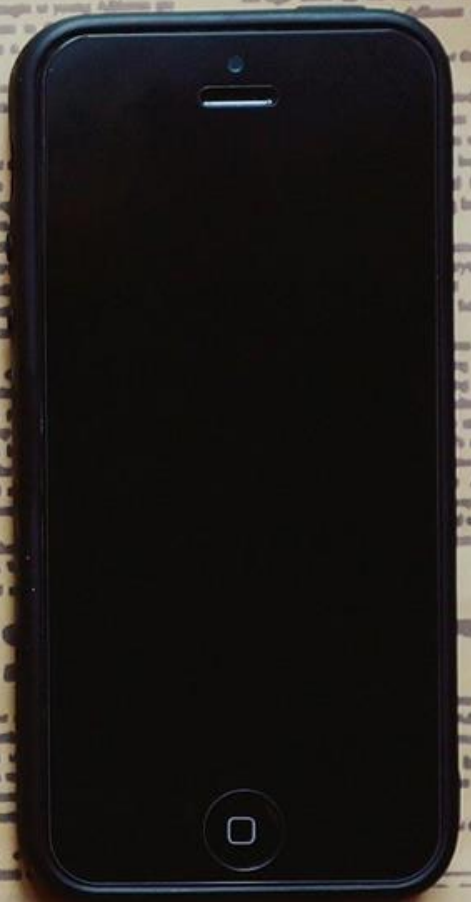
Alachua County
Food and Nutrition Services

Your Choice Fresh

Customization Bar

Michael Craig
Nutrislice

Relationship: *noun* A connection, association, involvement



The Daily Journal

EXTRA

EXTRA

OVERSEAS CONFLICT SPARKS STATESIDE CONCERNS

Massive Fire Blaze Downtown

The Consumer Buying Journey

Problem Recognition

Information Search

Evaluation of Alternatives

Purchase Decision

Evaluation

How do you solve each phase?

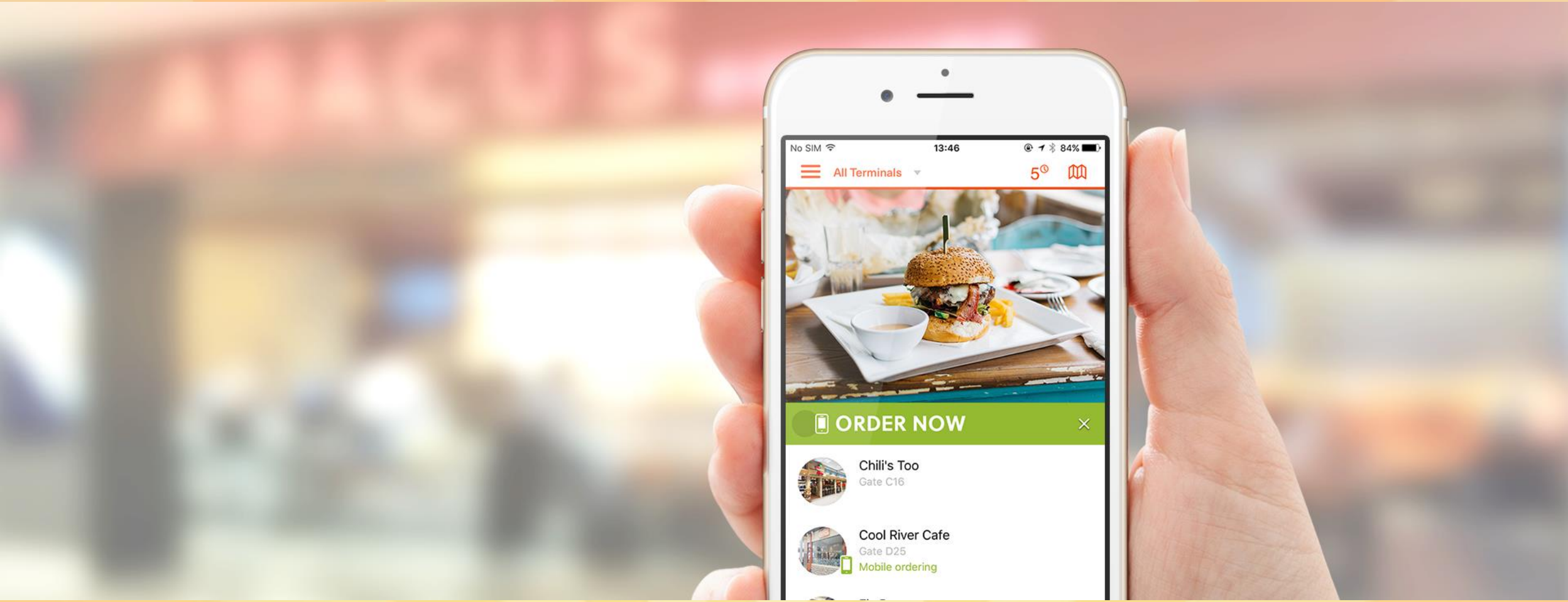
Problem Recognition

Information Search

Evaluation of Alternatives

Purchase

Evaluation


No SIM
13:46
84%
All Terminals
5
ORDER NOW
Chili's Too
Gate C16
Cool River Cafe
Gate D25
Mobile ordering

Case study Domino's

Domino's

(circa 2008)

$3.08 per share

$5.8 billion sales

"More than 60% of our sales come through a digital platform"

J. Patrick Doyle

CEO, Domino's

And, Domino's digital orders have better metrics than non-digital:

- **Customer satisfaction is higher**
- **Order accuracy is higher**
- **Ticket size is higher**
- **Profitability is higher**
- **Customer retention is higher**
- **Order frequency is higher**

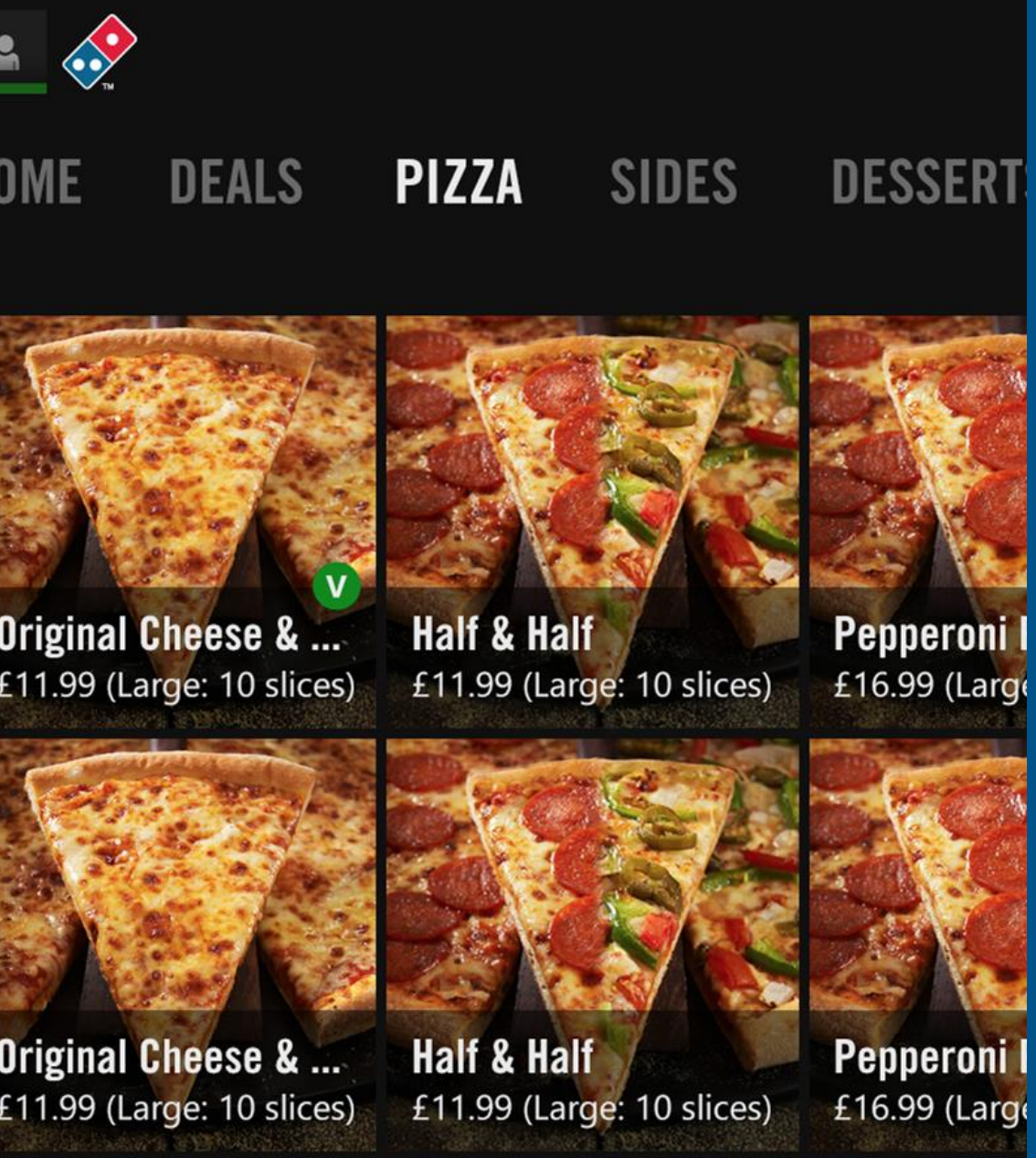
Case study Domino's

"We have made a quantum increase in our investment in technology."

J. Patrick Doyle

CEO, Domino's

◀ *Text a pizza emoji to Domino's to make an order*



Case study Domino's

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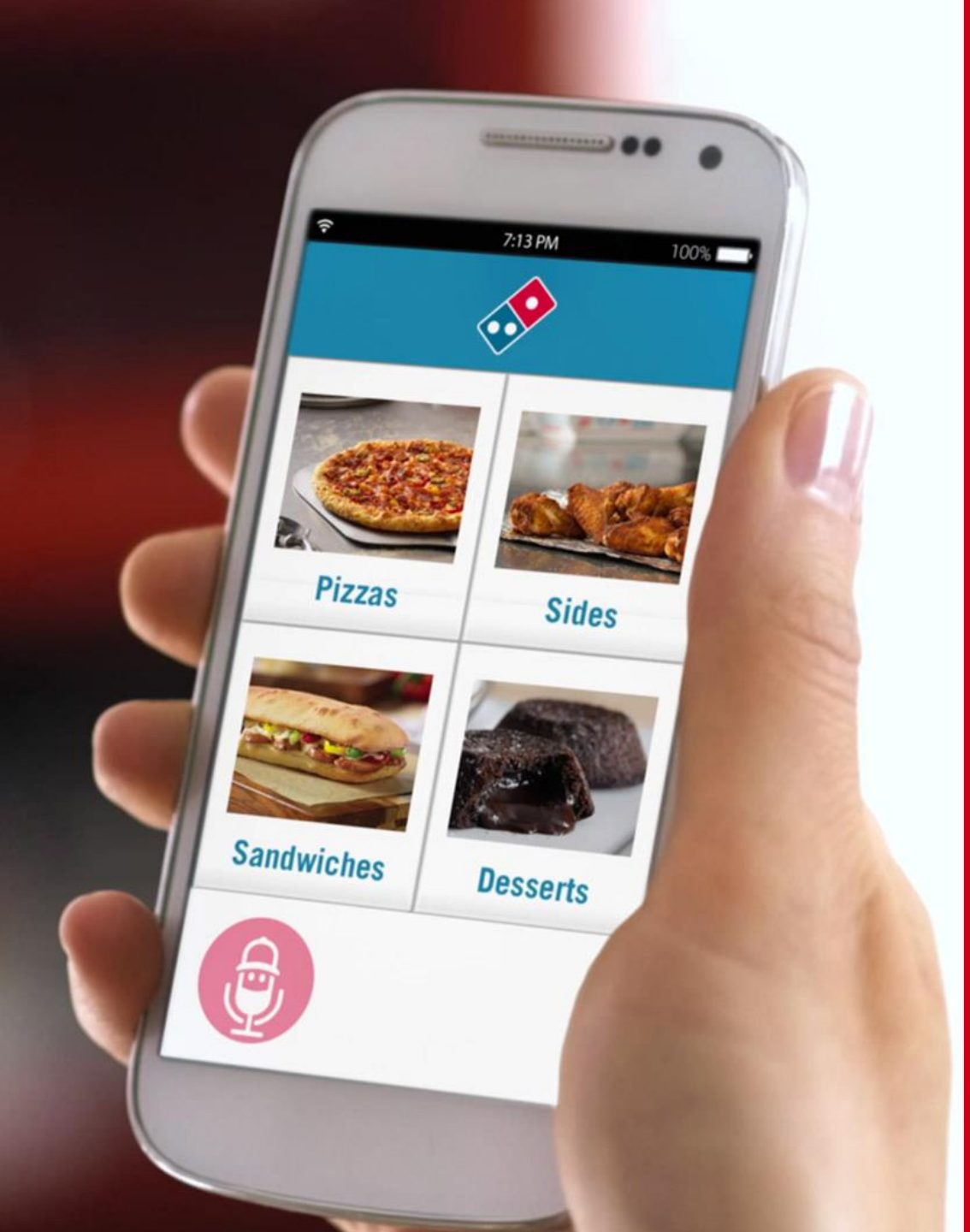
CEO, Domino's

◀ *Order Pizza on the Microsoft XBOX Gaming Console*



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J. Patrick Doyle

CEO, Domino's

◀ *Voice ordering with the Domino's mobile app*

Case study Domino's

"We have made a quantum increase in our investment in technology."

J. Patrick Doyle

CEO, Domino's

◀ *Order Pizza with the Domino's smartwatch app*

Key Takeaways

- History rewards innovation based on making life more convenient for the customer
- The growth of our business depends on digital convenience
- If a student is a customer this past year, how are we going to make that experience better for them next year than it was this year?