



Highlight Healthy Vending School Nutrition Promotion Series



Timing: Anytime the café is closed
Corresponding Events: Summer & After School

Core Activity: Healthy Vending Promo

Corresponding Healthy Eating Plays: Vending Revamp

Corresponding Physical Activity Play: Any of the After-School Pick-Me-Ups



Background Information

- X The school cafeteria is closed, but there are still hungry people in the building.
- O Providing cold, attractively-displayed milk and other healthy foods in vending machines helps kids get the nutrients they need and provides additional revenue.



Basic Concept

1. Apply stickers to random healthy snack and beverage choices in your vending machines.
2. Use the Fuel Up to Play 60 helmet sticker template available at FuelUpToPlay60.com > Tools & Resources > Quick Start Resources or create your own.
3. Provide a prize for any person who purchases one of the vended items with a sticker.
4. Use **PA Announcements** and **Menu Blurbs** to advertise your promotion.
5. Use vending **Mini-posters** and **Customizable overlay** to communicate with customers in the cafeteria and vending locations.

Expanding the Idea

Make this promotion happen with these additional ideas:

Prize Ideas

- Purchase branded items at the Fuel Up to Play 60 store
- Got Milk?® giveaways (order at www.spartanestores.com/gotmilk)
- Milk Mustache Booth photo shoot (directions can be found on our website at School Nutrition Professionals > Education Connection > Build-A-Booth)



During the Summer

- Use our **Office staff letter** to communicate your promotion to summer school staff (offer them a thank you gift for their cooperation)
- Adjust our vending **Mini-posters** to communicate where prizes can be picked up during the summer months



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