



Marketing the School Nutrition Programs



The Customer Experience

What is the Customer Experience? The Customer Experience refers to *everything* a customer encounters from the time they walk into the cafeteria until they leave after the meal service.

Enhance the Cafeteria

Paint the cafeteria. Give it a makeover. Make the walls, the tables, decor, and 'vibe' relevant to the age groups served there. Make a place where students want to be.



Assess the Serving Line

Humans 'eat' with their eyes. Ensure your food looks appetizing. Hot food is hot/cold food is cold. All lines and self-service areas should be organized and clean. Label items professionally. Ensure all labels face the same direction.

Provide Excellent Customer Service

Staff should dress professionally and be easily identifiable. Establish customer service expectations for staff.





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Create Excitement

Promote local and national events. Create activities and contests that drive participation and interest. Let students create promotions. See the SNT [Events Calendar](#) for some ideas.

Engage with Students

Talk to students, learn their names. Involve students in menu planning. Offer kitchen skills classes. Display student artwork in cafeteria. Take them into the garden.



Spread the Word

Use social media (and 'old school' promotion methods) to get the word out to tell your story and gain a following. Post pictures of your fantastic student meals.

Additional Resources

- [Your School Meals Brand](#) - DPI SNSDC 43 minute video
- [Marketing Your Program](#) - USDA
- [Marketing Strategy for School Breakfast Programs](#) - USDA
- [Marketing Your School Nutrition Programs](#) - ICN
- [Marketing and PR Resources](#) - SNA

