Back to School: Breakfast at Home

In this toolkit you will find sample overhead announcements, resources, recipes, in-store event ideas and calendar blurbs to help execute your Back to School events. Please take pictures and send them, along with a short summary of your events, to Stacey Jackson at sjackson@adadc.com or Michelle Barber at mbarber@adadc.com.

Components:

Overhead Announcements:

- Hello "(retailer name)" shoppers. This is "(dietitian's name)", your "(retailer name)" dietitian. As kids head back to school, be sure to put protein rich foods on the breakfast menu. Protein will help them feel fuller longer and will keep their energy levels up. So add a slice of cheese to omelets or blend up a nutritious yogurt based smoothie. Thank you for shopping at "(retailer name)" and have a great day.
- Hello "(retailer name)" shoppers. This is "(dietitian's name)", your "(retailer name)" dietitian. It’s true what they say - Breakfast is the most important meal of the day, especially as kids head back to school. Protein rich foods will help them feel fuller longer, helping kids stay focused on their lessons instead of a growling stomach. Visit the dairy aisle for some quick,
protein rich breakfast items like Greek yogurt, cheese sticks and yogurt shakes. Thank you for shopping at "(retailer name)" and have a great day.

- Hello "(retailer name)" shoppers. This is "(dietitian’s name)”, your "(retailer name)" dietitian. Don't let your kids head back to school on an empty stomach. There's always time for breakfast! Here's a great way to combine protein rich foods for an on-the-go breakfast that will keep them feeling full until lunchtime. In a blender, combine one frozen banana, a container of low fat yogurt, half a cup of low fat milk and 2 tablespoons of peanut butter. Mix, pour and they're off. Thank you for shopping at "(retailer name)" and have a great day.
- Hello "(retailer name)" shoppers. This is "(dietitian's name)”, your "(retailer name)" dietitian. Did you know that protein rich foods like milk, yogurt and cheese make you feel fuller longer? As kids head back to school, be sure to visit the dairy aisle and stock up on these nutritious ingredients to create nutritious morning meals like yogurt parfaits, cheese omelets and creamy oatmeal. Thank you for shopping at "(retailer name)" and have a great day.

Resources
- Protein Magnets
- Dairy PROTEIN... Facts & Tips
- Protein at Breakfast POS

Handouts:
- Protein Fight Club Infographic
- Protein Fight Club Fact Sheet
Dairy Can Help Meet Your Protein Needs  

Cheese... It's Nutrients Offer Health Benefits

Recipes

- Peanut Butter Banana Breakfast Shake
- Creamy Banana Walnut Oatmeal
- Pleasin' Yogurt Breakfast Parfait
- Cheesy Egg Scrambler

For more recipes, visit: www.nationaldairycouncil.org

In-Store Event Ideas and Calendar Blurbs:

Dairy foods such as low-fat and fat-free milk, cheese, yogurt and whey powder are convenient and cost-effective ways to power up with protein. In fact, an 8-ounce glass of milk, 1-ounce of most cheeses and an 8-ounce container of yogurt contain as much protein as an egg (7 grams).

- **Milk's Protein at Breakfast Helps You Win the Day** - Compare the protein in a glass of milk to that in other breakfast items. Sample the Peanut Butter Banana Breakfast Shake and/or the Creamy Banana Walnut Oatmeal and give customers the recipe to take home.
  - Social Media Blurb: Milk's Protein at Breakfast Helps You Win the Day
    - Got milk? Let "(dietitian's name)", your "(retailer name)" dietitian show you how to ante up your protein at breakfast with dairy. Compare the protein content in your favorite breakfast foods and choose those that will keep you feeling full throughout your morning.
- **Breakfast Recipe Demo** - Sample the Pleasin' Yogurt Breakfast Parfait and give customers the recipe to take home. Explain that yogurt is an excellent source of protein,
calcium and potassium; yogurt contains live and active cultures, or probiotics, that can help maintain a healthy digestive system.

- **Social Media Blurb: Breakfast Recipe Demo (Yogurt)**
  - Breakfast is the most important meal of the day! Join "(dietitian's name)", your "(retailer name)" dietitian as she prepares a power-packed, nutrient-rich yogurt parfait that will have you energized for the day ahead!

- **Breakfast Recipe Demo - Sample the Cheesy Egg Scrambler and give customers the recipe to take home. Explain that cheese may help children eat more fruits, vegetables and whole grains when added or eaten with these foods; cheese contributes high-quality protein as well as calcium phosphorus and vitamin A to the diet; and reduced-fat cheese has the same essential nutrients as regular cheese and tastes great.**
  - **Social Media Blurb: Breakfast Recipe Demo (Cheese)**
    - Say cheese. "(dietitian's name)", your "(retailer name)" dietitian is whipping up some protein-rich breakfast ideas featuring cheese. Cheese not only provides calcium, but its protein will help keep you feeling full 'til lunchtime.

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