



WARM UP WITH **HOT** **CHOCOLATE MILK!**

Dear School Nutrition Professional,

Throughout this school year, American Dairy Association North East has been dedicated to supporting you in keeping students engaged and excited about school meals. To achieve this, we've helped schools implement new and exciting menu items such as **Hot Chocolate Milk**. Students love **Hot Chocolate Milk** with meals, and reports have been positive from participating schools.

Included in this kit is everything you need to get students excited about school meals. As soon as you're ready to serve them **Hot Chocolate Milk**, be sure to display all of the promotional materials, right away. You'll find the following downloadable items:

- **Two Posters**
- **Best Practices Sheet**
- **Dispenser and Service Details**
- **Sample Food Pairings**
- **FAQs**
- **Promotional Materials Inventory Guide**
- **Social Media Post Suggestions**
- **Serving Methods Guide**

We're excited to partner with your schools or partner with you in serving this new, nutritious and delicious menu item. Students and staff alike will love it. Thank you for making **Hot Chocolate Milk** a reality for your students.

American Dairy Association North East

For more information please contact us at: schools@milk4u.org



Real Milk!
Real Chocolate!
Real Good!





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Best Practices

Serving Strategy

- Provide **Hot Chocolate Milk** for all student meals; breakfast, lunch, supper, and even snack!
- **Traditional Cafeteria Service:** Offer **Hot Chocolate Milk** as a menu item in the cafeteria at any meal. It can also be available à la carte, allowing students to select **Hot Chocolate Milk** whenever they choose.
- **Grab and Go:** Serve **Hot Chocolate Milk** from designated kiosk or cafeteria location. Have staff pre-pour serving or dispense from Cambro as requested
- **Classroom Delivery:** Deliver **Hot Chocolate Milk** to the classroom utilizing insulated tote bags with cup carrier dividers or have the Cambro dispenser placed on an accessible mobile cart and serve as requested
- **Appealing Approach:** Include topping options; cocoa powder, crushed peppermint, vanilla powder, cinnamon, cocoa puff cereal

Serving Supplies

- Provide cup lids for safety and reduced spillage
- Serve in 10 ounce cups to ensure appropriate portion size

Powerful Promotion

- Dress up your **Hot Chocolate Milk** display area by downloading the posters to help attract students
- Mention the program on your school website or social media pages
- Spread the word, take photos of **Hot Chocolate Milk** display. Use Twitter, Facebook or Instagram.
- Try these hashtags! **#HotChocolateMilk** or **#Winterwarmup**



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Frequently Asked Questions

How can Hot Chocolate Milk be offered?

- There are many ways to prepare and serve **Hot Chocolate Milk** in larger quantities including heating chocolate milk in a steam jacketed kettle, a tilt skillet, or a larger stock pot on a stove top before serving in an insulated beverage dispenser or coffee air pot.

What size Hot Chocolate Milk should be offered?

- An 8 ounce serving in a 10 ounce hot cup and lid, so it can be capped and taken on the go.
- A 10 ounce serving in a 12 ounce hot cup may be offered to high school students.

How should it be offered on the menu?

- Consider it an additional milk choice as a part of a reimbursable meal. It can also be offered à la carte.

Can I reheat the milk for next service?

- No, heated chocolate milk may separate if chilled and reheated. Always discard unused **Hot Chocolate Milk** and use fresh milk for food safety and best results.

What should Hot Chocolate Milk service include?

- An 8 fluid ounce portion in a 10 fluid ounce hot cup and a lid so it can be capped and taken to go. Appropriate non-nutritive toppings can be offered. Examples include cinnamon, nutmeg, pumpkin pie spice, and cocoa powder. Some schools have been successful using coffee house style cups.



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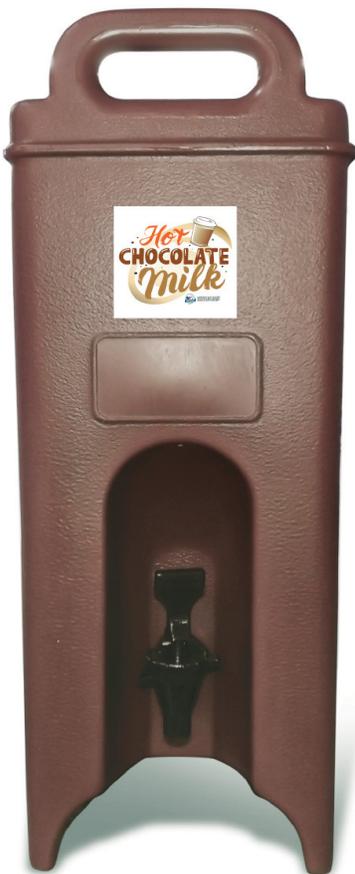




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Hot Chocolate Milk Dispenser

Product	Holding	Dimensions
Model No. 500LCD131	4 ¾ gallon 17.9 Liter	9" x 16 ½" x 24 ¼" 42 x 23 x 62 cm



Insulated Dispenser

Students will feel like they're being served at a trendy retail coffeeshop when they receive their **Hot Chocolate Milk** from this dispenser.

- Insulated to maintain temperature throughout mealtime
- Dual-grip handles for easy transport
- Easy to fill
- Easy to clean
- Holds 4.75 gallons



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Hot Chocolate Milk Service

	Heating & Serving Method	Milk Quantity–Gallons	Milk Quantity–Half-Gallons
1	Stove Top Heating with Cambro Insulated Service	2 to 4 Gallons of Chocolate Milk (256 oz to 512 oz)	4 to 8 Half-Gallons of Chocolate Milk (256 oz to 512 oz)
2	Steam Kettle with Cambro Insulated Service	2 to 4 Gallons of Chocolate Milk (256 oz to 512 oz)	4 to 8 Half-Gallons of Chocolate Milk (256 oz to 512 oz)
3	Hot Chocolate Milk Dispenser	2 Gallons of Chocolate Milk (256 oz)	4 Half-Gallons of Chocolate Milk (256 oz)

Method 1: Stove Top Heating with Cambro Insulated Service



Recommended for large schools to serve mass quantities

- Pour 1 – 2 ½ gallons of chocolate milk into the stock pot on the stove. Set the burner to medium heat.
- Stir often throughout heating process. Do not boil. Heat until temperature reaches 145°F, 10 –15 minutes.
- Pour product into pre-heated Cambro container (use 2 people) do not ladle the milk from the stock pot to the Cambro.
- Have staff serve **Hot Chocolate Milk** from Cambro. Pour 8 ounces directly from the Cambro container into the insulated cup.



(continued on back)



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Hot Chocolate Milk Service *(Continued)*

Method 2: Steam Kettle with Cambro Insulated Service



Recommended for large schools to serve mass quantities

- Set steam kettle to 300°F, pour 2 gallons of chocolate milk into kettle.
- Heat steam kettle for 5 minutes, until temperature reaches 145°F (15–20 minutes).
- Using tilting mechanism to pour into pre-heated Cambro containers.
- Stir often throughout heating process. Do not boil. Heat until temperature reaches 145°F, 10–15 minutes.
- Pour product into pre-heated Cambro container (use 2 people), do not ladle the milk from the stock pot to the Cambro.
- Have staff serve **Hot Chocolate Milk** from Cambro. Pour 8 ounces directly from the Cambro container into the insulated cup.



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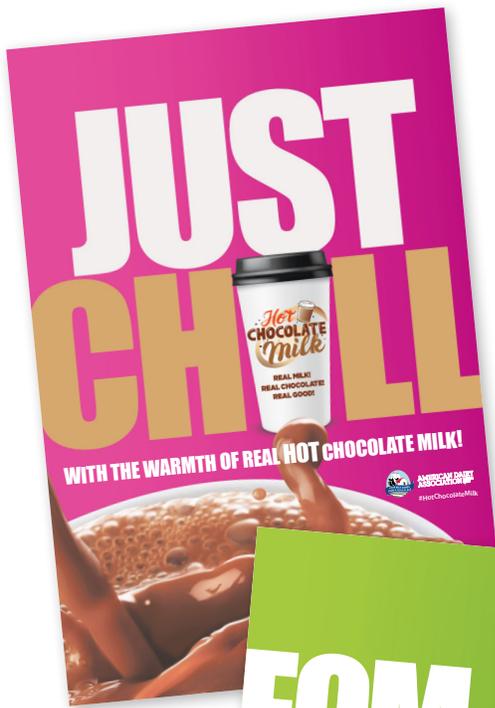




WARM UP WITH HOT CHOCOLATE MILK!

Printed & Downloadable Promotional Material

Your new **Hot Chocolate Milk** station will immediately attract the attention of students. To make sure they notice and to maximize participation, download the posters and ask us about availability of other promotional materials.



Ask about counter cards



Download and print 8.5x11 posters, and ask about these larger sizes



Ask about vinyl clings



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Sample Food Pairings

Hot Chocolate Milk pairs well with so many menu items!

Find these and other breakfast and lunch suggestions online at americandairy.com

Breakfast:

- **Western Egg Sandwich**
Cheesy egg breakfast sandwich with roasted red peppers on an English muffin
<https://www.americandairy.com/recipe/western-breakfast-egg-sandwich/>
- **Breakfast Grilled Cheese Sandwich**
Everyone's favorite grilled cheese, served for breakfast!
<https://www.americandairy.com/recipe/grilled-herb-and-cheese-sandwich/>
- **Cheesy Baked Oatmeal**
A cheesy breakfast delight! Baked oatmeal with vegetables, ham and eggs
<https://www.americandairy.com/recipe/cheesy-baked-oatmeal-quiche/>

Lunch:

- **Pasta Bake**
An Italian delight full of tasty cheese and sauce
<https://www.americandairy.com/recipe/pasta-bake-garlic-bread/>
- **Chicken Flatbread Bento Box**
A complete nutritious meal in one easy-to-serve kit
<https://www.americandairy.com/recipe/chicken-flatbread-bento-box/>
- **Cheesy BBQ chicken pizza**
A popular BBQ spin on a traditional pizza favorite
<https://www.americandairy.com/recipe/cheesy-bbq-chicken-pizza/>



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Sample Posts for Social Media

What's new?

- What's new at [insert school name]? We now serve **Hot Chocolate Milk!** At breakfast and lunch, you can get a cup of **Hot Chocolate Milk** to enjoy with your meal. Real milk. Real chocolate. Real good. [include image]

Did you know?

- Did you know 1 cup of milk has more protein than 1 egg? Pair a cup of **Hot Chocolate Milk** with your breakfast sandwich for a protein-packed meal! #HCM [include image]

Need to warm up?

- Need to warm up from this freeeezing cold? We suggest #hotchocolatemilk to get you started! [include image]

Heat up your day!

- Heat up your day with a delicious cup of **Hot Chocolate Milk!** #HCM [include image]

Just Chill!

- Just Chill! With the warmth of **Hot Chocolate Milk**, now available #HCM #Justchill [include image]

FOM-OH!

- FOM-OH? Don't miss out on **Hot Chocolate Milk** now available #winterwarmup [include image]



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Serving Methods Guide

Traditional Cafeteria Service

- Offer **Hot Chocolate Milk** as a menu item in the cafeteria or take it one step further by making it available à la carte. Students can select **Hot Chocolate Milk** whenever they choose using a self-service station. Make it even more appealing with a toppings bar so students can customize their drinks by adding in flavors like cinnamon, cocoa powder and vanilla powder, just to name a few.

In School Classroom Delivery

- Students to receive breakfast and/or lunch in their classrooms, delivered by foodservice staff. Place insulated Cambro dispenser on Cambro cart for easy delivery, staff can pour **Hot Chocolate Milk** cups for students. Or utilize insulated cooler bags with cup carrier dividers to deliver **Hot Chocolate Milk** to classrooms.

Grab and Go

- Students can receive breakfast/and or lunch via a designated grab location in the cafeteria or utilize hallway kiosk to distribute meals.



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JUST CHILL



WITH THE WARMTH OF REAL **HOT CHOCOLATE MILK!**



AMERICAN DAIRY
ASSOCIATION
NORTH
EAST

#HotChocolateMilk



AMERICAN DAIRY
ASSOCIATION NORTH
EAST

#HotChocolateMilk

FOM-OH!



DON'T MISS HOT CHOCOLATE MILK, NOW!



REAL MILK!
REAL CHOCOLATE!
REAL GOOD!

(And no more Fear Of Missing Out!)