WARM UP WITH

HOT CHOCOLATE

• made with real milk •

ACTIVATION GUIDE

Heating chocolate milk to serve as hot chocolate is a great way to increase milk consumption and attract new students to your school's breakfast and lunch programs.

Hot chocolate can be served as part of a reimbursable meal as the student milk choice. Milk is a great source of 9 essential nutrients that are important for kids' development and overall wellness.

HOW TO SERVE

USDA allows schools to serve fat-free or lowfat flavored milk as part of a reimbursable meal. Check with your milk processor for chocolate milk in gallon or half gallon containers meeting meal regulations.

We recommend serving hot chocolate in an 9 oz. (or larger) hot cup with lid. Remember that 8 oz. of hot chocolate qualifies as a reimbursable component in your meal. Consider setting up your dispenser as part of your service line to let students serve themselves. Test what works best for your students.

Initially, it may be challenging to anticipate the amount of hot chocolate to prepare for the day. Keep a close watch on your dispenser and record usage to better project daily needs. At the end the day, discard leftover hot chocolate. Heated chocolate milk may separate when chilled and reheated, so use fresh milk each day for the best results. Do not use the dispenser for any other beverages as flavors will transfer to the milk.

American Dairy Association MIDEAST

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SPREAD THE WORD

Get your students excited about hot chocolate made with real milk with these ideas:

- Use a dry erase marker to customize the included posters to highlight featured flavors of the week or which days hot chocolate will be served.
- Offer calorie-free toppings like cocoa powder, cinnamon, nutmeg or pumpkin pie spice for a seasonal treat.
- Host a contest to name your hot chocolate (Ex: Wildcat Hot Chocolate, Blue and Gold Hot Chocolate)
- Include hot chocolate in your daily announcements and promote on special holidays, like **January 31 - National Hot Chocolate Day!**
- Encourage students to write an article for your school newspaper or website.
- Post about your new menu item on social media! Remember to post according to your intended audience - students typically prefer Twitter or Instagram, while parents tend to prefer Facebook or Twitter.

customize with dry erase markers

SAMPLE MESSAGING

Sample Announcement
It might be cold outside, but we're warming things up in the cafeteria! Grab a cup of hot chocolate made with real milk at breakfast or lunch - it's included in your meal.

Sample Social Media Posts for Schools
INSTAGRAM
[photo of hot chocolate & toppings]
We're serving [Pumpkin Spice] flavored hot chocolate made with real milk at breakfast and lunch in the cafeteria tomorrow! Comment below - what flavor should we try next week? [school hashtag] #UndeniablyDairy

FACEBOOK
[photo of hot chocolate]
Have you heard? We're now serving hot chocolate made with real milk in the cafeteria! It's included as a beverage option with breakfast and lunch, and every steaming hot cup is packed with 9 essential nutrients.

TWITTER
[photo of hot chocolate]
Did you hear? We're now serving hot chocolate made with real milk at breakfast and lunch! What's your favorite hot chocolate topping? [school hashtag] #UndeniablyDairy

TWITTER POLL
What's your favorite hot chocolate topping? The winner will be featured on this month's menu!
A. Cinnamon
B. Pumpkin Spice
C. None - original is best!
D. [Other options]