



# Bringing Better Bites to Your School

**TWEENS**  
Nutrition and Fitness  
**Coalition**

[www.tweenslex.org](http://www.tweenslex.org)



## **Congratulations on taking the first steps to a healthy after school snack shop!**

The Tweens Nutrition and Fitness Coalition has worked with several area schools and we are excited to begin working with you. Please think of us as healthy snack shop “consultants”. We will take you through the steps to successfully transform your existing shop or open a brand new shop and be here to answer any questions or concerns along the way.

We want to help you create a shop that is sustainable within the environment of your school. That will mean accessing and relying on existing funds, personnel, and parents within the school to launch and maintain your shop. Members of the coalition will continue to be available for consultation, but we hope to give you the tools to take complete ownership of the shop.

You will find included in this folder:

1. ***Selling Points for Bringing Better Bites to Your After School Snack Shop:*** This provides ideas on selling the program to your principal, PTA, and/or nutrition council.
2. ***Logistical considerations for your shop:*** We lay out the necessary steps to opening your shop and some items to consider to make it a success from the beginning.
3. ***Promotional material:*** Included are several posters and other promotional material that we have used at other venues.
4. ***Sample parent email blast:*** This is an email to send out to parents prior to the launch of Better Bites at your school to raise interest and parental support.
5. ***Nutritional Specs for Better Bites snacks:*** These are the guidelines we use in designating Better Bites items. We would be happy to consult with you on specific items you have in mind.
6. ***Sam’s Club Healthy Snack List:*** This provides items that can be bought in bulk at Sam’s Club to make stocking your shop manageable. Items can be bought elsewhere and can expand beyond foods presented here as long as they meet our guidelines.

Please contact us with any questions or concerns. Anita Courtney: [anitac@qx.net](mailto:anitac@qx.net) or Jocelyn Cowen: [jocelyn.cowen@uky.edu](mailto:jocelyn.cowen@uky.edu). For photos and more info visit <http://tweenslex.org/better-bites/>



## Selling Points for Bringing Better Bites to Your After School Snack Shop: Convincing school leaders that this is a good idea



- **Because children learn what they live.** Role modeling is one of the most effective things adults can do.
- **To help students develop healthy eating habits** and reduce their likelihood of developing chronic diseases.
- **Improve access to healthy food.** Kids deserve healthy food options. If it's available, they'll eat it.
- **Because it can be lucrative.** The first school to launch Better Bites in their afterschool snack shop observed large increases in sales. During their first week alone, sales were over four times higher than when only unhealthy items like candy and chips were sold.
- **Parents will love it and will be eager to help.** A parent volunteer at the pilot school said she was thrilled about Better Bites and wanted to help set an example for her kids at school as well as at home.
- **Bragging rights.** Join Better Bites and your school will have even more to brag about.
- **So your school won't be left behind.** The healthy food wave is rolling across the nation. Better to be one of the first ones on it than the last.
- **Better Bites are spreading all over Lexington:** pools, schools, camps, ball parks and restaurants. A lot of the work has been done for you. You can leverage this brand to help students in your school eat healthier.
- **Because Kentucky has the <sup>3rd</sup> highest rate of childhood obesity** in the United States. Sugar-sweetened beverages and unhealthy snacks contribute significantly to the obesity epidemic. Children are developing diet-related, adult disease—diabetes, high blood pressure and high cholesterol. Schools shouldn't contribute to this epidemic.
- **Small changes matter.** 100 extra calories a day can add up to 10 pounds of weight gain a year.
- **"It's the right thing to do,"** in the words of one recreational facility manager.

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## Opening an After School Snack Shop in 7 Easy Steps

### **Step One: The Fundamentals**

- Will your store try to make a profit or simply cover costs?
- Who will purchase the food to sell? Will that person be reimbursed? If so, are there limitations on where food can be purchased?
- Where will you store the food? Are there any available refrigerators at the school? Coolers? Could PTA donate a small refrigerator?

### **Step Two: Choosing a Menu**

#### **NO PREP ITEMS**

Whole fruit (except for washing)  
String cheese  
Individual lowfat yogurt cups/Gogurts  
Dole Banana or Strawberry Dippers  
Nature Valley Protein Bars or other granola bars  
All-fruit popsicles

#### **MINIMAL PREP ITEMS**

Red grapes  
Frozen grapes  
Quartered oranges  
Cut-up melon  
Sunflower seeds and raisins

#### **ITEMS REQUIRING PREP**

Yogurt parfaits  
Smoothies  
Veggies with hummus or ranch  
PB&J Sandwiches on WW  
Turkey Sandwiches on WW

### **Step Three: What to charge**

Items sell best when under a dollar and in 25 cent increments. Don't forget to have lots of change available.

### **Step Four: Promote!**

Get word out to parents with an email blast or flyer. Post signs at school: print out some of the Better Bites promotional posters or have upper grades design/create some. See Promoting Better Bites page for more info.

### **Step Five: Find volunteers**

We recommend starting with about 3 - 4 volunteers to work the stand/shop while issues are worked out, but eventually, 2 volunteers would probably suffice depending on how many students frequent the stand/shop.

### ***Step Six: Inventory***

It is very important to establish a system for tracking inventory. For instance, in the simplest form, write down how many of each item you have before you open the shop and compare that number to how many you have left after selling each day.

### ***Step Seven: Open the shop up and have some fun!***

Enjoy seeing the happiness of the youths' faces as they try out the delicious, healthy food you are providing for them!



## **Promoting Better Bites**

### ***Create buzz***

1. Do some taste tests in the classroom. Let students vote on favorites.
2. Post signs in the hall from the provide BB collection or have students design some.
3. Make special announcements over the PA system.
4. Have students create skits for morning announcements.
5. Use the PTA to promote.
6. Send home notes/email blasts to parents that BB is coming.
7. Offer giveaways - for example, a \$5 iTunes card for the student who buys the featured menu item with a BB sticker.

### ***Design the shop for maximum sales***

1. Consider whether you want a rolling cart or stationary location. Rolling cart allows flexibility to bring the snacks to more people – at the bus, car rider exits, walker exits, etc... The stationary shop makes for easier storage and signage opportunities.
2. If you choose a stationary store, place it in the most walked path of the school for maximum visibility and convenience for consumers.
3. Have big bright signs (see toolkit).
4. Change up the product line regularly to sustain student interest. For example, make Thursdays “Smoothie Day” or have a new, featured item each week.
5. Display snacks in appealing, eye-catching manner.
6. Consider a pre-paid punch card.
7. Choose a price based on student resources and whether you are raising money or just covering costs.

**PROMOTIONAL MATERIALS**



**CHECK OUT THE AWESOME SNACKS  
AT THE YUM YUM SHOP!**



**SNACK  
STRONG**

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**SNACK  
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**CHECK OUT THE AWESOME SNACKS  
AT THE YUM YUM SHOP!**



**SNACK  
STRONG**

**CHOOSE YOUR FRUIT, ONLY \$.75 EACH**  
NEW MENU ITEMS IN THE CONCESSION STAND!

**Sample parent email message**



**Taste the extra yum at the  
Yum Yum Shop starting March 11<sup>th</sup>.**



Southern Middle School (SMS) is proud to carry Better Bites in their concession stand. SMS students can buy fresh, healthy snacks on their way to the bus or before sports practices and club meetings. SMS parents may want to give their kids a little pocket change to visit the Yum Yum shop. For the first 6 weeks, students who buy Better Bites will have the chance to win a \$10 iTunes card.

<b>Red Grapes</b>	<b>\$.75</b>	<b>Smoothies</b>	<b>\$1.00</b>
<b>Apples</b>	<b>\$.75</b>	<b>String cheese</b>	<b>\$.50</b>
<b>Oranges</b>	<b>\$.50</b>	<b>Sunflower seeds</b>	<b>\$.50</b>
<b>Veggie Dippers</b>	<b>\$.75</b>	<b>Trail mix</b>	<b>\$.75</b>
	<b>Yogurt parfaits</b>	<b>\$1.00</b>	

### **POWER YOUR CHILD TO**



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### **SAMPLE MENU**

Red grapes	.75	Smoothies	1.00
Apples	.75	Yogurt Parfaits	1.00
Oranges	.50	String Cheese	.50
Veggie Dippers	.75	Sunflower Seeds	.50
		Trail Mix	.75





## Nutrition Guidelines for Concession Stands, After School Programs and Camps

A **Better Bites entrée** must contain 2 or more of the items below. A **Better Bites side** (soup, salad, bread, dessert, etc. ) must contain one of more of the items below.

- ½ cup fruit
- ½ cup vegetables (not fried)
- 1 serving whole grain (1 slice bread or ½ cooked grain)
- 2 ounces lean meat or ½ cup beans or ¼ cup nuts or seeds or 1 egg or ¼ cup tofu
- Dairy –milk, yogurt, cheese (½ cup or 1 ounce cheese)

Nutrient	Entrée /per serving	Side (Salad, Soup, Dessert) / per serving
Calories	≤ 500	≤ 225
Fat	Items may not be fried.	Items may not be fried.
Added Sugar	≤ 10 grams	≤ 16 grams (Higher because desserts are in this category)
Sodium	< 750	< 325 mg
At least two of these nutrients in amounts listed		
Protein	6 grams	3 grams
Fiber	4 grams	2 grams
Vitamin A	10% DV	5% DV
Vitamin C	10% DV	5% DV
Iron	10% DV	5% DV
Calcium	10% DV	5% DV

If an item has significantly more of a preferred nutrient but doesn't meet the requirement for another nutrient, a nutritionist will evaluate it for inclusion in the Better Bites program. For example, if a packaged oatmeal has 6 grams of fiber but is over the acceptable sugar limit by 2 grams, the merits of the fiber could override the additional sugar.

**Healthier Items Available at Sam's Club (Prices as of August 2013)**

<b>Snack/Flavor</b>	<b>Number of servings per bulk item</b>	<b>Individual serving size</b>	<b>Size of bulk item</b>	<b>Price of bulk item</b>	<b>Price per serving</b>
<b><i>Fruits/Vegetables</i></b>					
Cuties Clementines		1	5lbs	\$7.98	
Vegetable medley: Broccoli, Carrots, Cauliflower			3lbs	\$5.47	
Red grapes (seedless)			3 lbs	\$5.98	
Sugar snap peas			2 lbs	\$4.98	
Bananas	~8 count/bundle		3lbs	\$1.48	\$0.19
Bartlett Pears	9		4lbs	\$5.98	\$0.66
Vegetable tray with dip			4lbs	\$9.98	
Gala Apples			5lbs	\$7.90	
Apple slices	6	12 slices	32 oz	\$3.98	\$0.66
<b><i>Nuts</i></b>					
Planters Variety Pack: salted cashews; salted peanuts; honey cashews	24 count	2oz	48oz	\$9.68	\$0.40
Wonderful Pistachios (in shell)	24 count	1.5oz		\$16.26	\$0.68
Wonderful Almonds	24 count	1.5oz		\$12.68	\$0.53
Planters Heart NUT-rition Healthy Nut Mix	12 count	1.5oz		\$8.98	\$0.75
Planters Salted Cashews	24 count	1oz		\$10.74	\$0.45
David Sunflower Seeds (in shell)	24 count	1.75oz		\$9.14	\$0.38
<b><i>Granola bars</i></b>					
Nutrigrain Bars: Strawberry & Apple Cinnamon	32 count	1.3oz		\$8.78	\$0.27
Nature Valley Fruit & Nut Trail Mix Bars	30 count	1.2oz		\$7.98	\$0.27
Nature Valley Oats N Honey Granola Bars	30 count	1.5oz		\$7.98	\$0.27
Nature Valley Crunchy Variety: PB, Oats 'N Dark Choc, and Almond	30 count	1.5oz		\$8.98	\$0.30
Nature Valley Greek Yogurt Protein Bars	18 count	1.42oz		\$9.48	\$0.53
Nature Valley Protein Bars: Peanut Butter Dark Chocolate	18 count	1.42oz		\$8.87	\$0.49
Fiber One Bars: Oats & Chocolate	20 count	1.4oz		\$6.98	\$0.35
<b><i>Dairy products</i></b>					
Gogurt: Blueberry, Strawberry	32 count			\$7.98	\$0.25
Chobani Greek Yogurt: Peach, strawberry, blueberry	12 count	6oz		\$11.58	\$0.97

Yoplait Greek Yogurt with Nature Valley Granola: Strawberry, Blueberry	12 count	6oz		\$11.78	\$0.98
Dannon Greek Yogurt: Oikos: Strawberry, Blueberry, Black Cherry	12 count	5.3oz		\$9.98	\$0.83
D'Animals Smoothies: Strawberry Explosion, Strikin' Strawberry Kiwi	24 count	3.1oz		\$7.98	\$0.33
Frigo string cheese	48 count			\$8.98	\$0.19
Horizon Organic Chocolate Milk	18pk	8oz		\$15.88	\$0.88
Nesquik Chocolate Milk	15pk	8oz		\$9.88	\$0.66
<b>Frozen items</b>					
Healthy Choice Greek Frozen Yogurt: Strawberry, Vanilla Bean	12 count	4oz		\$9.98	\$0.83
Townsend Farms Frozen Mixed Berries: Rasp., Blue/Blackberries			48oz	\$8.78	
<b>Salty or sweet snacks</b>					
Crunchmaster MultiGrain Crackers	19 servings	30g	20oz	\$7.48	
Austin Peanut Butter Crackers	45 count	1.38oz		\$5.88	\$0.13
<b>Miscellaneous</b>					
Sabra Hummus (Individual packets)	12 count	2oz		\$7.22	\$0.60
100% Whole Wheat Brownberry Sandwich Thins	16 count		24oz	\$4.49	\$0.28