

SO MANY WAYS TO A LA CARTE

SOLUTIONS THAT BOOST \Rightarrow your bottom line

AN OPERATOR
EXECUTION GUIDE



NOURISH KIDS
for WHAT'S NEXT 

THE IMPORTANCE OF A ROBUST A LA CARTE PROGRAM

Offering a **la carte** choices is an efficient way to grow your meal programs and capture incremental purchases. **In fact, a la carte brings in 23% of K-12 foodservice revenue.**¹ A la carte has two main roles for K-12 foodservice programs: **profit driver** and **meal enhancer**.

LET'S TACKLE THESE CHALLENGES TOGETHER.

79% OF OPERATORS STATE THEY ARE EXTREMELY/VERY IMPACTED BY INFLATION/RISING FOOD COSTS.¹

STUDENTS FEEL THERE'S A **LACK OF VARIETY** IN CURRENT SCHOOL SNACK OFFERINGS.²

OVER HALF OF K-12 STUDENTS PREFER TO BRING SNACKS FROM HOME.²



I'm tired of serving chips and graham crackers; I need more 200-calorie grain items to meet Smart Snacks standards.

— K-12 School Nutrition Specialist



We hear your concerns and are here to help! General Mills Foodservice has your back with a wide **variety of flexible solutions** to help you manage rising food costs and increase a la carte revenue by curating a **mix of shelf-stable, fresh, sweet, and salty items** that meet **Smart Snacks standards**. Here's how!

¹K12 A la carte We Know custom research Oct 2021
²2024 Technomic K12 Multi






UNDERSTANDING AND EMBRACING SMART SNACKS STANDARDS

FOODS SERVED A LA CARTE MUST MEET SMART SNACK OR SMART SNACK EXEMPT STANDARDS.

Since almost a quarter of kids' daily calories may come from snacks, it's essential to offer nutritious choices that fuel their success. **Smart Snacks** are all foods and beverages sold outside of the National School Lunch Program (NSLP) and School Breakfast Program (SBP).

TO QUALIFY AS A SMART SNACK, A SNACK MUST FIRST MEET THE GENERAL NUTRITION STANDARDS.

	Must contain at least 50% whole grains by weight	OR		Have a fruit, vegetable, dairy food or protein as the first ingredient	OR		A combination food that contains at least ¼ cup fruit and/or vegetable				
AND	200 CALORIES OR LESS		200 MG SODIUM OR LESS		TOTAL FAT: ≤35% OF CALORIES		SATURATED FAT: <10% OF CALORIES		0G TRANS FAT		≤35% SUGAR

See full definition on back page.

SMART SNACKS EXEMPT

Sometimes, schools serve extra reimbursable entrées from school meals as a la carte items (as individual items sold outside of the school meal). These entrées do not have to meet Smart Snacks Standards when they are sold as an a la carte item up to one day after being served as lunch or breakfast at school.

See full definition on back page.



A LA CARTE-READY OPTIONS!

Check out **deliciously popular products** that are easy to menu and **Smart Snacks-compliant** so you can feel good about serving students the choices they crave. You'll also find **student-facing posters** and **digital banners** to help spread the word.



OUR TOP SMART SNACKS-COMPLIANT RECOMMENDATIONS BY CATEGORY



ASSORTMENT GUIDANCE

Since lack of variety is a common purchasing barrier for students, having the **right product assortment** can help you overcome this challenge and drive sales.

- Students want items similar to what they see in convenience stores and quick serve restaurants.¹
- Brands are important to kids and parents.²

RECOMMENDED ASSORTMENT BREAKDOWNS



¹K12 A la carte We Know custom research Oct 2021

²2024 Technomic K12 Multi

MERCHANDISING TIPS

ENSURE YOUR A LA CARTE OFFERINGS GRAB ATTENTION TO DRIVE EVEN MORE SALES.

- Encourage purchases from additional **points of sale**. Smaller footprints are ideal for checkout or beverage areas.
- Prominently **highlight** the **brands kids love**.
- **Quality displays** create a premium look with attention-grabbing headers.
- Offer **snack bundles** with beverages.
- Incorporate **point of sale elements** similar to retail establishments: shelf tags, danglers, table tents, clings, etc.
- Feature **best sellers** on menu boards, posters, or social media.
- Swap in and out **seasonal choices**, menued meal items, fun **new flavors**, or brands.
- Merchandise by register or on racks with **signage**.



SEE 8 SIMPLE MERCHANDISING TIPS TO ENCOURAGE STUDENT PARTICIPATION FOR EVEN MORE IDEAS AND INSIGHTS!



Quickly forecast how much you can earn from a la carte sales!

GET STARTED



A La Carte Revenue Calculator


Select your product and enter your menu price to make sure your items have the best price for your operation.

1 Product selection

Select the product's category and then the product below.

Product category *

Product *



2 Revenue per serving

Use our pre-defined menu price or enter your own to see the approximate revenue per serving.

Menu price (per serving) *

Item cost (per serving) *

Other ingredients cost (per item)

Optional extras cost

* Required

3 Monthly forecast

Estimate your daily items sold to see a daily, weekly, and monthly revenue forecast.

Average daily servings sold

Estimated revenue

\$3.14 per serving	10% per serving	
\$314 per day	\$2,198 per month	\$9,420 per year



SETTING UP AND OPTIMIZING A PROFITABLE A LA CARTE PROGRAM

You can capitalize on the popularity of grab 'n go by **creating your own to-go items**. By using bulk and back-of-house products alongside individually wrapped items from the recognizable brands students love, you can get **more usage occasions** out of the same products and help **reduce waste**. Consider these categories to keep your offerings fresh and current:

YOGURT ON THE GO

Put the versatility of yogurt to work on your menus throughout the day.

PORTABLE BISCUITS

Perfect for grab 'n go, biscuits are simple to make and have endless possibilities to accommodate busy students.

INDIVIDUALLY WRAPPED ITEMS

Grab 'n go doesn't get any easier with choices from student-loved brands.

INCREASE EXCITEMENT WITH OUR GOOD TIMES CAFE CONCEPT DESIGNED TO HELP K-12 OPERATORS BRING FAST-CASUAL TO SCHOOLS.



SMART SNACK COMPLIANT PRODUCTS			
STANDARDS FOR SMART SNACKS:			
200	200	<35%	<10%
OG	<35%		
SKU	Manufacturer	Product	Notes
800-0000-0000-0	ABC Food Products	Smart Snack - Apple Slices	Smart Snack - Apple Slices
800-0000-0000-1	DEF Snacks Co.	Smart Snack - Banana Chips	Smart Snack - Banana Chips
800-0000-0000-2	GHI Snacks Inc.	Smart Snack - Cinnamon Toast	Smart Snack - Cinnamon Toast
800-0000-0000-3	JKL Snacks Ltd.	Smart Snack - Cream Cheese	Smart Snack - Cream Cheese
800-0000-0000-4	MNO Snacks Corp.	Smart Snack - Fruit Smoothie	Smart Snack - Fruit Smoothie
800-0000-0000-5	PQR Snacks LLC	Smart Snack - Honey Nut	Smart Snack - Honey Nut
800-0000-0000-6	RST Snacks Co.	Smart Snack - Lemon Cheesecake	Smart Snack - Lemon Cheesecake
800-0000-0000-7	UVW Snacks Inc.	Smart Snack - Maple Pecan	Smart Snack - Maple Pecan
800-0000-0000-8	XYZ Snacks Ltd.	Smart Snack - Raspberry Cheesecake	Smart Snack - Raspberry Cheesecake
800-0000-0000-9	ABC Snacks Co.	Smart Snack - Strawberry Cheesecake	Smart Snack - Strawberry Cheesecake
800-0000-0000-0	DEF Snacks Inc.	Smart Snack - Vanilla Cheesecake	Smart Snack - Vanilla Cheesecake
800-0000-0000-1	GHI Snacks Ltd.	Smart Snack - Yogurt Dip	Smart Snack - Yogurt Dip
800-0000-0000-2	JKL Snacks Co.	Smart Snack - Zucchini Fritters	Smart Snack - Zucchini Fritters

DOWNLOAD OUR SMART SNACKS GUIDE TODAY!



EXCITING ON-THE-GO IDEAS FROM CHEF HEATHER

These meals are meant to be interchangeable so they can fit your exact needs.



GO ALL IN ON WHOLE GRAINS

At the center of effective a la carte programs are choices that are not only **delicious** but also **nutritious**. Serve **whole grain options** to help provide students the nutrition they need and **energy** throughout the day.



WHOLE GRAINS DELIVER KEY NUTRIENTS.

Although individual whole grains are small, they have big nutritional value including complex carbohydrates, dietary fiber, vitamins, and minerals.

WHOLE GRAINS COME IN MANY VARIETIES.

Our **whole grain-rich a la carte portfolio** offers a variety of **single-serve products** you can feel good about serving, including:

- Annie's™ Organic Bunny Grahams™
- Cinnamon Toast Crunch™ Cereal Bar
- Cocoa Puffs™ Cereal 25% Less Sugar* Single Serve Bowlpak

WHOLE GRAINS HAVE MANY BENEFITS.

Eating whole grains as part of a healthy diet may reduce the risk of heart disease, help manage weight, and reduce the risk of other chronic diseases.³

HELP KIDS UNDERSTAND WHY WHOLE GRAINS ARE GREAT WITH FREE POSTERS AND SOCIAL MEDIA TOOLS!



SMART SNACKS EXEMPT

VISIT GRAB-N-GRAINS CENTRAL FOR ALL OUR WHOLE-GRAIN RESOURCES.



Specially created for K-12, **2 oz. equivalent grain cereal cups** from General Mills Foodservice feature the brands students know and love from home and are available in reduced sugar options like Reduced Sugar Cinnamon Toast Crunch™ and Reduced Sugar Trix™**. They make it easy for you to serve the **nutrition they need**, all with just one product for inventory, storage and serving. This **inspiration** and **merchandising guide** brings you tips and recommendations on unlocking their full potential, such as:

- Display ideas
- Pairings
- Activities

DOWNLOAD NOW

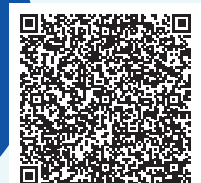


THANKS FOR ALL YOU DO!

You play a **crucial role** in ensuring kids are well fed and ready for what's next, and General Mills Foodservice will **always have your back**. Feel free to contact a **K-12 product expert** with any questions you may have.



THE K-12 PRODUCT GUIDE OVERVIEWS ALL SMART SNACKS-COMPLIANT AND SMART SNACKS-EXEMPT PRODUCTS.



³U.S. Department of Agriculture. (July 2024). MyPlate.gov Grains. <https://www.myplate.gov/eat-healthy/grains>

*25% less sugar than original Cocoa Puffs™. No reduction in calories.

**25% less sugar than original Cinnamon Toast Crunch™. No reduction in calories. Sugar content has been reduced from 17g to 11g per serving; 25% less sugar than original Trix™. No reduction in calories. Sugar content has been reduced from 17g to 12g per serving.

FOR MORE A LA CARTE

SOLUTIONS THAT BOOST \Rightarrow your bottom line

visit www.generalmillsfoodservice.com/k12



To qualify as a Smart Snack, a snack or entrée must first meet the general nutrition standards, which specify that the food must:

- Be a grain product that contains 50 percent or more whole grains by weight (having a whole grain as the first ingredient); or
- Have as the first ingredient a fruit, a vegetable, a dairy food, or a protein food; or
- Be a combination food that contains at least ¼ cup of fruit and/or vegetable (for example, ¼ cup of raisins with enriched pretzels); and
- The food must also meet the nutrient standards for calories, sodium, fats, and total sugars.

This statement clarifies that all non-NSLP and non-SBP foods sold on school campuses during school hours must adhere to these specific nutritional criteria to be classified as Smart Snacks.

There are also some foods or combinations of foods that are exempt from certain nutrient standards (e.g., nuts & seeds are exempt from the total and saturated fat standards). For purposes of Smart Snacks, an entrée is defined as the main course of a meal that includes any of the following combinations:

- Meats/meat alternates + whole grain-rich food;
 - Vegetables + meats/meat alternates;
 - Fruits + meats/meat alternates;
 - Meats/meat alternates alone, except for meat snacks (e.g., beef jerky), yogurt, low-fat or reduced-fat cheese, nuts, seeds, and nut or seed butters;
 - A grain-only, enriched or whole grain-rich entrée served as the main dish of the School Breakfast Program reimbursable meal.
- This statement clarifies that certain extra entrées served outside of the main school meal are exempt from Smart Snacks Standards for a limited period and defines what qualifies as an entrée under these standards.

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