



Breakfast Bracket Promotion Guidance

Purpose:

To promote school breakfast using current menu options and/or introduce new menu possibilities from the K-12 Recipe Guide or other sources to increase student engagement and feedback on school breakfast options.

Logistics:

1. Share voting brackets directly from Georgia Department of Education School Nutrition Division's social media outlets for feedback and engagement from your stakeholders.
2. Create a plan using the templates provided and determine a start and end date for your school or district.
3. Customize your bracket to reflect your school or district's menu options. Type or write in your entrees in the breakfast bracket template, add your school or district logo, and make it your own!
 - a. Full bracket or partial bracket templates available
 - b. Incorporate menu items from the K-12 recipe guide or other resources
4. Consider making the top 4-8 menu options part of your National School Breakfast Week (NSBW) menu.
5. Consider adding popular breakfast promotion items to your menu.
6. To determine which menu items/recipes advance to the next round, keep track of sales or track student votes.
7. Involve school nutrition staff and school and district staff for the best impact.
8. Promote the engagement activity and be prepared to adjust the promotion as needed for your school and/or district.

Promotion Use Ideas:

1. Announce the breakfast bracket at least a week before you intend to begin.
2. Announce what will be on the menu the following day on the line, bulletin boards, morning announcements, district and program social media outlets, etc.
3. Keep the bracket up to date.
4. Include middle and high school students to make their own predictions.
 - Students who have a correctly completed bracket could be eligible for a prize.
 - Students eating school breakfast daily are entered to win prizes, etc.
 - New recipes that obtain the most votes are added to the menu for NSBW or at a designated time.
 - And more! The possibilities are endless.
5. Share your promotions with us by using #fuelingga

Anticipated Results:

- Generate excitement and conversation around school breakfast.
- Generate increased student breakfast sales.
- Provide an opportunity for staff to incorporate new breakfast recipes and presentation of breakfast items.
- Create excitement leading up to National School Breakfast Week (NSBW).
- Increase student engagement.
- Customizable, annual event.

Resources:

<https://snp.gadoe.org/Programs/Pages/Breakfast.aspx>

[K-12 Recipes \(gadoe.org\)](#)