



Culturally Inclusive  
Recipe Toolkit

# IMPLEMENTING NEW ITEMS ON THE SCHOOL MENU TIP SHEET



## Timing is Everything

- Choose a launch date that does not conflict with other school-based activities like field trips, testing, assemblies, or early dismissal.
- Do not introduce the new menu item on the same day that another highly popular item is served.
- If possible, align the debut of a new culturally inclusive recipe with a cultural event or celebration when the food is traditionally eaten in the community.

## Broadcast on Multiple Channels

- Plan a strategic advertising campaign to introduce the new culturally inclusive recipe to students.
- Invite students to create posters or marketing materials, post photos to social media, or sign up to give a morning announcement.
- Post signage or décor in the cafeteria in anticipation of the new menu item debut.
- Highlight the new item on the monthly or weekly menu.

## Low Cost and Low Effort Tactics Can Give Big Results

- Ask your school administrators if they can announce the new menu item with their morning or afternoon announcements.
- Design print or digital posters to be displayed in the cafeteria or around the school.
- Use your social media accounts to announce and provide a countdown to the launch of the new menu item.
- Ask your school or district media team to create public service announcements (PSAs) or commercials to announce the new menu item.
- Add additional information about the featured items on your online menu system. This information could include the story behind the dish and who was involved in bringing the dish to the school menu.
- Write an article about the development process of the menu item and how it will be launched in the cafeteria in the school newsletter, newspaper, website, or another form of media.
- When possible, allow students to contribute and create media for more “on-trend” advertising.
- Invite community partners and families to share information about cultural recipe collaborations through social media and community newsletters.

## Opportunities to Taste

- During the week before the new item launches on the menu and for the first few days it is offered, provide tasting portions on the line to allow students to become familiar with the item.
- Collaborate with the culturally inclusive recipes team to offer taste testing in the cafeteria or at a school event such as an open house or community meeting. This will increase visibility of the new culturally inclusive menu item for students, parents, caregivers, community members, and staff.



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