

Kettering City School District
Fairmont High
Suburban – Kettering, Ohio, Montgomery County
Innovative Breakfast Programs



Collaborators

- Principal
- School Food and Nutrition manager
- High School Food and Nutrition staff
- Marketing instructor and students
- Digital design students
- Custodial Staff

Serving Strategy

In-school coffee bar that offers reimbursable grab-n-go breakfast items

Goals:

- Increase total number of students eating breakfast.
- Introduce Coffee Bar as additional incentive to enjoy breakfast AT school.
- Add variety to school breakfast menu.
- Compete with items students purchase outside of school.

Results:

- Breakfast participation increased 12% over the previous year.
- National and local media coverage (Food Service Management Magazine and local TV).
- Students comment that offering the coffee bar and grab-n-go breakfast at school helps them get to school on-time.
- Teachers and students report they enjoy the convenience of the coffee bar.

The Story

Marketing Club Students first approached School Food and Nutrition with a fundraising idea - setting up a coffee bar during breakfast time. After discussing the many regulations for foods sold in schools, the marketing club lost interest and asked the School Food and Nutrition to consider the idea instead. After a few meetings between Food and Nutrition, the Marketing instructor and students, a win-win solution was developed!

- School Food and Nutrition purchase all food/supplies/equipment
- Marketing students operate the coffee bar in exchange for a stipend to the Marketing Fund.
- Digital design students created the “Korner Café” logo.
- Principal provides morning announcements to promote the concept.
- American Dairy Association Mideast funded sandwich merchandiser.

The coffee bar offers:

- 3 flavors of lattes
- Variety of popular breakfast grab-n-go items, including hot breakfast sandwiches.
- Incentives-reduced cost beverage with the purchase a breakfast meal.