



## National School Breakfast Week March 4-8, 2019



**THE DAIRY  
ALLIANCE**

[thedairyalliance.com](http://thedairyalliance.com)

Fuel Your Engine with Dairy  
and Win the Race with Breakfast!

**START YOUR ENGINES!**

### Promotional Ideas

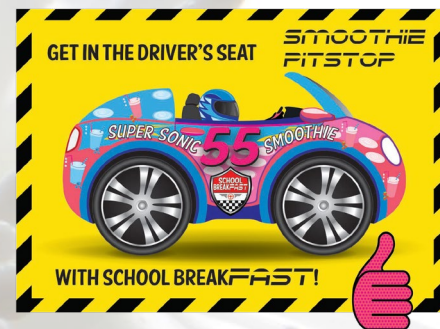
**Monday:** Create *Power-Packed Yogurt/Fruit Parfaits* for the students to *start their engines* using the [USDA Parfait Instructional Card](#).

**Tuesday:** Rev up breakfast by featuring a *high-energy grab and go breakfast basket* or breakfast bag. Put the grab and go breakfast in a Race Car themed bag. Include cheese sticks, yogurt cups, fruit and milk. Offer the [Breakfast Basket](#) at alternate locations like the gym, bus drop or school lobby.

**Wednesday:** Encourage *maximum RPMs* (Ready to Perform Minds) with the [Peaches-N-Cream Waffle Dunkers](#) or the [Fruity Flatbread/Sunny Start Flatbread](#).

**Thursday:** National Cereal Day. Offer a variety of cereals and encourage the students to try their cereal with nutrient-rich milk. Offer cereal varieties for yogurt mix-ins to *turbo charge the students!*

**Friday:** *Push the Throttle* to the checkered flag by offering *Breakfast After the Bell* featuring [Apple Pie Overnight Oats](#) or [Smoothies](#).



### Milk Race Car-ton (Race Car) Ideas

**Body:** Milk carton (individual, 8 oz. size)

**Axles:** Straws, Barbeque skewers, Chopsticks

**Wheels:** Bottle caps, Candy mints (with a hole in the middle), CDs, Cardboard circles

**Paint and decorate** your Race Car-ton with cereal, glitter, beads, or rocks.

**Name your Race Car-ton** like Magnificent Milk Machine, Mooove Over, Milk Power, Dairy Blaster

**Display** the Race Car-tons in the cafeteria. Pick winners for the most creative race car-ton or for the most made in one classroom.



**Share your NSBW events for  
a chance to WIN Dairy Swag!**

Post photos that include DAIRY on:



@thedairyalliance

@dairy\_alliance

Check out the [School Nutrition Association Website](#) to get more ideas for celebrating NSBW!