

November 11, 2018

Cafeteria Makeovers

Little Ones, Medium Ones & Very Big ones

Affiliation or Financial Disclosure

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Session Takeaways

- Identify obstacles and opportunities
- Understand how a food service brand can benefit a program
- Determine whether your school(s) are ripe for a makeover
- Learn how to go about a cafeteria makeover
- Tips to be your own “what not to wear” consultant



Reasons to Consider a Makeover

Common Challenges & Opportunities

- Participation
- Purchasing new serving equipment
- New director
- Feedback
 - Students – Staff – Parents - Community
- Fresh Eyes Review



How Big to Go?

- Resources
 - Food Service Fund
 - Bonds
 - Facilities
 - Grants
- Talent Pool
- Perception / Politics
- Program Changes



What will they say?



How Big to Go? *Little Ones*

- Use existing brand
- Paint
- Clean
- Ready made
 - Signage
 - Labels
 - Posters



Fresh Eyes Led to Cafeteria Makeover

- Great food, but who knew!
- Some cafeteria environments needed improvement
- Not enough time to address marketing
- Led to a Cafeteria Makeover at Hilltop Elementary
 - Not too expensive
 - Can be replicated



Marketing Matters

What the
Customer Sees

Before



Marketing Matters

What the
Customer Sees

Before



Marketing Matters

What the
Customer Sees

Before



Marketing Matters

What the
Customer Sees

Before



Marketing Matters

What the
Customer Sees

Before



Marketing Matters

What the Customer Sees



Marketing Matters



What the
Customer Sees

Before



Before & After



Before & After



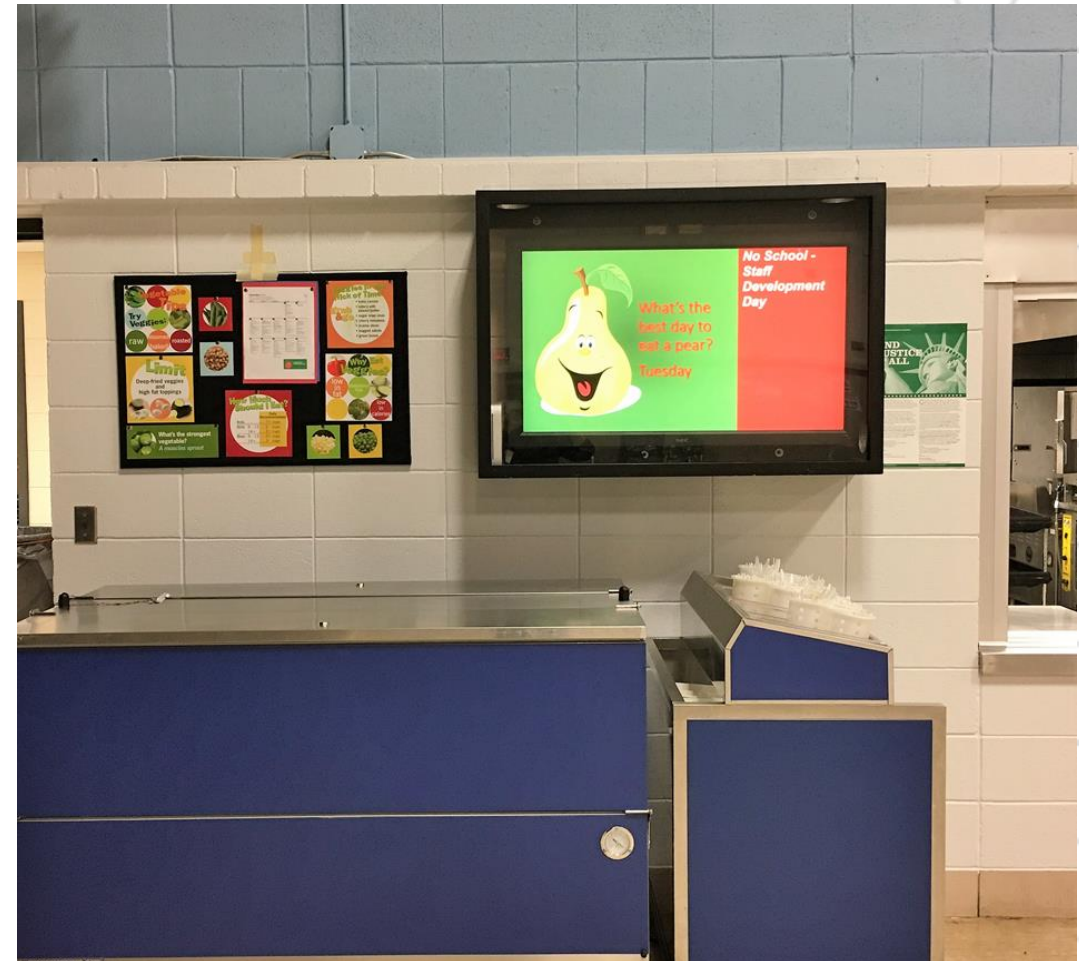
Small Things – Big Impact



Small Things – Big Impact



Small Things – Big Impact



The Proud Hilltop Team



Spread the Good Work News

Meeting with press

“Big Reveal Day”



How Big to Go? *Medium Ones*

- Create brand
- Clean
- Paint
- Build Own
 - Signage
 - Labels
 - Posters



Clement Middle School

Before



After



Big changes – Proud Staff



New menu, black pans, self serve



Proud Project Manager, Superintendent & Director



Clements Middle School



Student Input



Student “Official Taste Testers”



Rapid City “Fresh Eyes”

- Menus & Software Solutions
 - Converted menu software from Nutri-Kids to dietician supported menu analysis & production records system
 - Reduced menu cycle from 6 week to 3 week
- 42 Year Old Pre-Plate Equipment
 - Tours
 - Bid Specs & RFP
- Brand Identity & Cafeteria Makeover Plan
 - Logo
 - Labels
 - Bid Specs & RFP for signage, graphics, equipment wrap
 - Connect to outside experts



Rapid City - Before



Rapid City - After



Rapid City Brand Identity



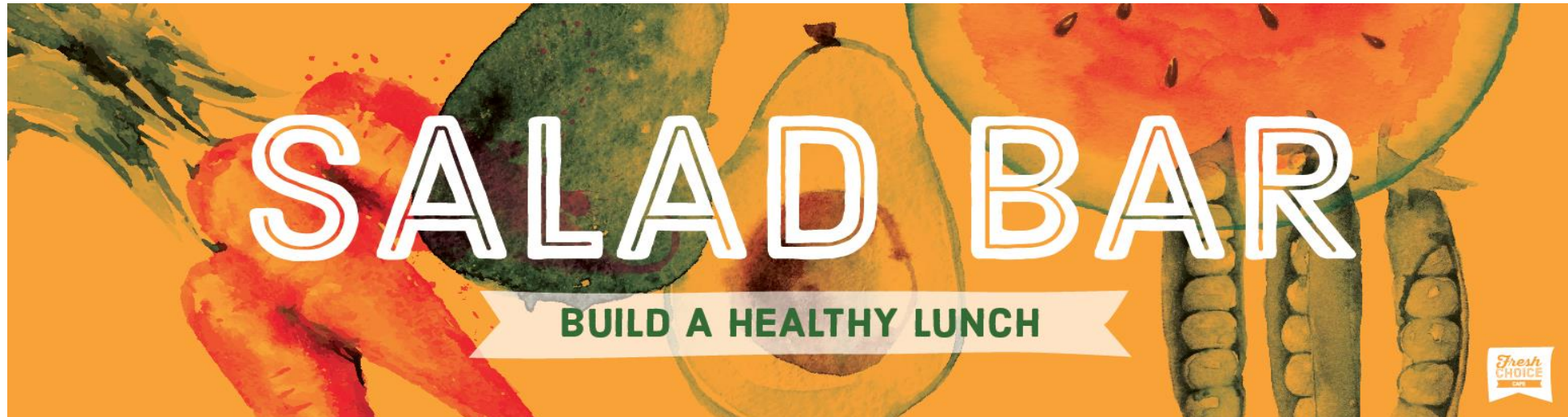
Rapid City – Cafeteria Space



Rapid City – Topper



Rapid City – Topper



Rapid City – Labels



Rapid City – Condiment Carts



Rapid City - Wall Graphics

DREAM BIG



Rapid City – Food Truck

Before



After



How Big to Go? **Very Large Ones**

- Build brand
- Renovate space
- New equipment
- Create
 - Signage
 - Labels
 - Posters



Osceola, FL Celebration K-8 School



Before



Osceola, FL Celebration K-8 School



After



Osceola, FL Celebration K-8 School



After



Osceola, FL Celebration K-8 School



After



Wayzata, MN High School

- Brand in Place
- Total Remodel
- Off NSLP
- Bonds
- Facilities \$
- Talent



A celebration of food and friends



Branding



Turkey Sandwich on Pretzel Roll



Ham Sandwich on Pretzel Roll*



Blue Line Expressway

Turkey Sandwich on Pretzel Roll

Ham Sandwich on Pretzel Roll*

Chicken Caesar Wrap

Guacamole Veggie Wrap

Buffalo Chicken Salad

Soup of the Day

Beef Chili

Corn Muffin



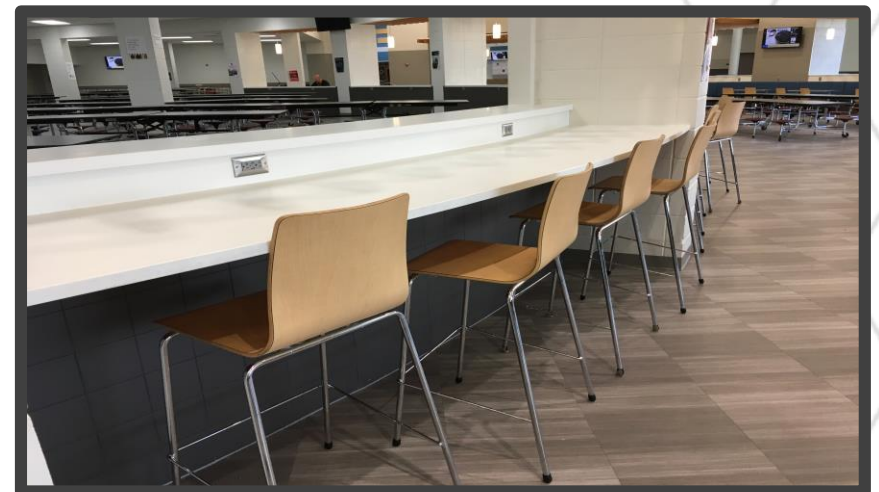
Total Remodel: Modern / Tech



Seating: Where Kids Want to Be

Highlights:

- High Tops
- Booths
- Power Outlets



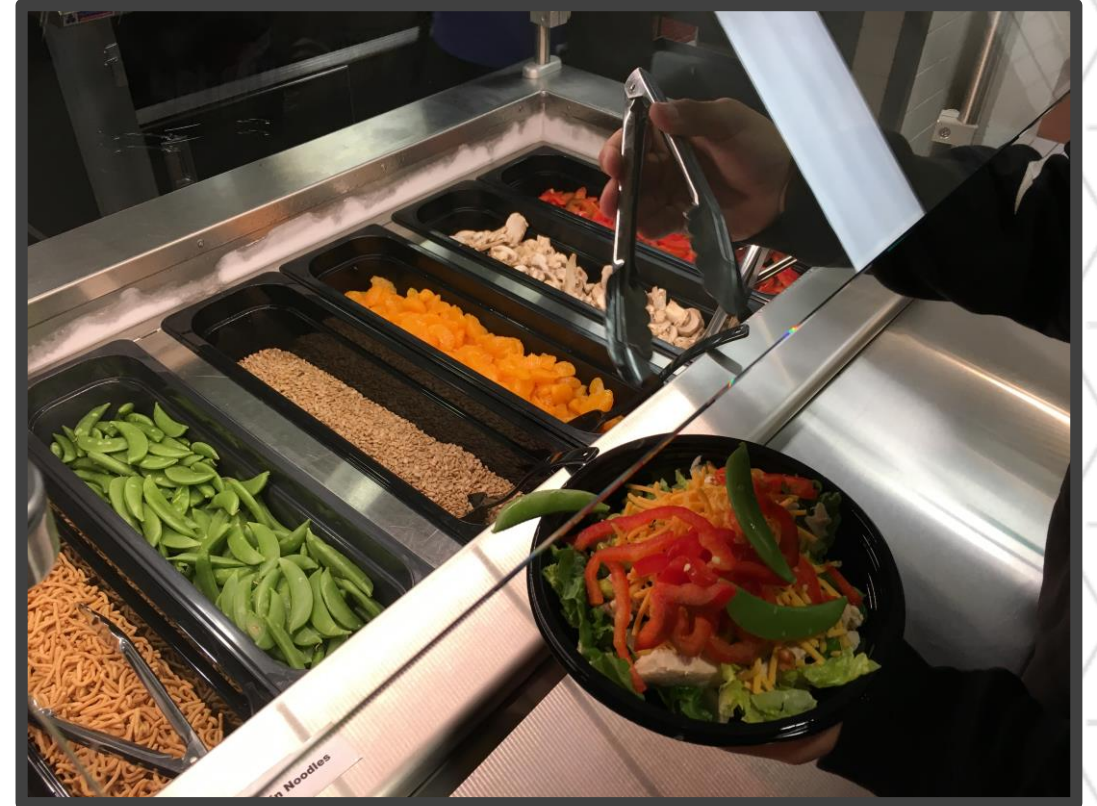
Functional, Not Trashy



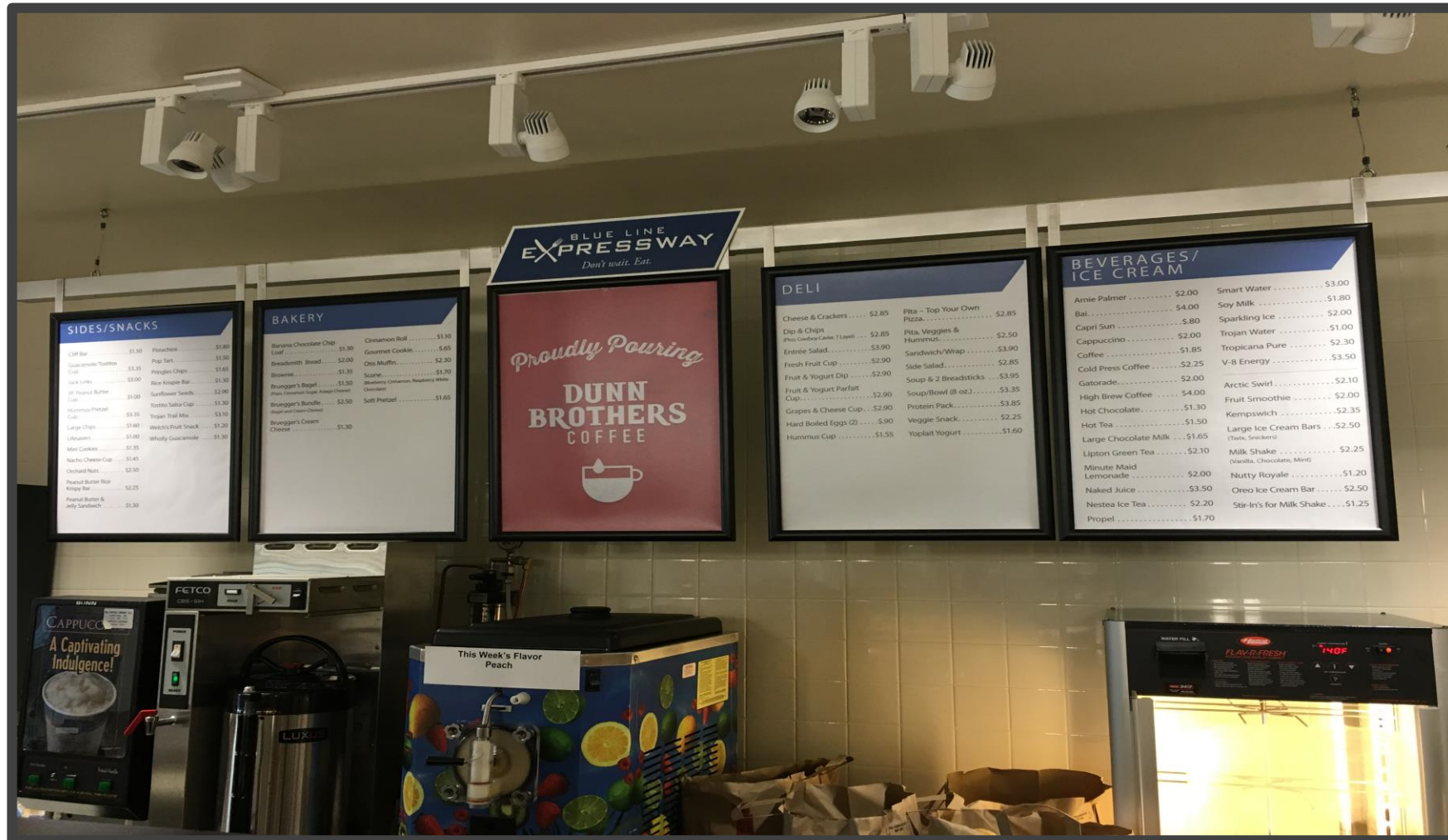
Condiments Bar: Double-sided



Great Serving Equipment



Professional Signage



Well Stocked Equipment



Makeover + Great Food =

- High Participation
- Great PR
- Proud Staff
- Satisfied Customers
- And.....



Happy Director!



Take-Aways From Fresh Eyes

- No one program, or one director will be great at all things
- Lean in to your strengths
- Seek out subject matter experts in other areas
- Don't tackle everything – build a plan with a reasonable time frame
- Expect you'll always have a list of things to accomplish and it will never be done 😊



Thank You!

- Inver Grove Heights, MN
- Newton County Schools, GA
- Wayzata Schools, MN
- Rapid City Area Schools, SD
- Osceola Schools, FL



THANK YOU!

CALSNA 2018 Annual Conference

