

# celebration

## program

## An Easy, Turnkey Way to Drive Participation

### What is the Celebration Program?

It's a fun and easy, turnkey way to drive participation and meet USDA guidelines all while creating a school wide celebration for birthdays and other special events once a month.

### How does the Celebration Program work?

Menu your student's favorite brands once a month at lunch and each participating school will **receive promotional materials** to make celebrating birthdays and other special events big fun with little effort. Operator must commit to a minimum of at least 1 reimbursable lunch placement per month for at least a 3 month period. For more information, contact your Kellogg Specialty Channels Sales Representative at 877-511-5777.

### Why consider the Celebration Program?

- Offer the **#1 treat bar in Schools** that's wholesome and meets reimbursable guidelines.<sup>1</sup>
- Let the **#1 griddle brand**, Eggo®, bring you a reason to party!<sup>2</sup>
- Drive lunch participation - **building program revenue**.
- Every student that eats lunch gets to participate.
- **Make teachers and custodians happy** - avoid messy classroom celebrations.
- **Build good rapport** and public relations with school teams, parents and students.
- **Minimize food safety and food allergy concerns** that can alienate students.

### Let us help you celebrate!



"Let's Celebrate" Digital Menu Board  
& Social Media Assets



Item #	Item Description	Case
<b>38000-11052</b>	Rice Krispies Treats® Made With Whole Grain (1 oz. Equiv. of Grain)	80ct./1.41oz.
<b>38000-14567</b>	Rice Krispies Treat Whole Grain Chocolatey Chip	80ct./1.59oz.
<b>38000-18461</b>	Kellogg's® Cocoa Krispies™ Treat Minis Made With Whole Grain (0.25oz. Equiv. of Grain)	600ct./0.39oz.
<b>38000-14540</b>	Rice Krispies Treats® Mini Squares Made With Whole Grain (0.25oz. Equiv. of Grain)	600ct./0.42oz.
<b>38000-18574</b>	Eggo® Mini Pancake Bites Confetti	72ct./3.03oz.



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## Drive Participation By Turning Your Cafeteria Into A Celebration.

### How is the Celebration Program Implemented?

Designate a school wide celebration every month on your menu rotation to generate excitement. Use the promotional materials to promote the day throughout the school.

### Tips to Get Started:

- Select the day of your celebration and promote it on your menus and announce it to parents, staff and students.
- Utilize digital menu boards and social media assets to help you celebrate any event.

