Extreme Makeover: Menu Edition
Part II

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We have no financial disclosures.
Learning Objectives

- Benefits of a Static Menu
- Recipe Strategies
- Food Merchandising and Branding
The High School Reengineering Program

Early 2010
   Started project planning for pilot school

August 2011
   First HSRP school opened

Present
   Six cafeterias renovated
   One under construction
   One in design
   One in planning
The High School Reengineering Program

Increase in Daily Lunches: 431
Increase in Lunch Participation: 34%
Additional Lunches Since Opening: 1,152,180
Familiarity
Data Useability
Inventory
Cross-Utilization
Reduced Stigma

Static Menu Benefits
Incorporating Fresh Produce

- Fresh
- Frozen
- Canned
Cutting Your Own Produce

- Cost Savings
- Increased Shelf Life
- Better Quality
## Cost Savings

<table>
<thead>
<tr>
<th></th>
<th>Lbs. used per week</th>
<th>Case Yield lbs.</th>
<th>Cases per week</th>
<th>Case Price</th>
<th>Cost of Goods per Week</th>
<th>Add'l labor hours per week</th>
<th>Add'l labor cost per week</th>
<th>Total Weekly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Precut Romaine</td>
<td>180</td>
<td>12</td>
<td>15</td>
<td>$29.00</td>
<td>$435.00</td>
<td>0</td>
<td>$-</td>
<td>$435.00</td>
</tr>
<tr>
<td>Romaine Processed In-House</td>
<td>180</td>
<td>30</td>
<td>6</td>
<td>$32.00</td>
<td>$192.00</td>
<td>5</td>
<td>$57.35</td>
<td>$249.35</td>
</tr>
</tbody>
</table>

Weekly Savings: $185.65

- Initial Equipment Investment: $1,068.50
- Cost savings in first year: $5,614.90
- Estimated yearly expendable costs: $55.50
- Cost Savings in subsequent years: $6,627.90

Weeks to recoup equipment investment: 6
Pre-cut Romaine

Day 1

Day 4

Day 7

Day 10

Fresh Cut Romaine
Pre-cut Romaine

Day 1

Day 4

Day 7

Day 10

Fresh Cut Romaine

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Cross Utilization
Semi-scratch Cooking Techniques

House made flatbread pizzas
Semi-scratch Cooking Techniques
Merchandising & Branding
Branding
Branding
Branding
Branding
Food Photography
Food Photography
Beyond Burgers

Today's Entrees
Cheesesteak Flatbread

Sides
Corn & Bean Salsa
Today's Entrees

Mongolian Beef

Sides

Fried Rice
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