Perfecting Pop Up Concepts
Using Simple Carts and Kiosks
to Engage Students

with

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Sharing Success – Let’s Connect

Facebook: Waltham School Nutrition

Instagram: @walthamschoolnutritionk12

Twitter: @WPSnutritionk12
Affiliation or Financial Disclosure

- April Liles, RD, SNS
  - Member of the Alliance K12

- Haylee Dussault, MPH, RD
  - Nothing to Disclose

Waltham School Nutrition
Feeding Hungry Minds
Dayle Hayes, MS, RD

• Facebook
  School Meals That Rock
  Dayle.Hayes.RD
  TIPS for School Meals That Rock

• Twitter
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Board Member/Advisory Panel
- Alliance for Healthier Generation School Health Policy Council

Consultant
- US Department of Agriculture and Team Nutrition Program
- Multiple state departments of education and agriculture
- Highbush Blueberry Council
- National Peanut Board
- The Mushroom Council
- USA Pulses

Speaker’s Bureau
- National Dairy Council and state/regional dairy councils
Why This Session Now?

✓ Share EASY. FUN. FRESH. ideas
✓ Details for easy execution
✓ Confident takeaways
✓ Affordable. Replicable. Impactful.
✓ Student engagement
✓ Motivation for innovation
How will you be inspired to POP UP?

Food Truck & LTO
Breakfast Cart
Global Street Food

Partnerships
You can't be successful in business without taking risks. It's really that simple.

-Adena Friedman
What’s a Pop Up?

“A good pop up still needs a bit of creativity.”

A Pokémon-inspired pop-up bar is headed to Williamsburg, and another opening.

A Pokémon-inspired pop-up bar called Poke Bar is heading to Williamsburg later this year, with plans to serve burgers whose buns look like the cartoon characters. Radegast Hall & Biergarten at 113 North Third St. will host it from November 3 to 24. Expect costume contests, themed cocktails, and Pokémon-style “hunting, battling and catching” games. Tickets, on sale now, are $55.
What's the **Pop Up** phenomenon?

To truly qualify as a pop up, a project should:

- ✓ Use an empty or under-used space.
- ✓ Be time-limited with clear start and end dates.
- ✓ No aim for permanence.
- ✓ Be designed for ease of removal.
- ✓ Have the potential to transfer to a different site.
- ✓ Be in some way exclusive, distinct or special.
Who is Popping?

- Restaurants
- Stores or Retail Locations
- Movie Theatres
- Puppy Pop Ups = Pup-a-palooza
- Colleges – Local Foods
- Food Trucks Mobile Pop
Popping up is more than a trend

Pop-Up Stores Become More Than Just A Trend

Retail trends and the rise of Pop-up stores in 2019

The in-store experience is returning as an essential touchpoint with customers – one which augments its digital counterparts.

With traditional retailers adopting digital channels and pure-play online brands opening brick-and-mortar stores, there’s now a retail revolution underway.
Historical Pop Ups = Street Food & Food Trucks

- Street Food has existed since the first urban settlements were created …
- … and has evolved over the centuries in parallel with civilization.
- Food trucks … AKA mobile pop-ups … have been around for decades
Why POP? What’s In it for ME? WIFM

- **On Trend:** Relevant, Cool, Sassy, Exciting = A fun way to change up the menu for a day or short period of time – Limited Time Offer (LTO)

- **Customer Connection:** Create student excitement & engagement! The pop-up format allows you to build stronger relationships with your customers.

- **Brand Awareness:** Consumers love the excitement generated by pop ups. Consumer excitement = more brand recognition, trust and sales.

- **Makes Financial Sense:** Launching a pop-up is more affordable than a setting up a serving line or menu rotation. It’s just one day AND it drives up ADP and participation.

- **Collaborations:** Positive way to develop relationships within your school. Build TEAMS with other departments.
What Schools are Popping?

From Maine to Minnesota ...
What Schools are Popping?

... with a stop in Michigan.

Pop Up Build your Own Smoothie Station
About Our Team

✓ Who are we? Food + People
✓ Diverse = 75 countries represented
✓ Community Connections
✓ Relationships
✓ Student Empowerment
✓ Have Fun. Be Happy. #Smilesforliles
Why did Waltham POP?

1. Collaboration between nutrition and culinary programs.

2. Incorporate NEW + EXCITING project based learning (PBL) opportunities for culinary students.

3. Recipe development and evaluation for menus.

4. Mentoring opportunities for our team.
5 Essentials for Planning Low-Cost Pop-Ups

Players

Originality

Preparation

Unity

Presentation
Find your CORE group that will get it done!

Expectation

- Everyone WANTS to be involved
- Everyone is EXCITED
- Everyone does their JOB
- COLLABORATION
- ALL THE SUPPORT

VS.

Reality

- People don’t show up
- It’s too much work
- It takes too much time
- Some will dislike the idea
- NOT MUCH SUPPORT
P = PLAYERS

✓ Food Service Admins
✓ Culinary Teachers
✓ Culinary Students
✓ Food Service Team
✓ Custodial Team
✓ School Community
O = ORIGINALITY

HELLO!
WE ARE A
POP UP
✓ Bring the Pop Up to Life with a BRAND new BRAND
✓ For the Students, By the Students
✓ POP IT UP ➔ EAT IT UP
Marketing the Pop:

Develop social media campaign to advertise Pop up event & create engagement:
- Instagram & Stories
- Twitter
- Facebook

Collaborations
- Logo design
- Menu flyers
- Recipe cards
- Tickets
- TV Broadcasting
Grand Opening:
October 31st

POP UP
@Waltham High
Made: For the students. By the students

DON'T MISS OUT!

Tweet
Did someone say Pop-Up? The Smoothie Shop #PopUp Grand Opening kicked off today @WalthamSchools 🍌100 Smoothie Meals later = Happy Healthy Students @NewEnglandDairy #EATTHINKDRINK

POP UP
@Waltham High
Made: For the students. By the students

WHS Culinary students present:

Pop Up Shop
Wednesday Oct.31st
Cost: Regular meal cost
Use your PIN number 001
P = PREPARATION
Menu Theme & Recipe Development:

✓ Culturally diverse MENU with new flavors and ethnic foods
✓ Offered as a full USDA reimbursable meal.
✓ Developed or sourced USDA compliant recipes.
✓ INGREDIENTS for all menus purchased by food service program.
✓ RECIPE tested in advance to standardize and evaluate.
Location + Schedule + Décor:

Where?

- Current serving area or remote location
- Consider line flow + crowding + increased ADP

**Proposed event schedule of 1 x month**

- Service at all 3 lunches (pilot schedule)
- Distribution of tickets

**Decorate with Theme**

- Simple + Easy + Fun decoration ideas
- Reusable décor
U – Unity #OneWaltham

MURAL WALL SNEAK PEAK

WALTHAM HIGH SCHOOL

A FLAG FOR EACH COUNTY REPRESENTED IN OUR SCHOOL
Diversity:
✓ Base each menu theme on ethnicities represented within our school community
✓ Research to ensure all recipes are ethnically appropriate
✓ Commit to ensure all ethnicities in our community are feeling represented

Inclusiveness:
✓ Offer the entire school community the opportunity to help with Pop Up via email blasts and sign up list
✓ Recruit teachers, students and other faculty
P = PRESENTATION
The Event – Pop Up Day:
✓ Décor
✓ Social media on point
✓ Day of marketing for Pop Up
✓ Food presentation
✓ Paper supplies
✓ Chrome books for student surveys
✓ Tasting samples
When Reality Hits You Like.....

✓ The pieces don’t always fall into place
✓ Team work is on dream work
✓ Manage expectations
✓ Fill the gaps next time
✓ Always. Be. Positive
✓ It's all a LEARNING EXPERIENCE
✓ Don’t forget what its all about → FUN!
Going Greek

CULINARY POP-UP GOES GREEK!

JOIN US ON WEDNESDAY, DECEMBER 12TH
FOR AN AUTHENTIC GREEK DISH MADE
FOR THE STUDENTS, BY THE STUDENTS

Chicken Kabobs
Greek Orzo Salad
Traditional Greek Salad
Hummus & Tzatziki with Pita
Spanakopita

WHERE: CAFETERIA BY THE WINDOWS
WHEN: WEDNESDAY, DECEMBER 12TH
COST: SAME AS A REGULAR MEAL,
JUST USE YOUR PIN NUMBER!
Explore Asia
WHS CULINARY POP-UP
WEDNESDAY, JANUARY 30TH
Come Enjoy Classic Guatemalan Dishes Made
For the Students, By the Students

MENU
- Pollo Guisado
- Beef & Black Bean Empanadas
- Spanish Rice
- Black Beans & Tortillas
- Tres Leches

WHERE: BACK OF THE CAFETERIA BY THE WINDOWS
JUST USE YOUR LUNCH PIN NUMBER!

Authentic Guatemalan
The feedback process:

✓ Use of chrome books to get real time feedback on menu from customers during events.

✓ Social media blast with surveys to hear from student community on Pop Up success or fails.

✓ Use successful recipes on menu cycle including the branding.
#suprisespinoffs: Secondary Pop Up Themes
#switchitupfridays

✓ Convert executed Pop Up concept to a #takeover for the day = On Trend

✓ Switch it up Friday concept

✓ Customization stations: rotated weekly on Fridays
#simplysmoothies

- Use back side of café to pop up
- Started = 3 x week
- Now = 1 x week
- 75 extra meals
- Surveys for flavor votes
- Manual & Production
- MS or Elem and pop up
Sharing Success = HASHTAG US ALOT
#schoolpopupsthatrock
How ARE YOU inspired to POP UP?

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Breakfast Cart
Global Street Food

Partnerships
Dayle Hayes, MS, RD

• Facebook
  School Meals That Rock
  Dayle.Hayes.RD
  TIPS for School Meals That Rock

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