



National School Breakfast Week 2025

T O O L K I T

About the School Breakfast Program

The School Breakfast Program (SBP) is a federally funded meal program that plays a vital role in ensuring that all students have access to a nutritious meal to start their day. As part of the School Nutrition Association's (SNA) mission, we encourage our members to promote National School Breakfast Week (NSBW) and highlight the importance of a healthy breakfast in fueling academic success and overall well-being.

Studies show that children who eat breakfast are more likely to achieve higher academic scores, maintain better concentration and be more alert throughout the day. Additionally, they tend to score higher on standardized tests and experience improved memory retention. Breakfast is a crucial factor in helping students stay energized and focused, contributing to improved attendance rates and fewer behavioral issues.

The School Breakfast Program serves over 12 million meals daily across the nation, providing children with a healthier breakfast option compared to fast food or meals eaten at home. By celebrating NSBW, we emphasize the benefits of a balanced breakfast in creating a strong foundation for the day ahead.

Why This Theme?

The detective/mystery theme for the 2025 observance of National School Breakfast Week adds an element of excitement and curiosity, making the learning process about nutrition both interesting and enjoyable for students.

By incorporating lively , mystery-based activities such as clue hunts, taste tests and interactive missions, this theme encourages students to think creatively about their food choices while learning the importance of healthy eating.



Let's Split Up and Search for Clues!

Take a moment (and encourage your team!) to answer these questions and brainstorm about NSBW25. This reflection exercise will help unlock fresh ideas for an unforgettable celebration. Jot down your thoughts, then come back together to share!

What worked well last year, and how can I build on it? How can I add a mystery or detective twist to breakfast (e.g., props, ideas or activities)?

What's a fun way to involve parents, teachers or the community in the celebration?

What's one exciting student activity that makes breakfast engaging and highlights its importance?

What's my top goal for this year's event?



The Ultimate Case File for NSBW25 Success

Use this checklist to prepare for the ultimate NSBW25 celebration. Whether you're a seasoned detective or a rookie on the case, these steps will ensure your event is a nutritious success!

- ☐ **Define Roles and Responsibilities:** Clearly outline who's solving which parts of the puzzle. From decorating to social media, assign team members their investigative tasks.
- ☐ **Gear Up Early:** Visit the SNA Shop to snag official NSBW25 merchandise, like decorations, giveaways and detective-themed gifts. Place your order early to ensure it arrives in time to crack the case.
- ☐ **Proclamation on File:** Download SNA's sample proclamation and get your city council or school board involved early.
- ☐ **Alert Leadership:** Notify school principals and administrators to obtain approvals and support.
- ☐ **Team Huddle:** Assemble your crew, set deadlines and finalize your timeline to keep the investigation on track.
- ☐ **Spread the Word:** Use SNA's customizable press releases to alert media, special guests and local legislators.
- ☐ **Create Buzz:** Share updates and countdowns with SNA's Social Media Kit to make #NSBW25 the talk of the school and community.
- ☐ **Costume Coordination:** Encourage team members to don detective-inspired attire, like trench coats, magnifying glasses or hats. Provide safety guidelines for wearing costumes during food prep and service.
- ☐ **Set the Stage:** Transform your cafeteria into a detective's dream. Think magnifying glass cutouts, question mark balloons and crime scene tape. Assign a prop master to gather or craft these elements.
- ☐ **Printable Activities:** Download engaging activity sheets and coloring pages from the SNA website.
- ☐ **Plan Interactive Fun:** Prep themed activities, from clue hunts to mystery trivia, complete with instructions and prizes.
- ☒ **Have a fantastic NSBW!**



Sleuth in Style with DIY Costumes

Whether you're channeling classic sleuths or putting your own spin on a famous investigator, these costumes will add an extra layer of excitement to the celebration.

Sherlock Holmes & Dr. Watson

Sherlock

Try a tweed suit or long coat, a deerstalker hat, magnifying glass and a pipe. Add a pocket watch for that authentic touch.

Watson

Opt for a simple suit, bowler hat and carry a notebook or medical bag—perfect for a duo!

Nancy Drew

Try a preppy outfit with a plaid skirt or dress, knee-high socks and loafers. Add a headband for that iconic look.

Classic Detective

Try a trench coat with a fedora or bowler hat. Carry a magnifying glass, briefcase or notebook, and add a pipe or fake mustache to achieve the classic noir style.

Scooby-Doo Gang

Scooby-Doo

Brown onesie or shirt with spots and a blue collar.

Shaggy

Green T-shirt, brown pants and messy hair.

Velma

Orange turtleneck, red skirt, knee-high socks and glasses.

Daphne

Purple dress, green scarf and a headband.

Fred

White polo, blue jeans, and an orange ascot.

Miss Marple

Go for a vintage-style dress or skirt paired with a cardigan or shawl. Then add a round spectacles, a brooch.

Hercule Poirot

Try a sharp three-piece suit with a bow-tie or cravat. Slick back your hair, draw on a pencil-thin mustache and add accessories like a pocket watch and cane.

James Bond

Suit up in a sleek black tuxedo with a bow tie or classic spy suit for the true 007 look.



Decoding Décor for NSBW25

Transform your cafeteria into a thrilling mystery scene where students will be excited to "investigate" their breakfast! Here are ten detective-inspired decorating ideas to get you started:

- 1. Wrap it in Caution Tape:** Try wrapping doors and tables with caution tape for a "crime scene" vibe. It's easy to find at dollar stores or party supply shops.
- 2. Fingerprint Wall Art:** Try cutting oversized fingerprint shapes from black card stock or poster paper to make a bold statement.
- 3. Set Up a Photo Booth:** Design a "Suspect Lineup" backdrop with height measurements and add amusing props like hats, trench coats and magnifying glasses for a great photo op!
- 4. Feature Your Staff as Suspects:** Take silly "mug shots" of cafeteria staff and display them as the suspects in your mystery for an extra interactive touch.
- 5. Top Secret Folders:** Use manila folders labeled "Top Secret" to hold the menu, trivia questions or utensils—making them part of the overall mystery.
- 6. Spy Gadget Accents:** Scatter toy binoculars, flashlights and other spy gear across serving tables for a truly interactive experience.
- 7. Spy Silhouettes:** Hang cutouts of spy figures, magnifying glasses or trench-coat silhouettes from the ceiling for a dramatic touch.
- 8. Footprints Leading to Clues:** Cut black or white paper footprints and tape them along the floor, guiding students to the serving stations or special mystery-themed items.
- 9. Invisible Ink Messages:** Use white crayons to write hidden messages on black paper—students can try to "solve the mystery" and discover what's written!
- 10. Crime Scene Evidence Markers:** Label food items with playful names like "Suspect Sandwiches" or "Clue Cookies" using small table tents or folded index cards.



Breakfast Fit for a Detective

Adjusting the name of a menu item is a simple way to give it a whole new vibe and add some additional excitement to your breakfast offerings! Check out some detective-themed breakfast ideas below that can help students solve the mystery of a balanced, delicious breakfast.

Top Secret Toast	Sherlock's Sleuth Scones	Scooby Snacks Breakfast Platter
<p>Whole grain toast with mystery spreads like avocado, hummus or fruit preserves.</p>	<p>Delectable scones with hidden layers of jam or clotted cream, perfect for solving breakfast mysteries with a sharp mind.</p>	<p>A fun-filled platter with mini pancakes, crispy bacon and fresh fruit, just like Scooby and Shaggy would devour after a big mystery-solving adventure.</p>
Whodunit Breakfast Wrap	Watson's Whisked Eggs	Poirot's Perfect Belgian Waffles
<p>A power-packed breakfast burrito filled with scrambled eggs, cheese, and bacon.</p>	<p>Fluffy scrambled eggs served with a side of seasoned hash browns—your loyal sidekick in tackling hunger on any investigation.</p>	<p>Elegant Belgian waffles dusted with powdered sugar and topped with an assortment of fresh fruit—as refined and meticulous as Hercule Poirot himself.</p>
Secret Agent Smoothies	Mystery Muffins	Nancy Drewberry Pancakes
<p>Smoothies blended with fruits and veggies, challenging students to guess the hidden ingredients.</p>	<p>Whole-grain muffins with surprise ingredients like zucchini, apples or carrots.</p>	<p>Pancakes with a mystery berry that keep students guessing—just like Nancy Drew's clever knack for uncovering hidden clues.</p>

Engaging Detectives of All Ages

NSBW is a great opportunity to bring excitement and creativity to the cafeteria. By adjusting the theme to suit the age group you serve it's easy to keep students engaged. Here's how to bring the mystery-solving fun to elementary, middle and high school students!

Elementary School

For younger students, focus on compelling and familiar characters and hands-on activities. You can decorate the cafeteria with beloved detectives like Scooby-Doo or Perry the Platypus. Another great idea is to host a Detective Dress-Up Day, where students can come dressed as their favorite sleuths.

Middle School

Middle schoolers can handle a bit more complexity in their mystery-solving activities. Introduce famous teen sleuths like Nancy Drew or The Hardy Boys in decorations and activities. You can also incorporate mystery food taste tests by incorporating subtle ingredients, such as hidden spices or veggies, for the students to identify.

High School

High school students are ready for more sophisticated mysteries and challenges. Bring in iconic detectives like Sherlock Holmes, Hercule Poirot or true crime to appeal to older students. For breakfast, create advanced taste tests where students identify multiple secret ingredients in a dish, testing their palates and detective skills. Create puzzles where students can work together to solve a food-related case or set up a scavenger hunt with clues about healthy eating hidden around the cafeteria, leading to a prize.



Breakfast + Movies...

It's Elementary My Dear Watson!

If you have access to a TV or screen in your cafeteria, consider playing one of these fun mystery movies during breakfast. Or, if you're serving breakfast in the classroom, ask a teacher to stream one of these films on a computer, smart board or screen for the kids to enjoy as they eat!

G-Rated:

- **"The Great Mouse Detective" (1986):** Basil of Baker Street, a mouse detective, solves the case of a kidnapped toy maker.

PG-Rated

- **"The Adventures of Tintin" (2011):** Tintin and his dog Snowy uncover a hidden treasure and long-lost mystery.
- **"Detective Pikachu" (2019):** Pikachu teams up with a young man to solve a Pokémon mystery.
- **"Hoodwinked" (2005):** A twist on the classic "Little Red Riding Hood" mystery.
- **"The Pink Panther" (2006):** Inspector Clouseau hilariously solves the case of the stolen Pink Panther diamond.
- **"Scooby-Doo" (2002):** Scooby-Doo and the Mystery Inc. gang solve spooky mysteries and uncover disguised villains.
- **"Spy Kids" (2001):** Two kids become spies to rescue their parents and save the world.

PG-13 Rated:

- **"Enola Holmes" (2020):** Sherlock Holmes' sister, Enola, embarks on an adventure to solve her mother's disappearance.
- **"Murder on the Orient Express" (2017):** Detective Hercule Poirot solves a murder on a luxurious train.
- **"Sherlock Holmes" (2009):** Sherlock Holmes and Dr. Watson solve a complex conspiracy and crime.



Solve the Mystery with Music

This detective and spy-inspired playlist is perfect for setting the mood in the cafeteria, serving area or while decorating and preparing for National School Breakfast Week (NSBW25).

TV and Movie Themes:

- "Scooby-Doo, Where Are You?" by TV Theme Songs Unlimited
- "The James Bond Theme (Original)" by The City of Prague Philharmonic Orchestra
- "Mission: Impossible Theme" by Michael Giacchino
- "Inspector Gadget (1983) - Main Theme" by Geek Music
- "The Pink Panther Theme" by Henry Mancini, Plas Johnson
- "What's New Scooby-Doo?" by Simple Plan
- "The Incredits" by Michael Giacchino
- "The Game is On" by Michael Price, David Arnold
- "Discombobulate" by Hans Zimmer
- "Theme from "Agatha Christie's Poirot"" by London Music Works
- "Peter Gunn Theme" by C&C Productions
- "Tank! (from Cowboy Bebop)" by SEATBELTS
- "Opening Titles from Sherlock" by David Arnold, Michael Price
- "Get Smart Theme" by Trevor Rabin
- "Theme from Get Smart" by TV Sounds Unlimited
- "Charade (Main Title)" by Henry Mancini
- "Life's Incredible Again (from The Incredibles)" by Michael Giacchino
- "The Turbomater (from Cars 2)" by Michael Giacchino
- "Espionage" by Green Day
- "Perry the Platypus Theme" by Randy Crenshaw
- "Secret Agent Man (from "Secret Agent" CBS TV Show)" by Johnny Rivers
- "Call Me, Beep Me! (The Kim Possible Song)" by Christina Milian

Songs with a Detective Vibe:

- "Caper at the Coffee House" by Warren Barker Orchestra
- "Gramophone" by Eugen Doga
- "Gumshoe Blues" by Paul Pritchard
- "Private Eyes" by Daryl Hall & John Oates
- "Smooth Criminal (2012 Remaster)" by Michael Jackson
- "Feeling Good" by Michael Bublé
- "It's Time" by Daniel Pemberton
- "Mister Kiss Kiss Bang Bang" by Ray Barretto
- "Search for Vulcan" by Ray Barretto



Scan the QR code to access our free NSBW25 Spotify playlist, featuring these songs.



It Takes a Team to Crack the Case

Detectives in the Classroom

If your school serves breakfast in the classroom, teachers play a vital role in making National School Breakfast Week both inviting and educational.

Incorporating a mystery theme is a great way to captivate students. Teachers can create mini "detective missions" where students solve clues related to breakfast items, such as guessing foods based on their health benefits or identifying mystery ingredients in a taste test. They can also lead quick discussions about the importance of a balanced breakfast, explaining how certain foods help fuel energy and focus.

To enhance the experience, teachers can decorate the classroom with clue stations or detective posters and host breakfast challenges like a clue hunt or nutrition quiz. These interactive activities make learning about healthy eating exciting and memorable!

Clue In...to Reading!

Incorporating your school's library into National School Breakfast Week is a great way to engage students with detective-themed stories while promoting reading.

Reach out to your school's librarian (or even your local public library) to ask them to feature detective/mystery books in library displays or schedule detective-themed story times for students.

Libraries can also organize book fairs or reading challenges centered around solving mysteries, sparking students' imaginations and encouraging them to explore.

Popular titles such as "Nancy Drew Mystery Stories" by Carolyn Keene, "The Hardy Boys" series by Franklin W. Dixon and "The Westing Game" by Ellen Raskin are all excellent choices to get kids excited about reading and solving mysteries!



Need more celebration inspiration?

Check out SNA's NSBW25 Pinterest Board!

Discover dozens of creative pins featuring decoration ideas, menu inspiration, and fun DIY projects to bring your National School Breakfast Week to life!

