



# Warm Up to Success: Hot Chocolate Milk Fuels Student Engagement



In a pilot program with 42 schools across the country:

**67%** of schools saw an increase in % Breakfast ADP\* with an average increase of 5.6%

**65%** of schools saw an increase in % Lunch ADP\* with an average increase of 3.4%

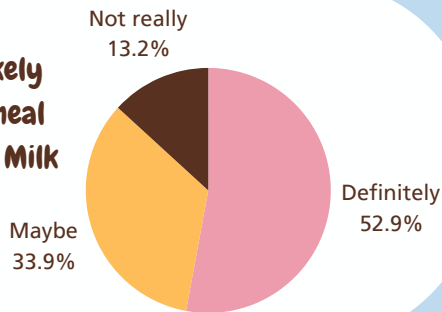
Most of the schools served Hot Chocolate Milk at least 3-5 times/week, 96% served it at breakfast.

\* % ADP = average number of students participating in school meals divided by enrollment. This measure was used to account for changes in enrollment across school years.

## Student Feedback

from nearly 1,400 student survey responses at 39 schools

Are you more likely to get a school meal if Hot Chocolate Milk is offered?



**67%** of students tried Hot Chocolate Milk

**77%** would want it a few times per week or every day, if it was offered every day

When you take milk with a meal, do you usually drink it all?

**Yes, I typically finish...**

Hot Chocolate Milk: 66%  
Cold Chocolate Milk: 56%  
Cold White Milk: 32%

**More nutrition, less waste!**



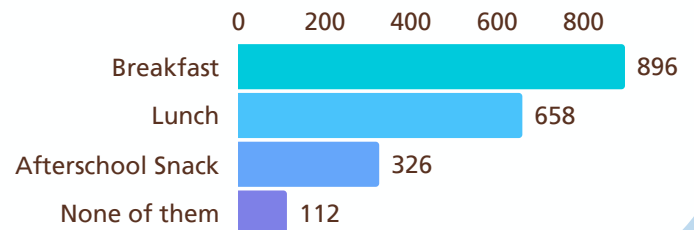
# Hot Chocolate Milk Implementation Tips

## Focus on Breakfast

**80%** of schools said Hot Chocolate Milk was popular at breakfast

**69%** of students said they would like it at breakfast

At school, what meal(s) would you like to have Hot Chocolate Milk with? (check all that apply)



## Top it off!

Half the schools offered toppings, and students love them! Whipped cream and chocolate chips were most popular. Schools that offered toppings had better success.



## It's not only for winter!

Just 5% of students said they would only get hot chocolate milk when it is cold outside.

**DON'T MISS OUT!**



## Spread the Word

Most schools used 1-2 promotional items. Schools with more promotions had better success.

## The top challenge...

Adequate staffing and preparation time. One solution? Allowing students to self-serve can help.

Schools that used self-serve were more likely to want to continue the program and reported it was well-received by school staff.

