Boost Meal Appeal through Customer Service

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Today’s Pathway to Meal Appeal

Customer Service → Meal Appeal

• Establishing A Vision
• Cultivating Customer Service
• Mastering Merchandising
• Promotions That Promise
Establish A Vision

Over Communicate!

• Make it your “Vision”...not just a statement
• Must begin from top down
• Develop the elevator speech
• Include in all major communications & trainings
• Set expectations with customers to encourage staff engagement
Customer Service

• Ideas for Staff Engagement
Customer Service

• Ideas for Customer Service

Staff Training
Mastering Merchandising

• Making the Merchandising Difference
Mastering Merchandising

• Develop a Merchandising Plan
Mastering Merchandising

• Train & Implement Your Plan
Mastering Merchandising

• Top Ten Tips for Successful Merchandising
Promotions that Promise:

- Should boost meal appeal & sales
- Strategically target promo to campus
- Introduce new (tested) menu items
- Introduce healthy or healthier versions of menu items
- Must be age appropriate and have customer relevancy
- Must be measurable/gather feedback
- Must have customer/admin. follow-up
Resources for Meal Appeal & Promos

Promos & Meal Appeal
• Region 4 Child Nutrition Services – www.esc4.net
• SquareMeals.org – TDA Website
  • Meal Presentation, Menu Planning, Marketing/Promotions, Food Presentation tips & suggestions, menu templates and much more!

Recipes & Cookbooks
• Vermont’s New School Cuisine Cookbook
• CIA’s – Healthy Flavors, Healthy Kids website
• Let’s Cook Healthy School Meals
Thank You!

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Marketing & Merchandising Solutions for the School Meals Environment
- Training Workshops
- Fresh Eyes Evaluations
- Plan Development Assistance
- Targeted School Meal Solutions