



School Milk Vending Promotion

get milk & get going!

Get the word out! Make milk vending work for your school! Try a combination of these promotion ideas to generate excitement and boost sales. Contact Mid-Atlantic Dairy Association at **215-627-8800** for your free promotion kit.

EXTREME FLAVORS

Be sure the machine is well stocked with several flavors and types of milk. A national milk vending study shows that flavored milk sells at a rate of 9:1 when compared to white milk. If possible, change milk flavors monthly and have sampling days to keep student interest high.

BAKE SALES SELL MILK!

What goes better with cupcakes and cookies than ice-cold milk? Talk with school groups that may be conducting bake sales and invite them to have their sale near the machine.

REWARDS PAY

Place a winning sticker or other unique marking on some of the milk bottles. Lucky winners can redeem their bottle for a special prize.

TELL THEM AGAIN...AND AGAIN

Place signs and posters around the school to highlight the location of the machine and what flavors are available. Be sure to place signs near locker rooms for all student athletes to see. Use the school web page or electronic bulletin board to get the message out. Make a public-address announcement every Monday morning for a month.

GET INVOLVED WITH A CONTEST

Ask the Health or Family and Consumer Science teachers to have a poster or slogan contest featuring milk versus soda consumption. Use the posters to remind students that milk really "does a body good."

TELL PARENTS AND EDUCATORS

Use parent and teacher newsletters to remind everyone that milk is available as a beverage choice around the clock from the new vending machine. Enlist the help of parents and staff to encourage students to choose milk instead of soda.



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www.dairyspot.com

