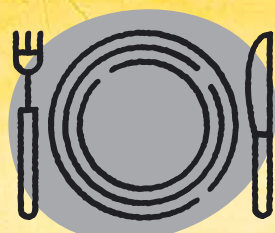


# Give Students an **EDGE** with **TIME-SAVING BREAKFAST OPTIONS** **TAILORED TO THEIR TASTES**



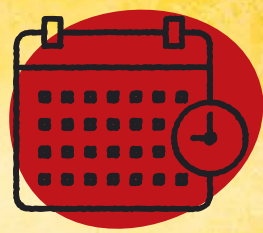
**School breakfast helps students succeed. Availability of breakfast at school has been linked to:**



**Improved nutrition<sup>1</sup>**



**Increased academic achievement<sup>2</sup>**



**A positive effect on school attendance<sup>3</sup>**

**DESPITE THESE ADVANTAGES, many students miss out on breakfast because of<sup>4</sup>:**

- ! Their bus or carpool arriving late
- ! Not being hungry first thing in the morning
- ! Skipping breakfast to socialize or participate in before-school activities
- ! Cafeteria location not being convenient for students



## BREAKFAST NEEDS A BOOST



While the School Breakfast Program has grown incrementally every year for more than a decade, there remains a significant gap between the National School Lunch Program and the School Breakfast Program<sup>5</sup>

**14.6 MILLION**

children served breakfast daily

**29.6 MILLION**

children served lunch daily

**THE SOLUTION?**  
**Offer convenient breakfast options that appeal to kids**

- > Grab-and-go options or breakfast served in the classroom allow everyone to participate
- > Students are more likely to eat school breakfast when it's offered in the classroom as part of the school day<sup>6</sup>

**Goldfish® Grahams baked with Whole Grain** can help meet USDA meal pattern requirements and provide students fuel for the day ahead



1 oz. Grain Equivalent



+ 1/2 c Fruit



+ 8 oz. Milk



+ Meat/Meat Alternative



+ 4 oz. 100% Fruit Juice



**Goldfish® Grahams individual packs** can be a quick and easy snack or addition to grab-and-go-breakfast, or part of a fun breakfast dish like a parfait



## MENU INSPIRATION



**JUST PEACHY FRENCH TOAST PARFAIT**



**GIANT GRAHAMS BREAKFAST COMBO**



**MORNING MEDLEY TRAIL MIX**

<sup>1</sup> Frisvold, David. (2015). Nutrition and Cognitive Achievement: An Evaluation of the School Breakfast Program. Journal of Public Economics.

<sup>2</sup> Ibid.

<sup>3</sup> Cueto, S. (2001). Breakfast and performance. Public Health Nutrition.

<sup>4</sup> The School Nutrition Association's Annual National Conference presentation, "Leading the Way to Grow Breakfast Participation."

<sup>5</sup> <https://www.fns.usda.gov/pd/child-nutrition-tables, FY2018>.

<sup>6</sup> Bernstein, L.S., McLaughlin, J.E., Crepinsek, M.K., and Datt, L.M. (2004). Evaluation of the School Breakfast Program Pilot Project: Final Report. Nutrition Assistance Program Report Series No. CN-04-SBP. U.S. Department of Agriculture, Food and Nutrition Service, Office of Analysis, Nutrition, and Evaluation, Alexandria, VA.



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