

CAMPBELL'S® FOODSERVICE

FOUR

SEASONS

OF SCHOOL

CALENDAR



Complete with themed activities, recipe ideas and lots of food for thought, we hope you'll find this calendar helpful as you plan out your school year.

SEASONAL SUMMARY



Back to School: August and September

Ahhh, back to school. The summer-to-fall transition is in full swing, which is why we're highlighting recipes and theme days that keep the positive vibes strong through this busy and exciting stretch.

Season Highlights:

National Dog Day
Talk Like A Pirate Day
Cheesy Chicken and Rice Quesadillas recipe



Autumn Season: October, November and December

The days are getting shorter and the upcoming holiday breaks are on everyone's mind, but worry not! We're here to help your school stay stress-free and focused with soul-warming culinary and activity ideas.

Season Highlights:

National Art Day
Ugly Sweater Day
Turkey Pot Pie recipe



Winter Stretch: January, February and March

We've selected the perfect mix of meal ideas and interactive activities to keep the energy up and the winter blues at bay.

Season Highlights:

National Soup Month
National Kid Inventors' Day
National School Breakfast Week



Spring Sprint: April, May and June

The weather is warming up and the end of the school year is in sight! That's why we've curated a celebratory mix of food and activity ideas to ensure everyone finishes on a high note.

Season Highlights:

National Earth Day
Staff Appreciation Week
Breakfast Banana Split recipe

AUGUST



Featured activity

8/31

It's the perfect day to celebrate wholesome snacking. Have fun with your students by putting up signs that showcase trails within well-known National Parks.

On each sign, write this sentence at the top:

Happy National Trail Mix Day!

What mix of snacks would you take on the (insert name of trail)

in (insert name of national park)?



 **BACK TO SCHOOL**
Other fun ideas

8/16 **National Tell a Joke Day**
Get students laughing with "joke posters." In the morning, students see the jokes and can guess the answers. After lunch, the posters are unfolded to reveal the punchlines.

8/26 **National Dog Day**
Celebrate this fur-tastic holiday by asking your students to email a picture of their favorite dog (or dog character), along with the dog's name and why that pup is special to them. Use digital signage to showcase the photos, creating a shout-out to all the four-legged friends out there.

Recipes of the month



MORNING MEDLEY TRAIL MIX AND GOLDFISH® GRAHAMS MADE WITH WHOLE GRAIN HONEY BUN



SLOPPY JOE SLIDER MADE WITH CAMPBELL'S® HEALTHY REQUEST® TOMATO SOUP

Featuring **GOLDFISH® GRAHAMS BAKED WITH WHOLE GRAIN HONEY BUN**



SEPTEMBER



National Coloring Day

Featured activity
9/14

Did you know different colors can create different emotional responses? Explore the psychology of color with your students by asking them to color freely on a blank piece of paper. Once they're finished, ask them how the resulting combination of colors makes them feel and reveal which colors are believed to match up with which feelings.

FOR YOUR REFERENCE, HERE ARE VARIOUS EMOTIONS ASSOCIATED WITH THE MOST COMMON COLORS:

- RED - ENERGETIC, LOVING
- ORANGE - CONFIDENT, BRAVE, SOCIAL
- YELLOW - CREATIVE, HAPPY
- GREEN - BALANCED, SAFE, YOUTHFUL
- BLUE - CONTENT, IN CONTROL, STRONG



BACK TO SCHOOL Other fun ideas

9/19 **Talk Like a Pirate Day**
ARRR! Have some fun with your students by asking your staff to talk like pirates when serving today's meals.

9/25 **National Quesadilla Day**
No meal mixes things up quite like a quesadilla. Serve them to your students this week!

Recipes of the month



VEGGIE GOOD HUMMUS BISTRO BOX WITH GOLDFISH® COLORS AND PRETZELS



CHEESY CHICKEN & RICE QUESADILLAS MADE WITH CAMPBELL'S® HEALTHY REQUEST® CREAM OF CHICKEN SOUP

Featuring **GOLDFISH® BAKED WITH WHOLE GRAIN COLORS**



OCTOBER

Featured activity

10/25

National ART Day



In the days leading up to
National Art Day,

Distribute printouts with a large empty
rectangle in the center of the page.

Ask your students to fill in their
rectangle however they would like and
to bring their completed work of art
to school on National Art Day.

On National Art Day, use a large, centrally located
area to post the students' completed sheets so you
end up with a unique school-made collage!

AUTUMN SEASON

Other fun ideas

10/21

National Apple Day

Provide students with three (or more) different kinds of apple slices, along with the names and descriptions of each variety. Build excitement beforehand with digital signage or posters that let students know an apple taste test is coming up.

Second
Week in
October

National Quesadilla Day

Started by John F. Kennedy in 1962, this event celebrates all the benefits of a nutritious school lunch. Learn about this year's theme, download materials and more [here](#).

Recipes of the month



APPLE DUNKERS MADE WITH
GOLDFISH® GRAHAMS BAKED
WITH WHOLE GRAIN HONEY BUN



CREAMY SWEET HEAT & WAFFLES MADE
WITH CAMPBELL'S® HEALTHY REQUEST®
CREAM OF CHICKEN SOUP

Made with **CAMPBELL'S®
HEALTHY REQUEST®
CREAM OF CHICKEN**



Visit cambellsfoodservice.com to learn more.



NOVEMBER

Featured activity 11/18

We've created a list of activities to help you get your students excited about this magical character's big day.

 Present breakfast and lunch items in the shape of Disney's Mickey Mouse. Try it with pizza bagels, muffins or even circular containers.

 Hang posters with inspirational Walt Disney quotes, such as: "It's kind of fun to do the impossible."

 Encourage students and staff to come to school with Mickey ears and Mickey-themed clothing.



AUTUMN SEASON Other fun ideas

11/15 National Recycling Day
Use today's lunch as an opportunity to educate students on what types of items should be recycled. Digital signage messages and posters near recycling bins are great places to start.

11/25 National Parfait Day
Did you know the oldest version of this wholesome treat dates back to an 1892 French recipe? Serve a more modern take at lunch today!

Recipes of the month



GRAB-N-GO BREAKFAST OMELET AND GOLDFISH® GRAHAMS BAKED WITH WHOLE GRAIN - FRENCH TOAST



YOGURT PARFAIT WITH FRESH BERRIES AND GOLDFISH® GRAHAMS BAKED WITH WHOLE GRAIN - FRENCH TOAST

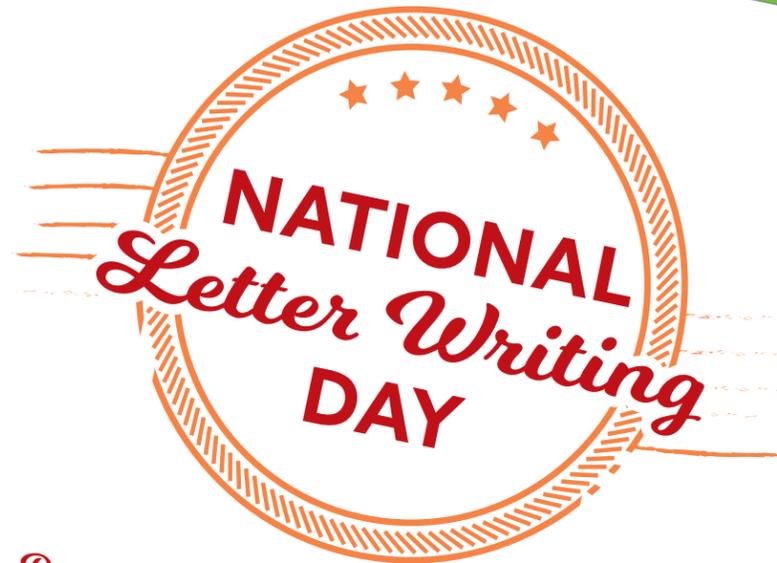
Or try with **GOLDFISH® - DISNEY MICKEY MOUSE CHEDDAR CRACKERS BAKED WITH WHOLE GRAIN**



DECEMBER

Featured activity

12/7



Dear K-12 Partner,
In celebration of national letter writing day, offer your students the chance to thank your staff with a holiday letter. Collect the notes in a box and then surprise your hard workers with the students' messages. Cheers!

Gleefully,
Your friends at Campbell's Foodservice

AUTUMN SEASON

Other fun ideas

Third Friday

Ugly Sweater Day

Give the students big smiles with an ugly sweater display, lunch edition. Ask each of your employees to wear an ugly holiday sweater.

Any Time in December

New Year's Resolutions

Another year is almost here! In the spirit of turning a new leaf, ask your students to use a notecard to write down an accomplishment they're proud of from this year on one side, and a goal they have for next year on the other side. Before winter break, post the cards up to show the first side. Once school is back in session, flip the cards over to reveal the resolutions.

Recipes of the month



CHICKEN STRIP BISTRO LUNCH BOX WITH GOLDFISH® MADE WITH WHOLE GRAIN CHEDDAR CRACKERS



THAI CHICKEN BOWL MADE WITH CAMPBELL'S® HEALTHY REQUEST® CREAM OF CHICKEN SOUP

Made with

CAMPBELL'S® HEALTHY REQUEST® CREAM OF CHICKEN



Visit campbellsfoodservice.com to learn more.



JANUARY

Featured activity

Happy New Year! The holidays are over, the days are short and school is back in session. There's never been a better time to warm up to a bowl of soup. For extra soup-tastic fun, try the below game.

WORD SOUP!

Using a whiteboard or poster, draw a large circle to represent a soup bowl. Using notecards, tape up 15-20 words inside the bowl, so they're all mixed up. Leave a large space underneath and instruct students to create sentences using the notecards from the bowl. Be sure to switch out the words every few days to keep your students engaged. Here's an example list to get you started!

National Soup Month

Example List

the	phone	over	pencil
speeds	jumps	purple	crawls
bus	a	boots	yells
stinky	into	octopus	uncle
		on	my

WINTER STRETCH

Other fun ideas

1/17 National Kid Inventors' Day

Use today's holiday to inspire kids by honoring inventors and their incredible creations. Display printouts or digital signage with the name and image of the inventor, followed by their invention. Here are a few examples:

George Washington Carver

Introduced crop rotation to American farmers in the early 20th century and developed hundreds of revolutionary plant-based food products.

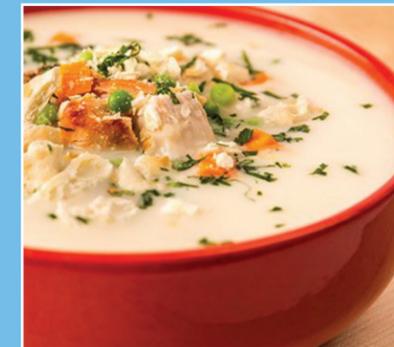
Mary Anderson

Invented the windshield wiper in 1903 after riding in a New York City trolley while it was sleeting.

Hedy Lamarr

Helped invent an early version of WIFI in 1942, in addition to starring as a prominent Austrian-American actress.

Recipes of the month



TURKEY POT PIE SOUP WITH CAMPBELL'S® HEALTHY REQUEST® CREAM OF MUSHROOM SOUP



SOUTHWEST CHEESY CHICKEN TOMATO SOUP MADE WITH CAMPBELL'S® HEALTHY REQUEST® TOMATO SOUP

Made with **CAMPBELL'S® HEALTHY REQUEST® TOMATO**



FEBRUARY

Featured activity

First Friday
in February:



Clothing Day

You can support the movement for heart health awareness with these activities:

Wear red

ENCOURAGE EMPLOYEES, TEACHERS, AND ADMINISTRATORS TO WEAR RED CLOTHING

Hang posters

HANG POSTERS THAT SHOWCASE HEART-HEALTHY FOODS IN CREATIVE WAYS

Serve a dish

SERVE A HEART-HEALTHY DISH COMBINED WITH AN EDUCATIONAL SIGN OR CARD

WINTER STRETCH

Other fun ideas

2/2 Groundhog Day

Create excitement with cafeteria posters showing two possible meals in the days leading up to Groundhog Day. If Punxsutawney Phil sees his shadow, serve one meal. If he doesn't, serve the other.

2/27 National Strawberry Day

May we suggest adding a pop to today's breakfast with a strawberry topper and a quick "Happy National Strawberry Day!" greeting.

Recipes of the month



BERRY GOOD OATMEAL MADE WITH GOLDFISH® GRAHAMS BAKED WITH WHOLE GRAIN - FRENCH TOAST



SOUTHEAST ASIAN TOMATO CHICKEN CURRY MADE WITH CAMPBELL'S® HEALTHY REQUEST® TOMATO SOUP

Made with

HEART HEALTHY AND FLAVORFUL CAMPBELL'S® HEALTHY REQUEST® TOMATO



Visit campbellsfoodservice.com to learn more.



MARCH

Featured activity

First Full Week in March:

National Breakfast Week



Fact:

THE LARGEST BOWL OF PORRIDGE EVER MADE

weighed 3,994 lbs. and 12.42 oz. It was made in Miedzzydroje, Poland on August 27, 2018.



Fact:

On October 24, 1999, a man named Mike Cuzzacrea completed a marathon in 3 hours, 2 minutes and 27 seconds **WHILE CONTINUOUSLY FLIPPING A PANCAKE IN A FRYING PAN.**



Fact:

On March 30, 2019, 574 people set the world record for the **MOST PEOPLE EATING BREAKFAST IN BED.**

This yummy feat was pulled off in Johannesburg, South Africa, and all the mattresses were donated to local charities afterwards.

WINTER STRETCH

Other fun ideas

3/3 World Wildlife Day

In honor of World Wildlife Day, help your students learn while on safari! Post signs on each wall of your classroom with wildlife facts and photos, and take your students on a guided tour.

3/20 International Day of Happiness

Designate a big wall or whiteboard as "The Happiness Wall" and let students use sticky notes to announce what makes them happy.

Recipes of the month



OATMEAL TOPPED WITH PEACHES AND GOLDFISH® GIANT GRAHAMS



CHICKEN BREAKFAST CASSEROLE MUFFINS MADE WITH CAMPBELL'S® HEALTHY REQUEST® CREAM OF CHICKEN SOUP

Featuring

GIANT CINNAMON GOLDFISH® GRAHAMS BAKED WITH WHOLE GRAIN FRENCH TOAST



Visit campbellsfoodservice.com to learn more.



APRIL



Featured activity

Third Wednesday:

For a feel-good touch at breakfast or lunch, offer up bananas that have words of encouragement on them. Using a label maker, stickers or even just a marker, pick a positive phrase (e.g., "Make today amazing") and apply to the outside of each banana. Place these uplifting treats on a table or cart in a high-traffic area to ensure each student has quick and easy access to this pick-me-up.

-National- BANANA DAY



SPRING SPRINT Other fun ideas

4/7 World Health Day
Happy World Health Day! Today is a great opportunity for your students to share their favorite healthy habits. Hand out notecards, ask each student to write down what makes them feel healthy, and then tape the cards up in a highly visible spot.

4/22 National Earth Day
Celebrate Earth Day this week by posting amazing facts about our planet and letting students mark or share their favorite one.

Recipes of the month



BREAKFAST BANANA SPLIT MADE WITH **GOLDFISH® GRAHAMS BAKED** WITH WHOLE GRAIN FRENCH TOAST



CHICKEN SALAD WRAP MADE WITH **CAMPBELL'S® HEALTHY REQUEST® CREAM OF CHICKEN SOUP**

Made with

CAMPBELL'S® HEALTHY REQUEST® CREAM OF CHICKEN



Visit campbellsfoodservice.com to learn more.



MAY

Featured activity

First Full Week in May: Staff Appreciation Week

As the school year hits its final stretch, this week is the perfect time to show the entire school staff how much we appreciate everything they do. Consider gestures like giant thank you cards signed by the whole school or even a special meal that the students all vote on.

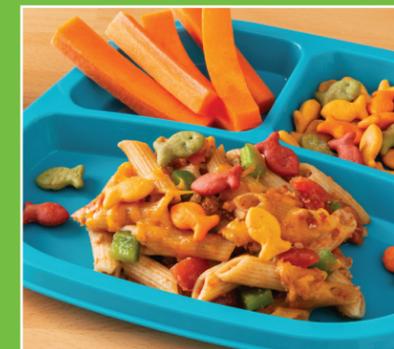


SPRING SPRINT Other fun ideas

5/5 Cinco De Mayo
Whether mentioning during class or via digital channels, share out the real meaning of this culturally significant holiday: commemorating May 5, 1862, when a small Mexican Army surprisingly defeated the French Empire at the Battle of Puebla.

School Lunch Hero Day
As luck would have it, May 5th is also School Lunch Hero Day! Celebrate by posting signs all week long that thank your lunch service staff for everything they do.

Recipes of the month



WHOLE GRAIN PASTA CASSEROLE WITH TURKEY, GREEN PEPPER AND MEXICAN SPICES TOPPED WITH **GOLDFISH**® MADE WITH WHOLE-GRAIN COLORS



CHICKEN AND WHITE BEAN ENCHILADAS MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® TOMATO SOUP

Made with **CAMPBELL'S**® **HEALTHY REQUEST**® CREAM OF CHICKEN



Visit campbellsfoodservice.com to learn more.



JUNE

Featured activity

6/14

National Flag Day

Celebrate the heritage of the United States flag with a pop quiz! Ask your students the below three questions, and then follow each one up with a fun fact.

Question:
How many stripes are on the United States flag?

Answer:
13

Fact: These 13 stripes represent the 13 original colonies.

Question:
How many stars are on the United States flag?

Answer:
50

Fact: These 50 stars represent the 50 states of our country.

Question:
What year did the current United States flag first appear?

Answer:
1960

Fact: The flag's current version was designed by Ohio high school student Robert G. Heft.



SPRING SPRINT Other fun ideas

6/6 Higher Education Day
Encourage each student to think about their future by having them send in an email answering the question "After high school, I want to study _____." Use the answers to encourage career-related conversation.

6/8 World Oceans Day
Use today to educate students on some amazing ocean facts by writing them on blue notes and posting them around school. Alternatively, create small printed notes that can be attached to school-provided lunches using stickers.

Less than 5% of the planet's oceans have been explored.

Recipes of the month



CHICKEN CAESAR SALAD WITH GOLDFISH® CHEDDAR CRACKERS



SUNBUTTER & JELLY BISTRO LUNCH BOX WITH GOLDFISH® MADE WITH WHOLE GRAIN CHEDDAR

Featuring **GOLDFISH® BAKED WITH WHOLE GRAIN CHEDDAR**



Full Year. Full Menu.

For your convenience, we've gathered each season's meal ideas and relevant products below. Here's to a fun, fulfilling and efficient school year.

Back to School

AUGUST



MORNING MEDLEY TRAIL MIX AND **GOLDFISH**® GRAHAMS MADE WITH WHOLE GRAIN HONEY BUN



SLOPPY JOE SLIDER MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® TOMATO SOUP

SEPTEMBER



VEGGIE GOOD HUMMUS BISTRO BOX WITH **GOLDFISH**® COLORS AND PRETZELS



CHEESY CHICKEN & RICE QUESADILLAS MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® TOMATO SOUP

Month and Product Name	Size	Case Code
AUGUST		
Goldfish ® Baked with Whole Grain Grahams - Honey Bun	1 oz. bag	25083
Healthy Request ® Tomato - Condensed	50 oz. can	04145
SEPTEMBER		
Goldfish ® Baked with Whole Grain Crackers - Pretzel	.75 oz. bag	14396
Goldfish ® Baked with Whole Grain Crackers - Colors	.75 oz. bag	04788
Healthy Request ® Cream of Chicken - Condensed	50 oz. can	04143

Autumn Season

OCTOBER



APPLE DUNKERS MADE WITH **GOLDFISH**® GRAHAMS BAKED WITH WHOLE GRAIN HONEY BUN



CREAMY SWEET HEAT & WAFFLES MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® CREAM OF CHICKEN SOUP

NOVEMBER



GRAB-N-GO BREAKFAST OMELET AND **GOLDFISH**® GRAHAMS BAKED WITH WHOLE GRAIN - FRENCH TOAST



YOGURT PARFAIT WITH FRESH BERRIES AND **GOLDFISH**® GRAHAMS BAKED WITH WHOLE GRAIN - FRENCH TOAST

DECEMBER



CHICKEN STRIP BISTRO LUNCH BOX WITH **GOLDFISH**® MADE WITH WHOLE GRAIN CHEDDAR CRACKERS



THAI CHICKEN BOWL MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® CREAM OF CHICKEN SOUP

Month and Product Name	Size	Case Code
OCTOBER		
Goldfish ® Baked with Whole Grain Grahams - Honey Bun	1 oz. bag	25083
Healthy Request ® Cream of Chicken - Condensed	50 oz. can	04143
NOVEMBER		
Goldfish ® Baked with Whole Grain Grahams - French Toast	1 oz. bag	25082
DECEMBER		
Goldfish ® Baked with Whole Grain Crackers - Cheddar	75 oz. bag	18105
Healthy Request ® Cream of Chicken - Condensed	50 oz. can	04143

Winter Stretch

JANUARY



TURKEY POT PIE SOUP WITH **CAMPBELL'S**® **HEALTHY REQUEST**® CREAM OF MUSHROOM SOUP



SOUTHWEST CHEESY CHICKEN TOMATO SOUP MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® TOMATO SOUP

FEBRUARY



BERRY GOOD OATMEAL MADE WITH **GOLDFISH**® GRAHAMS BAKED WITH WHOLE GRAIN - FRENCH TOAST



SOUTHEAST ASIAN TOMATO CHICKEN CURRY MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® TOMATO SOUP

MARCH



OATMEAL TOPPED WITH PEACHES AND **GOLDFISH**® GIANT GRAHAMS



CHICKEN BREAKFAST CASSEROLE MUFFINS MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® CREAM OF CHICKEN SOUP

Month and Product Name	Size	Case Code
JANUARY		
Healthy Request ® Cream of Mushroom - Condensed	50 oz. can	04144
Healthy Request ® Tomato - Condensed	50 oz. can	04145
FEBRUARY		
Goldfish ® Baked with Whole Grain Grahams - French Toast	1 oz. bag	25082
Healthy Request ® Tomato - Condensed	50 oz. can	04145
MARCH		
Giant Goldfish ® Grahams - Cinnamon	.9 oz. bag	26830
Healthy Request ® Cream of Chicken - Condensed	50 oz. can	04143

Spring Sprint

APRIL



BREAKFAST BANANA SPLIT MADE WITH **GOLDFISH**® GRAHAMS BAKED WITH WHOLE GRAIN FRENCH TOAST



CHICKEN SALAD WRAP MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® CREAM OF CHICKEN SOUP

MAY



WHOLE GRAIN PASTA CASSEROLE WITH TURKEY, GREEN PEPPER AND MEXICAN SPICES TOPPED WITH **GOLDFISH**® MADE WITH WHOLE-GRAIN COLORS



CHICKEN AND WHITE BEAN ENCHILADAS MADE WITH **CAMPBELL'S**® **HEALTHY REQUEST**® TOMATO SOUP

JUNE



CHICKEN CAESAR SALAD WITH **GOLDFISH**® CHEDDAR CRACKERS



SUNBUTTER & JELLY BISTRO LUNCH BOX WITH **GOLDFISH** MADE WITH WHOLE GRAIN CHEDDAR

Month and Product Name	Size	Case Code
APRIL		
Goldfish ® Baked with Whole Grain Grahams - French Toast	1 oz. bag	25082
Healthy Request ® Cream of Chicken - Condensed	50 oz. can	04143
MAY		
Goldfish ® Baked with Whole Grain Crackers - Colors	.75 oz. bag	04788
Healthy Request ® Cream of Chicken - Condensed	50 oz. can	04143
JUNE		
Goldfish ® Baked with Whole Grain Crackers - Cheddar	75 oz. bag	18105
Healthy Request ® Cream of Chicken - Condensed	50 oz. can	04143

Visit campbellsfoodservice.com to learn more.





Another year down!

We hope your operation had a successful school year,
and we look forward to supporting you next year. Now please,
go enjoy your summer break. You've earned it!

And remember, you can always visit campbellsfoodservice.com/K12
for the latest K-12 recipes and seasonal ideas.

Campbell's
FOODSERVICE