

WARM UP WITH



HOT CHOCOLATE

• made with **real** milk •

ACTIVATION GUIDE

Heating chocolate milk to serve as hot chocolate is a great way to increase milk consumption and attract new students to your school's breakfast and lunch programs.

Hot chocolate can be served as part of a reimbursable meal as the student milk choice. Milk is a great source of 13 essential nutrients that are important for kids' development and overall wellness.

[DOWNLOAD KIT COMPONENTS](#)

HOW TO SERVE

USDA allows schools to serve fat-free or lowfat flavored milk as part of a reimbursable meal. Check with your milk processor for chocolate milk in gallon or half gallon containers meeting meal regulations.

We recommend serving in an 9 oz. (or larger) hot cup with lid. Remember that 8 oz. of hot chocolate qualifies as a reimbursable component in your meal. Consider setting up a dispenser as part of your service line to let students serve themselves. Test what works best for your students.

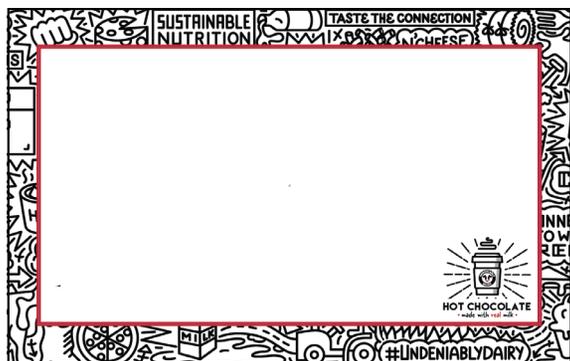
Initially, it may be challenging to anticipate the amount of hot chocolate to prepare for the day. Keep a close watch on your dispenser and record usage to better project daily needs. At the end the day, discard leftover hot chocolate. Heated chocolate milk may separate when chilled and reheated, so use fresh milk each day for the best results. Do not use the dispenser for any other beverages as flavors will transfer to the milk.



SPREAD THE WORD

Get your students excited about hot chocolate made with real milk with these ideas:

- » Print out the posters included in this toolkit and shown below, using a marker to highlight featured flavors of the week or which days hot chocolate will be served.
- » Offer calorie-free toppings like cocoa powder, cinnamon, nutmeg or pumpkin pie spice for a seasonal treat.
- » Host a contest to name your hot chocolate (Ex: Wildcat Hot Chocolate, Blue and Gold Hot Chocolate)
- » Include hot chocolate in your daily announcements and promote on special holidays, like **January 31 - National Hot Chocolate Day!**
- » Encourage students to write an article for your school newspaper or website.
- » Post about your new menu item on social media! Remember to post according to your intended audience - students typically prefer Twitter or Instagram, while parents tend to prefer Facebook or Twitter.



SAMPLE MESSAGING

Sample Announcement

It might be cold outside, but we're warming things up in the cafeteria! Grab a cup of hot chocolate made with real milk at breakfast or lunch - it's included in your meal.

Sample Social Media Posts for Schools

INSTAGRAM

[photo of hot chocolate & toppings]

We're serving [Pumpkin Spice] flavored hot chocolate made with real milk at breakfast and lunch in the cafeteria tomorrow! Comment below - what flavor should we try next week? [school hashtag] #UndeniablyDairy, #ProudlyWisconsin

FACEBOOK

[photo of hot chocolate]

Have you heard? We're now serving hot chocolate made with real milk in the cafeteria! It's included as a beverage option with breakfast and lunch, and every steaming hot cup is packed with 13 essential nutrients.

TWITTER

[photo of hot chocolate]

Did you hear? We're now serving hot chocolate made with real milk at breakfast and lunch! What's your favorite hot chocolate topping? [school hashtag] #UndeniablyDairy, #ProudlyWisconsin

TWITTER POLL

What's your favorite hot chocolate topping? The winner will be featured on this month's menu!

- A. Cinnamon
- B. Pumpkin Spice
- C. None - original is best!
- D. [Other options]



PREPARATION INSTRUCTIONS

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Use the equipment you have in your kitchen to make hot chocolate. We recommend these three methods.

Whichever method you choose, do not reheat or hold hot chocolate over night. Any remaining hot chocolate must be discarded and the dispenser must be cleaned and sanitized.

— STEAM KETTLE METHOD —



Set steam kettle to 300°F.
Pour 2-3 gallons of chocolate
milk into kettle.



Stir continuously until the milk
reaches 145°F (about 5 minutes).
Do not let the milk boil.



Pour into an insulated serving
container using the tilt mechanism
or the spigot on the kettle.



The spigot may also be used
to fill a pitcher to pour into
insulated single-serve cups.

TILT SKILLET METHOD



Set tilt skillet to 300°F. Pour 2-3 gallons of chocolate milk into tilt skillet.



Stir continuously until the milk reaches 145°F (about 15-20 minutes). Do not let the milk boil.



Tilt the skillet and pour into an insulated container for serving.

STOVE TOP METHOD



Pour 2-3 gallons of chocolate milk into stock pot. Set burner to medium heat.



Stir continuously until the milk reaches 145°F (about 10-15 minutes). Do not let the milk boil.



Pour into an insulated container for serving.

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SUSTAINABLE
NUTRITION

TASTE THE CONNECTION

MIXED BERRY NICHESSE



HOT CHOCOLATE
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#UNDENIABLYDAIRY



HOT CHOCOLATE

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SUSTAINABLE
NUTRITION

TASTE & T

TAKE ME TO THE CAFETERIA



HOT CHOCOLATE

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