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# Site Lead Implementation Guide



## Middle Schools: Fall 2025

# Welcome

Welcome to your **Fall 2025 Promotion Implementation Guide**, featuring an exciting lineup of core promotions, wellness education, scratch-made LTO menu items, and engagement activities designed to inform and inspire students to achieve their academic goals while building healthy habits that will last a lifetime.

**Below is a year-at-a-glance look at our promotions for this fall, followed by pages divided by month and featured content.**

## BITESCIENCE



### Why:

BiteScience is an innovative science-based nutrition education program that offers students a hands-on approach to understanding how food fuels their bodies and minds and the benefits of balanced wellness habits.

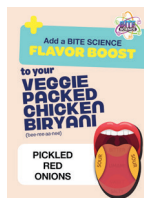
### When:



Monthly wellness education topic — LTO twice per month on Wednesdays, paired with **Fan Favorite** menu items.

### How:

Each month, students will experience educational content paired with limited-time, seasonal menu items, creating learning moments during lunchtime. Monthly specialty toppings called **Flavor Boosters** will allow students to explore the anatomy of taste while learning how different flavors can influence how we experience food.



## SCRATCH-MADE LTO MENU FEATURES



### Why:

Students seek something new, including fresh flavors and exciting twists on classic meals. Scratch-Made LTO Menu Features introduce and promote items that showcase the quality and freshness of our ingredients while satisfying students' food cravings and boosting participation.

### When:



Monthly for three consecutive days (Tuesday-Thursday).

### How:

Every two months, limited-time offer recipes have been developed for the Deli/Fast Takes, Pizza and Grill. We recommend that you menu at least one of these items monthly.

## Promotion Series Goal:

To successfully promote our programs and promotions created to nourish and educate students, drive excitement, build engagement, and instill a sense of belonging within your district.



As in the past, these promotions are supported by print materials and a full complement of digital resources created especially for your students. See page 10 in this guide for more information on available digital resources for your promotions, or visit the Fall Promotions Link at: **[sodexosites.com/2025/fall/k12](https://sodexosites.com/2025/fall/k12)**.

### FRESH PICK



#### Why:

Fresh Pick is a bi-monthly feature that showcases the best seasonal and local produce on school menus. By emphasizing fresh fruits and vegetables, we aim to nourish students with flavorful, nutrient-rich ingredients and promote lifelong healthy eating habits.

#### When:



Two Fresh Picks per month.

#### How:

Per your General Manager's instructions, feature two Fresh Picks per month supported by accompanying marketing materials and recipes.

### NATIONAL FOOD DAYS



#### Why:

National Food Days are themed celebrations that are enjoyable, food-centered events that offer an excellent opportunity to break the lunchroom routine, add excitement and variety, boost student engagement and participation and cultivate a sense of belonging and school spirit.

#### When:



One to two per month.

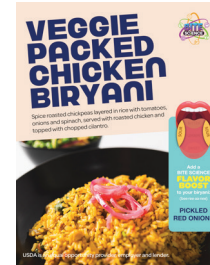
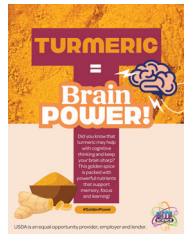
#### How:

Based on your General Manager's instructions, feature one to two nationally recognized food days (e.g., National Nacho Day, National Pancake Day) and fun-themed days (e.g., Eat a Red Apple Day) that align with your site's plan and capabilities.

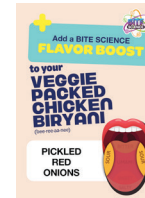
# August



## Wellness Focus: Brain Health



**Featured Recipe:**  
Veggie Packed Chicken Biryani (SR5469)



**Anatomy Of Taste Flavor Boost:**  
Pickled Red Onions (Sour) (SR1276)

**Wellness Education:** Back to School BRAIN

**Monthly Focus Ingredients:** Blueberries, Leafy Greens, Turmeric, Eggs



## Scratch-Made LTO Menu Features



**DELI/FAST TAKES:**  
Summer Berry Crunch Salad (SR5439)  
**PIZZA:** Hot Honey Pepperoni (SR5609)  
**GRILL:** Cherry Pepper Chicken Sandwich (SR5461)

## August



### National Food Days

Recommended:  
8/20 National Lemonade Day

**Other Food Days:**

**8/19 National Potato Day** – Feature Smiles/Emojis potatoes with every meal (SR3502)

**8/28 National Burger Day** – Great day to try a Scratch-made Secondary LTO burger or Back to School Grill-Out

🕒 Available to download: At School SharePoint>Marketing>Promotions



### Fresh Pick

**Minimum 2x per month:**

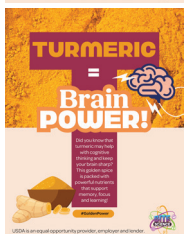
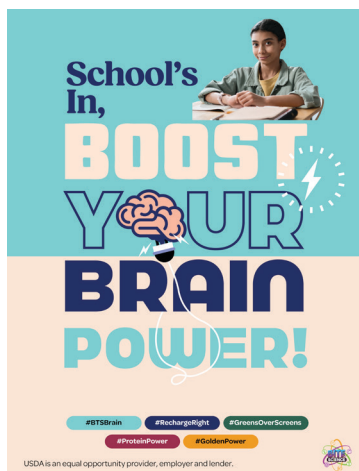
- Blueberries (SR3918/SR1384)
- Leafy Green (SR3752/SR2129)
- Turmeric (SR3693)



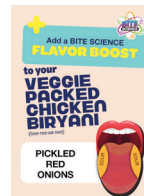
★ Available to order on [SDXaccess.com](http://SDXaccess.com)



## Wellness Focus: Brain Health



**Featured Recipe:**  
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**Wellness Education:** Back to School BRAIN

**Monthly Focus Ingredients:** Blueberries, Leafy Greens, Turmeric, Eggs



## Scratch-Made LTO Menu Features



**DELI/FAST TAKES:** Summer Berry Crunch Salad (SR5439)  
**PIZZA:** Hot Honey Pepperoni (SR5609)  
**GRILL:** Cherry Pepper Chicken Sandwich (SR5461)

## September



### National Food Days

**Recommended:**  
**9/26 National Pancake Day**  
Feature pancakes (SR2010) or serve breakfast for lunch with pancakes. (Bring it up a level and include warm berries (SR2617) as a topping.)

**Other Food Days:**

- 9/5 National Cheese Pizza Day
- 9/16 National Guacamole Day (SR3990)
- 9/18 National Cheeseburger Day - Great day to try a Scratch-made Secondary LTO burger or Back to School Grill-Out
- 9/22 National Ice Cream Cone Day (Retail ONLY)

📌 Available to download: At School SharePoint>Marketing>Promotions



### Fresh Pick

**Minimum 2x per month:**  
Pears (SR1585)  
Leafy Green (SR3752/SR2129)  
Turmeric (SR3693)



☆ Available to order on SDXaccess.com

# October

## Wellness Focus: Bone Health



**Featured Recipe:**  
Pumpkin Penne Alfredo (SR5431)



**Anatomy Of Taste Flavor Boost:**  
Sunflower Seed Gremolata (Crunchy/Savory) (SR5623)

Wellness Education: Spooky Strong SKELETON

Monthly Focus Ingredients: Pumpkin, Mushrooms, Broccoli, Tofu



## Scratch-Made LTO Menu Features



**DELI/FAST TAKES:**  
Spicy Turkey Sub (SR5440)  
**PIZZA:** Pumpkin Alfredo Pizza (SR5452)  
**GRILL:** Sunbutter & Jalapeño Cheddar Burger (SR5460)

## October



## National Food Days

Recommended:  
10/20 National Chicken & Waffles Day

Ask for SNM for your regional recipe.

### Other Food Days:

10/6 National Noodle Day (SR5431/SR3994)

10/29 National Oatmeal Day (SR1942)

10/31 National Breadstick Day - Feature a Mummy Dog (SR5463/SR1119)

Available to download: At School SharePoint>Marketing>Promotions



## Fresh Pick

Minimum 2x per month:

Pumpkin (SR1664)

Mushrooms (SR1843)

Broccoli (SR1274)



Available to order on SDXaccess.com

# November



## Wellness Focus: National Gratitude Month



**Featured Recipe:**  
Pumpkin Penne Alfredo (SR5431)

**Anatomy Of Taste Flavor Boost:**  
Sunflower Seed Gremolata (Crunchy/Savory) (SR5623)

**Wellness Education:** Have an Attitude of GRATITUDE

**Monthly Focus Ingredients:** Cranberries, Sweet Potatoes, Potatoes



## Scratch-Made LTO Menu Features



**DELI/FAST TAKES:**  
Spicy Turkey Sub (SR5440)  
**PIZZA:** Pumpkin Alfredo Pizza (SR5452)  
**GRILL:** Sunbutter & Jalapeño Cheddar Burger (SR5460)

## November



## National Food Days

**Recommended:**  
11/6 National Nacho Day  
Feature your school's favorite nachos.

### Other Food Days:

11/3 National Sandwich Day - Feature your school's favorite sandwich

**Holiday Meal** - Feature a holiday meal before Thanksgiving. Multiple recipes are available to support based on preferences.

📌 Available to download: At School SharePoint>Marketing>Promotions



## Fresh Pick

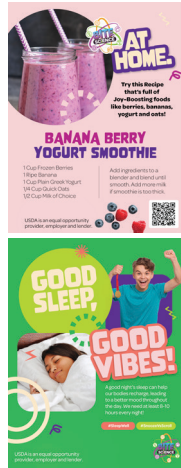
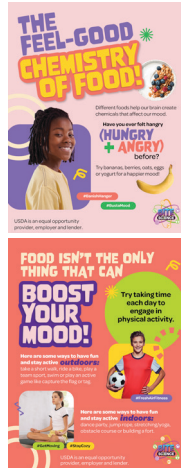
**Minimum 2x per month:**  
Cranberries (SR1889/SR1727)  
Sweet Potatoes (SR2277)  
Potatoes (SR2609)



★ Available to order on SDXaccess.com

# December

## Wellness Focus: Moods



**Featured Recipe:**  
Thai Chicken & Pineapple Fried Rice (SR5766)

**Anatomy Of Taste Flavor Boost:**  
Lime Wedge (Citrus/ Bitter) (SR1283)

**Wellness Education:** Feeling blue? Grab some MOOD food to chew

**Monthly Focus Ingredients:** Bananas, Berries, Oats, Yogurt



## Scratch-Made LTO Menu Features



**DELI/FAST TAKES:**  
Sesame Ginger Noodle Salad (SR5835)  
**PIZZA:** Pizza Bianca (SR5453)  
**GRILL:** Chicken Katsu Sandwich (SR4661)

## December



### National Food Days

**Recommended:**  
12/1 Eat a Red Apple Day  
Feature fresh red apples.



### Fresh Pick

**Minimum 2x per month:**  
Bananas (SR1591/SR3613)  
Berries (SR2554/SR3613)  
Oats (SR1942)

**Other Food Days:**

12/4 National Cookie Day

12/5 National Comfort Food Day – Feature your district’s favorite comfort food or one of these suggestions: Mac & Cheese, Meatloaf, Shepherd’s Pie, Pot Pie

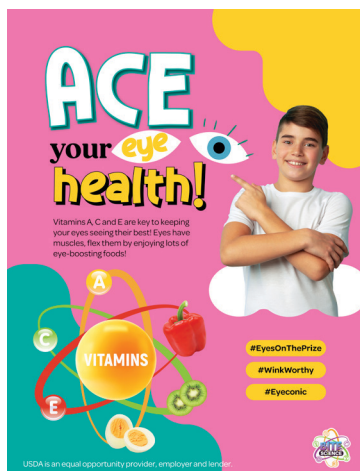
Available to download: At School SharePoint>Marketing>Promotions

Available to order on [SDXaccess.com](https://SDXaccess.com)



# January

## Wellness Focus: Eye Health



**Featured Recipe:**  
Thai Chicken & Pineapple Fried Rice (SR5766)



**Anatomy Of Taste Flavor Boost:**  
Lime Wedge (Citrus/Bitter) (SR1283)

**Wellness Education:** EYE see a Bright Future

**Monthly Focus Ingredients:** Carrots, Citrus, Lean Protein, Eggs



## Scratch-Made LTO Menu Features



**DELI/FAST TAKES:**  
Sesame Ginger Noodle Salad (SR5835)  
**PIZZA:** Pizza Bianca (SR5453)  
**GRILL:** Chicken Katsu Sandwich (SR4661)

## January



## National Food Days

**Recommended:**  
1/21 National Granola Bar Day (Retail Only)

### Other Food Days:

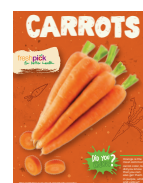
1/16 International Hot & Spicy Food Day – Feature a Nashville Hot Chicken Sandwich or one of the “spicy” or “hot” Scratch-made Secondary LTOs like the Spicy Turkey Sub or Hot Honey Pepperoni Pizza

📌 Available to download: At School SharePoint>Marketing>Promotions



## Fresh Pick

**Minimum 2x per month:**  
Carrots (SR1540)  
Citrus (SR2063/SR1131)  
Pineapple (SR3689/SR3682)



☆ Available to order on SDXaccess.com

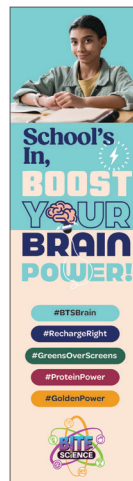
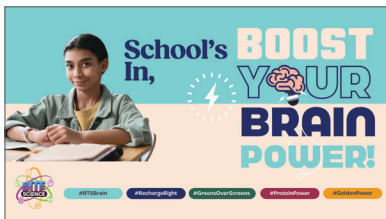
# Digital Resources

In addition to the printed materials shown for each month, you can access a host of digital resources to increase awareness and engagement with students, parents and the community.



Visit the Fall Promotions Link at:

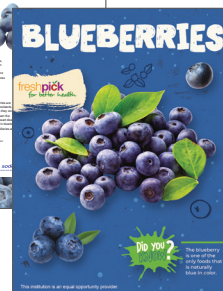
**[sodexosites.com/2025/fall/k12](https://sodexosites.com/2025/fall/k12)**



## Wellness

The following digital assets are available for each promotion:

- 160 x 600 (Skyscraper Ad)
- 250 x 250
- 400 x 400
- 728 x 90 (Leaderboard)
- 1080 x 1080 (Instagram/Social Post)
- 1200 x 628 (Facebook ads)
- 900 x 450 (Nutrislice Home Page Slider)
- 450 x 450 (Nutrislice Widget)
- LCD Screens (LTOs only)



## Fresh Pick

Our Fresh Pick line-up features enhanced digital resources like social media graphics, parent newsletters, and more to increase program engagement.



## Featured Recipe and Scratch-Made LTO

The following digital assets are available for each promotion:

- 160 x 600 (Skyscraper Ad)
- 250 x 250
- 400 x 400
- 728 x 90 (Leaderboard)
- 1080 x 1080 (Instagram/Social Post)
- 1200 x 628 (Facebook ads)
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- 450 x 450 (Nutrislice Widget)
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PRINT & DIGITAL  
RESOURCES

📎 Available to download:  
At School SharePoint > Marketing > Promotions



