

YEAR AT A GLANCE THE PERFECT PLANNER

2025-2026

We are excited to share our new and improved **2025/2026 Marketing Planner** with you. This new planner is a useful resource/reference for school operational leaders, managers, supervisors and functional support teams to access a wide variety of planning resources in one primary location.

The 2025/2026 Marketing Planner includes expanded information on the core promotions, wellness education, LTO menu items, and suggested engagement activities to successfully promote the various programs and promotions that are sure to drive excitement, engagement and create a sense of belonging within your district.

Implementation tools and resources will remain readily available on the Seasonal Schools Promotions website and on the At School Tools & Resources SharePoint, but the design of the planner keeps all your planning needs together in one publication that is easy to reference quickly and frequently.

At Sodexo, we remain focused on providing nutritious meals and socialization activities that foster student engagement and a sense of belonging. The 2025/2026 Marketing Planner offers managers and staff one convenient reference guide to find all the essential dates, ideas, tools, and resources needed to easily plan a deliciously fun, festive, and successful year that results in overall student satisfaction that is off the charts.

Connect with your Senior Marketing Manager and District Manager with questions and to discuss/customize your district specific marketing activities plan for next school year.

Let's start the school year off strong!

YEAR AT A GLANCE PROMOTIONS

2025-2026

WHAT'S HAPPENING



BiteScience

Learning in every bite. There is science in every bite of food we eat. From how we experience taste, texture, and smell, to how the food we eat fuels our bodies, the connection between food and science is powerful.

Program Overview

BiteScience is our brand-new innovative science-based nutrition education program and will be the platform used for At School nutrition education moving forward. BiteScience offers students a hands-on approach to understanding how food affects their body. Through engaging educational content, delicious meals, and interactive cafeteria and in-classroom activities, students will explore how food fuels their bodies and minds and the benefits of balanced wellness habits. The goal is to help students understand the vital role food plays in their overall health, empowering them to make choices to support lifelong wellness.

How BiteScience Works

Each month, students will experience educational content paired with limited-time, seasonal menu items creating learning moments during lunchtime. These recipes feature globally inspired, scratch-made options with key ingredients to highlight a specific area of the body or mind. A fun element of the program includes **Flavor Boosters**—monthly specialty toppings that students can add to their meals. These toppings allow them to explore the anatomy of taste while learning about how different flavors can influence the way we experience food. It's an opportunity for students to get creative, experiment with their food, and deepen their understanding of flavor.

Print resources are included in the seasonal marketing kit. Digital resources are available on the seasonal promotions site. Classroom activity materials are available for order on SDXAccess.

DIETITIAN TIP

Take advantage of the BiteScience learning activities. These can be done in a classroom or during lunch service. These engagement moments give students a space to connect, learn and grow. 🍌

Timing

The education materials, limited time menu offer, and activities will **rotate throughout** the entire **2025-2026 School Year**.

Menu Suggestion: To be menu 2x per month on Wednesday. To be paired with Fan Favorite menu item

Objectives

- **EDUCATE** students on how the food they eat fuels their bodies
- **ENGAGE** students in trying new foods and create a sense of belonging
- **GENERATE** interest among students not currently participating in the student nutrition program
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

YEAR AT A GLANCE PROMOTIONS

2025-2026

WHAT'S HAPPENING



Scratch-Made Secondary LTO Menu Features

Promotion Overview

Our students are telling us that the “same old school meals” are a thing of the past. Students are seeking new flavor profiles, fun twists on the classics, and expect meals to be fresh from scratch. Our new **Scratch-Made Secondary LTO Menu Features** introduce and promote limited-time, scratch-made menu items that highlight the quality and freshness of the ingredients, while engaging students' food cravings and increasing participation.

How It Works

Every two months, limited-time offer recipes have been developed for the Deli/Fast Takes, Pizza, and Grill.

When menu planning these items, these LTOs should be menued for a minimum of 2-3 days. This time frame allows for a comparison of pre- and post-production data to determine purchase and student interest.

It is recommended to menu at least 1-2 of these items monthly. If you need assistance identifying a recipe, reach out to your region SNM.

Print resources are included in the seasonal marketing kit. Digital resources are available on the seasonal promotions site.

Students are asking for something new, time to deliver!

Timing

The LTO menu features will **rotate bi-monthly throughout** the entire **2025-2026 School Year**.

Menu Suggestion: To be menued monthly (2-3 days)

Objectives

- **ENGAGE** students in trying new foods and create a sense of belonging
- **GENERATE** interest among students not currently participating in the student nutrition program
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

THINK LIKE A MARKETER

Some of the recipes might seem weird or there is an automatic reaction that students won't like it... **JUST TRY IT!** If it doesn't work, ok, well at least we tried. But what if it does work?! The possibilities are endless!! 🎉

YEAR AT A GLANCE PROMOTIONS

2025-2026

WHAT'S HAPPENING



FRESH PICK

Promotion Overview

Fresh Pick is a twice-monthly feature that brings the best of seasonal and local produce to school menus. By highlighting fresh fruits and vegetables, we aim to nourish students with ingredients that are not only more flavorful and nutrient-rich but also support lifelong healthy eating habits. Featuring local and seasonal items helps reduce environmental impact, supports nearby farms, and introduces students to the diversity of produce grown in their local communities - all while making school meals more vibrant, engaging, and delicious.

How It Works

Each month select two Fresh Picks to feature within the district.

Suggested Fresh Picks and supporting recipes have been identified as part of the National Core Promotions series; however, these are suggestions.

Select fresh picks based on seasonality and local availability. If you need assistance identifying a recipe, reach out to your region SNM.

A full portfolio of print & digital Fresh Pick resources are available for download on the seasonal promotions site. (Printed portfolio available for order on SDXAccess)

Timing

Select **two** Fresh Picks **per month**

Objectives

- **EDUCATE** students on what's in season and why it matters
- **ENGAGE** students in trying new foods
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

TRIED IT **TAKE IT**

Featuring something new? Hand out sample cups or set up a tasting table. *(Great chance to engage with students!)*

Tasting new items is important because it helps expand students' palates, encourages curiosity about foods, and builds confidence in making nutritious choices. 🍷

YEAR AT A GLANCE PROMOTIONS

2025-2026



WHAT'S HAPPENING



SUPER BITES

Promotion Overview

Super Bites is centered around highlighting superfoods and seasonal produce that not only taste great but also deliver amazing health benefits. Through student insights of our food, we've found many students asking for tasty recipes that boost their personal health and wellness goals. Super Bites introduces students to the diversity of produce grown in their local communities - all while making school meals more vibrant, engaging, and delicious. Under the Super Bites program, students will be provided with "Did you know" facts and other nutritional information about these items.

How It Works

Each month select two Super Bites to feature within the district.

Suggested Super Bites (Fresh Picks) and supporting recipes have been identified as part of the National Core Promotions series; however, these are suggestions.

Select Super Bites based on seasonality and local availability. If you need assistance identifying a recipe, reach out to your region SNM.

A portfolio of print & digital Super Bites resources are available for download on the seasonal promotions site.

Timing

Select **two** Super Bites **per month**

Objectives

- **EDUCATE** students on what's in season and why it matters
- **ENGAGE** students in trying new foods
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

NEW = TASTING OPPORTUNITY

Featuring something new? Hand out sample cups or set up a tasting table. *(Great chance to engage with students!)*

Tasting new items is important because it helps expand students' palates, encourages curiosity about foods, and builds confidence in making nutritious choices. 🍷

YEAR AT A GLANCE PROMOTIONS

2025-2026

WHAT'S HAPPENING



NATIONAL FOOD DAYS

Promotion Overview

National Food Days are themed celebrations that spotlight specific foods—like National Apple Day, National Nacho Day, or Pancake Day. These fun, food-focused events are a great way to bring excitement and variety to the school cafeteria.

Why They Matter

- They break up the routine and add a sense of novelty and anticipation to the week, making lunch something students look forward to.
- Fun themes can boost student engagement and increase meal program participation.
- These days offer a chance to highlight the health benefits of featured foods in a playful, memorable way.
- Shared celebrations foster a sense of connection and school spirit around food.

How It Works

Food days are completely optional but encouraged.

Choose a mix of nationally recognized food days (e.g., National Pizza Day, Pi Day) and fun themed days (e.g., Eat a Red Apple Day). Align them with your menu cycle and seasonal availability of ingredients.

Suggested days and recipes are provided each month or pick your own based on the district. If you need assistance identifying a recipe, reach out to your region SNM.

Try to plan 1–2 per month to keep them special and manageable.

Print & digital resources are available for download on the At School Tools & Resources SharePoint site under Promotions.

Timing

Based on site plan and capabilities.

Recommend: 1-2 per month

Objectives

- **ENGAGE** students in a fun way to try new foods and create a sense of belonging
- **GENERATE** interest among students not currently participating in the student nutrition program
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

YEAR AT A GLANCE PROMOTIONS

2025-2026



WHAT'S HAPPENING



NATIONAL FOOD MONTH

Promotion Overview

National Food Month is a themed monthly celebration that highlights a specific food—like paninis, potatoes, or peppers—through fun, educational, and delicious school lunch experiences. These ingredient-focused months are a great way to introduce students to new flavors, cooking methods, and the cultural stories behind everyday foods.

Why They Matter

- Keeps menus exciting with new flavors and formats.
- Encourages food exploration in a low-pressure, fun environment.
- Connects food to learning through cross-curricular activities.
- Builds community around shared experiences and celebrations.

How It Works

Food Months are completely optional but encouraged.

Suggested days and recipes have been identified for specific months throughout the year.

Try to plan 1–2 occurrences featuring the food month to keep it special and manageable.

Print & digital resources are available for download on the At School Tools & Resources SharePoint site under Independent Schools

TRIED IT **TAKE IT**

Featuring something new? Hand out sample cups or set up a tasting table. (*Great chance to engage with students!*)

Tasting new items is important because it helps expand students' palates, encourages curiosity about foods, and builds confidence in making nutritious choices. 🍌

Timing

Based on site plan and capabilities.

Recommend: 1-2 occurrences per month

Objectives

- **ENGAGE** students in a fun way to try new foods and create a sense of belonging
- **GENERATE** interest among students not currently participating in the student nutrition program
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

YEAR AT A GLANCE PROMOTIONS

2025-2026

WHAT'S HAPPENING



STUDENT EXPERIENCE MOMENTS

Promotion Overview

Student Experience Moments are year-round engagement initiatives that celebrate themes through curated activities, events and promotions. Each theme reflects seasonal relevance, cultural moments, or social values, offering students opportunities to connect, reflect, and contribute to their school community. These moments are designed to enhance student well-being, foster inclusion, and build a vibrant and inclusive culture.

Student Experience Moments are the perfect catalyst for connecting and building partnerships with student groups.

How It Works

Student Experience Moments are completely optional but encouraged.

Each Student Experience Moment creates a level fun and evokes a different type of experience for students:

- **Learning & Exploration**
 - *Farm to School; National Fruit & Vegetable Month*
- **Insights & Feedback**
 - *Vote & Be Heard; Lunch Madness*
- **Community Impact**
 - *Share the Love; Earth Month; Pollinator Month*
- **Friendship & Gratitude**
 - *Share the Love; School Lunch Hero Day*

Reference the Managers guide for each Student Experience Moment for execution suggestions and resources.

Timing

Based on site plan and capabilities.

Recommend: 1 per month based on calendar

Objectives

- **ENGAGE** students in fun activities that promote learning and foster inclusion
- **GENERATE** interest among students not currently participating in the student nutrition program
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

YEAR AT A GLANCE PROMOTIONS

2025-2026



WHAT'S HAPPENING



BOARDERS EXPERIENCE

Promotion Overview

The **Boarders Experience** is a year-round initiative designed to enrich the dining experience for boarding students. Living on campus means the cafeteria becomes more than just a place to eat—it's a central part of daily life. This program brings variety, comfort, and community to the table through themed meals, student-led choices, and interactive food events that reflect the diverse tastes and cultures of the student body.

Why They Matter

- Builds a sense of home for students living away from family.
- Encourages healthy habits through variety and education.
- Fosters community and connection through shared meals and traditions.
- Empowers students by giving them a voice in their dining experience.

How It Works

Boarders Experience are completely optional but encouraged.

Suggested themes and recipes have been identified for specific months throughout the year.

Try to plan at least 1 occurrence featuring the experience per month to keep it special and manageable.

Print & digital resources are available for download on the At School Tools & Resources SharePoint site under Independent Schools

Timing

Based on site plan and capabilities.

Recommend: 1 per month on the evenings or weekends

Objectives

- **ENGAGE** students in building a sense of home away from home
- **GENERATE** interest among students not currently participating in the student nutrition program
- **INCREASE** customer satisfaction while showcasing the many qualities of the student nutrition program

YEAR AT A GLANCE PROMOTIONS

2025-2026

WHAT'S HAPPENING



HOLIDAYS & CELEBRATIONS

Promotion Overview

Holidays & Celebrations (inclusive of *Holidays, Federal Heritage Months, One Day/Week Celebrations*) create fun, inclusive, and educational dining experiences that celebrate cultural diversity, national holidays, and seasonal events while promoting nutritious meals and student engagement.

Integrating holidays and celebrations into school dining programs is a strategic approach to enhance student engagement, promote inclusivity, and support educational goals. These initiatives go beyond themed meals—they create meaningful experiences that connect students to their communities, cultures, and the importance of nutrition.

How It Works

Holidays and Celebrations are completely optional but encouraged.

Choose a holiday, cultural celebration, or awareness day that fits the district calendar—like Thanksgiving, Earth Day, or Lunar New Year.

Plan a district specific menu that matches the celebration. Make the cafeteria festive! Use decorations, posters, or music to match the theme. If you need assistance identifying a recipe, reach out to your region SNM.

Make sure to promote ahead of time with flyers or announcements. Print & digital resources are available for download on the seasonal promotions site.

THINK LIKE A MARKETER

Engage with student groups to help with decorations and deciding on the menu. Students are our best advocates! 🎉

Timing

Based on site plan and capabilities.

Recommend: 1 per month

Objectives

- **EDUCATE** student on the connection between food, culture, and health through themed meals and activities
- **GENERATE** excitement and participation in school meals by transforming the cafeteria into a festive environment
- **INCREASE** customer satisfaction while showcasing the many strengths of the student nutrition program

YEAR AT A GLANCE CALENDAR

2025-2026

AUGUST

ALL SCHOOLS

Bite Science

- Education: Back to School BRAIN
- LTO: Veggie Packed Chicken Biryani

Student Experiences

- 8/20 National Lemonade Day

SECONDARY SCHOOLS

Menu Features:

- Hot Honey Pepperoni
- Cherry Pepper Chicken Sandwich
- Summer Berry Crunch Salad

SEPTEMBER

ALL SCHOOLS

Bite Science

- Education: Back to School BRAIN
- LTO: Veggie Packed Chicken Biryani

Student Experiences

- Better Breakfast Month
- 9/26 National Pancake Day
- Hispanic Heritage Month

SECONDARY SCHOOLS

Menu Features:

- Hot Honey Pepperoni
- Cherry Pepper Chicken Sandwich
- Summer Berry Crunch Salad

OCTOBER

ALL SCHOOLS

Bite Science

- Education: Spooky Strong SKELETON
- LTO: Pumpkin Alfredo Penne

Student Experiences

- 10/20 National Chicken & Waffles Day
- Farm to School Month
- Hispanic Heritage Month
- 10/13-10/17 National School Lunch Week
- 10/31 Halloween Themed Meal

Student/Parent Satisfaction Survey

SECONDARY SCHOOLS

Menu Features:

- Spicy Turkey Sub
- Pumpkin Alfredo Pizza
- Sunbutter & Jalapeno Burger

NOVEMBER

ALL SCHOOLS

Bite Science

- Education: Have an Attitude of GRATITUDE
- LTO: Pumpkin Alfredo Penne

Student Experiences

- 11/6 National Nacho Day
- Native American Alaskan Native Heritage Month
- Thanksgiving Themed Meal

Student/Parent Satisfaction Survey

SECONDARY SCHOOLS

Menu Features:

- Spicy Turkey Sub
- Pumpkin Alfredo Pizza
- Sunbutter & Jalapeno Burger

DECEMBER

ALL SCHOOLS

Bite Science

- Education: Feeling blue? Grab some MOOD food to chew
- LTO: Thai Chicken & Pineapple Fried Rice

Student Experiences

- 12/1 Eat a Red Apple Day
- Winter Holiday Themed Meal

SECONDARY SCHOOLS

Menu Features:

- Sesame Ginger Noodle Salad
- Pizza Bianca
- Chicken Katsu Sandwich

JANUARY

ALL SCHOOLS

Bite Science

- Education: EYE see a Bright Future
- LTO: Thai Chicken & Pineapple Fried Rice

Student Experiences

- 1/21 National Granola Bar Day

SECONDARY SCHOOLS

Menu Features:

- Sesame Ginger Noodle Salad
- Pizza Bianca
- Chicken Katsu Sandwich

FEBRUARY

ALL SCHOOLS

Bite Science

- Education: Heart your HEART
- LTO: Arroz Con Pollo

Student Experiences

- 2/9 National Pizza Day
- Share the Love Cookie Exchange
- Black History Month

ELEMENTARY SCHOOLS

- Future Chefs Challenge

SECONDARY SCHOOLS

Menu Features:

- Southern Crispy Cobb Salad
- Pizza Picante
- Oklahoma Onion Burger

MARCH

ALL SCHOOLS

Bite Science

- Education: Overall HEALTH is a Balance
- LTO: Arroz Con Pollo

Student Experiences

- 3/24 National Cheesesteak Day
- 3/2-3/6 National Schools Breakfast Week
- 3/17 St. Patrick's Day Celebration
- Women's History Month

ELEMENTARY SCHOOLS

- Future Chefs Challenge

SECONDARY SCHOOLS

Menu Features:

- Southern Crispy Cobb Salad
- Pizza Picante
- Oklahoma Onion Burger

APRIL

ALL SCHOOLS

Bite Science

- Education: Happy EARTH, Happy You
- LTO: Huli Huli Chicken

Student Experiences

- 4/17 National Banana Day
- Take the Earth Month Challenge
- Arab American Heritage Month

Student/Parent Satisfaction Survey

SECONDARY SCHOOLS

Menu Features:

- Caprese Chicken Wrap
- Garden Blooms Pizza
- Garden Veggie Burger

MAY

ALL SCHOOLS

Bite Science

- Education: MUSCLE May
- LTO: Huli Huli Chicken

Student Experiences

- 5/1 School Lunch Hero Day
- 5/5 Cinco De Mayo
- 5/28 National Hamburger Day
- Asian Pacific Heritage Month

SECONDARY SCHOOLS

Menu Features:

- Caprese Chicken Wrap
- Garden Blooms Pizza
- Garden Veggie Burger

JUNE

ALL SCHOOLS

Bite Science

- Education: Trust your GUT
- LTO: District Choice

Student Experiences

- 6/5 National Donut Day
- Pollinator Month – Bee the Change
- PRIDE (LGBTQ+) Month

JULY

MONTH AT A GLANCE AUGUST

2025-2026

WHAT'S HAPPENING THIS MONTH



Our **BiteScience** topic for August & September focuses on brain health. A healthy brain is essential for optimal cognitive function, mental well-being, and overall health.

WELLNESS EDUCATION: Back to School BRAIN

MONTHLY FOCUS INGREDIENTS: Blueberries, Leafy Greens, Turmeric, Eggs

FEATURED RECIPE: Veggie Packed Chicken Biryani (SR5469)

ANATOMY OF TASTE FLAVOR BOOST: Pickled Red Onions (Sour) (SR1276)

CLASSROOM/LUNCHROOM ACTIVITY: Brain Food Detective



PARENT BLOG FOR SHARING: Brain Health & Nutrition



SCRATCH-MADE SECONDARY LTO MENU FEATURES are intended to create excitement and trial of new flavor profiles for secondary students. These recipes can be used in elementary as well.

DELI/FAST TAKES: Summer Berry Crunch Salad (SR5439)

PIZZA: Hot Honey Pepperoni (SR5609)

GRILL: Cherry Pepper Chicken Sandwich (SR5461)



FRESH PICK

Minimum 2x per month

Blueberries (SR3918/SR1384)

Leafy Green (SR3752/SR2129)

Turmeric (SR3693)



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

INDEPENDENT SCHOOLS ONLY (*DRIVE* recipes available in supporting spreadsheet)

FRESH PICK – TRIED IT

Blueberries

FOOD DAY

8/3 National Watermelon Day

FOOD MONTH

National Panini Month

BOARDERS EXPERIENCE

Outdoor Cookout



DON'T FORGET TO COMMUNICATE

Make sure to promote and tell your story! Reference the At School Social Media Calendar for monthly blog posts and supporting social media content to drive excitement and interest around the activities planned at your district.

AUGUST CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



This Month's Suggestions:

- Blueberries
- Leafy Green
- Turmeric

Or select what makes the most sense based on seasonality and local availability



Back to School BRAIN

3

4

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BiteScience Wellness

10

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BiteScience LTO

Veggie Packed Chicken Biryani

BiteScience Blog

17

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23

Summer Berry Crunch Salad

LTO / Food Day

Feature a Scratch-Made LTO 2-3 days

National Potato Day

National Lemonade Day

24

25

26

27

28

29

30

BiteScience LTO / Food Day

Veggie Packed Chicken Biryani

National Burger Day

BiteScience Wellness

31



Promote & Tell Your Story

Utilize the digital and social media content for all BiteScience and national core marketing activities identified for the month.

SOCIAL MEDIA TIP: Try to post at least 2x per week.

MONTH AT A GLANCE

SEPTEMBER

2025-2026

WHAT'S HAPPENING THIS MONTH



Our **BiteScience** topic for August & September focuses on brain health. A healthy brain is essential for optimal cognitive function, mental well-being, and overall health.

WELLNESS EDUCATION: Back to School BRAIN

MONTHLY FOCUS INGREDIENTS: Blueberries, Leafy Greens, Turmeric, Eggs

FEATURED RECIPE: Veggie Packed Chicken Biryani (SR5469)

ANATOMY OF TASTE FLAVOR BOOST: Pickled Red Onions (Sour) (SR1276)

CLASSROOM/LUNCHROOM ACTIVITY : Mind Body Connection

 **PARENT BLOG FOR SHARING:** Brain Health & Lifestyle



SCRATCH-MADE SECONDARY LTO MENU FEATURES are intended to create excitement and trial of new flavor profiles for secondary students. These recipes can be used in elementary as well.

DELI/FAST TAKES: Summer Berry Crunch Salad (SR5439)

PIZZA: Hot Honey Pepperoni (SR5609)

GRILL: Cherry Pepper Chicken Sandwich (SR5461)



FRESH PICK

Minimum 2x per month

Pears (SR1585)

Leafy Green (SR3752/SR2129)

Turmeric (SR3693)



FOOD DAYS

Recommended:

9/26 National Pancake Day – Feature pancakes (SR2010) or serve breakfast for lunch with pancakes (Bring it to the next 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 host a Back-to-School Grill-Out

9/22 National Ice Cream Cone Day (Retail ONLY)



HOLIDAYS & CELEBRATIONS

9/1 Labor Day

9/15-10/15 Hispanic Heritage Month

INDEPENDENT SCHOOLS ONLY (*DRIVE* recipes available in supporting spreadsheet)

FRESH PICK – TRIED IT

Pears

FOOD DAY

9/16 National Guacamole Day

FOOD MONTH

National Potato Month

BOARDERS EXPERIENCE

Outdoor Cookout



DON'T FORGET TO COMMUNICATE

Make sure to promote and tell your story! Reference the At School Social Media Calendar for monthly blog posts and supporting social media content to drive excitement and interest around the activities planned at your district.

SEPTEMBER CALENDAR

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Labor Day	2	3	4	5	6
	Back to School BRAIN					
Summer Berry Crunch Salad	Feature a Scratch-Made LTO 2-3 days			LTO / Food Day	National Cheese Pizza Day	
		BiteScience Wellness				
7	8	9	10	11	12	13
	BiteScience LTO		Veggie Packed Chicken Biryani	BiteScience Wellness		
14	15	16	17	18	19	20
	Hispanic Heritage Month 9/15 – 10/15					
Cherry Pepper Chicken Sandwich	Feature a Scratch-Made LTO 2-3 days			National Cheeseburger Day		
	LTO & Food Day	National Guacamole Day		BiteScience Blog		
21	22	23	24	25	26	27
	National Ice Cream Cone Day		Veggie Packed Chicken Biryani	Food Day	National Pancake Day	
	BiteScience LTO / Food Day					
28	29	30	 			
Hot & Honey Pepperoni Pizza	Feature a Scratch-Made LTO 2-3 days					
	LTO / Heritage Month		This Month's Suggestions: <ul style="list-style-type: none"> ▪ Pears ▪ Leafy Green ▪ Turmeric Or select what makes the most sense based on seasonality and local availability			
Promote & Tell Your Story Utilize the digital and social media content for all BiteScience and national core marketing activities identified for the month.						SOCIAL MEDIA TIP: Try to post at least 2x per week.

MONTH AT A GLANCE

OCTOBER

2025-2026

WHAT'S HAPPENING THIS MONTH



Our **BiteScience** topic for October focuses on bone health. Bones do a lot for your body. They provide structure, protect organs, anchor muscles and store calcium.

WELLNESS EDUCATION: Spooky Strong SKELETON

MONTHLY FOCUS INGREDIENTS: Pumpkin, Mushrooms, Broccoli, Tofu

FEATURED RECIPE: Pumpkin Penne Alfredo (SR5431)

ANATOMY OF TASTE FLAVOR BOOST: Sunflower Seed Gremolata (Crunchy/Savory) (SR5623)

CLASSROOM/LUNCHROOM ACTIVITY: The Powerful Pumpkin



PARENT BLOG FOR SHARING: Nutrition and Bone Health



SCRATCH-MADE SECONDARY LTO MENU FEATURES are intended to create excitement and trial of new flavor profiles for secondary students. These recipes can be used in elementary as well.

DELI/FAST TAKES: Spicy Turkey Sub (SR5440)

PIZZA: Pumpkin Alfredo Pizza (SR5452)

GRILL: Sunbutter & Jalapeno Cheddar Burger (SR5460)



FRESH PICK

Minimum 2x per month

Pumpkin (SR1664)

Mushrooms (SR1843)

Broccoli (SR1274)



FOOD DAYS

Recommended:

10/20 National Chicken & Waffles Day – Ask 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)



HOLIDAYS & CELEBRATIONS

9/15-10/15 Hispanic Heritage Month

10/13- 10/17 National School Lunch Week

10/31 Halloween

National Disability Employment

Awareness Month



STUDENT EXPERIENCE MOMENTS

Farm to School Month feature local produce throughout the month. Connect with a local farm for an on-site visit.

INDEPENDENT SCHOOLS ONLY (DRIVE recipes available in supporting spreadsheet)

FRESH PICK – TRIED IT

Pumpkin

FOOD DAY

10/6 National Noodle Day

FOOD MONTH

National Pretzel Month

BOARDERS EXPERIENCE

October Fest



DON'T FORGET TO COMMUNICATE

Make sure to promote and tell your story! Reference the At School Social Media Calendar for monthly blog posts and supporting social media content to drive excitement and interest around the activities planned at your district.

OCTOBER CALENDAR

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



This Month's Suggestions:

- Pumpkin
- Mushrooms
- Broccoli

Or select what makes the most sense based on seasonality and local availability

Launch the At School Student & Parent Satisfaction Survey (Oct-Nov)

NATIONAL DISABILITY EMPLOYMENT AWARENESS MONTH

1 2 3 4

Hispanic Heritage Month 9/15 – 10/15

Spooky Strong SKELETON

Feature a Scratch-Made LTO 2-3 days

BiteScience Wellness

5 6 7 8 9 10 11

National Noodle Day

BiteScience LTO

Pumpkin Penne Alfredo

BiteScience Blog

12 13 14 15 16 17 18

National School Lunch Week 10/13 – 10/17

Feature a Scratch-Made LTO 2-3 days

Pumpkin Alfredo Pizza

LTO / NSLW

Farm to School / Food Day

19 20 21 22 23 24 25

Farm to School Month Learning & Exploration Activity

National Chicken & Waffles Day

BiteScience LTO

Pumpkin Penne Alfredo

Farm to School

26 27 28 29 30 31

Sunbutter & Jalapeno Cheddar Burger

LTO / Food Day

Feature a Scratch-Made LTO 2-3 days

National Oatmeal Day

Halloween Celebration

Halloween

National Breadstick Day

Promote & Tell Your Story SOCIAL MEDIA TIP: Try to post at least 2x per week.

MONTH AT A GLANCE NOVEMBER

2025-2026

WHAT'S HAPPENING THIS MONTH



Our **BiteScience** topic for November focuses on National Gratitude Month. Gratitude and the response it causes in your body helps bring down blood pressure, heart rate and breathing to help with overall relaxation.

WELLNESS EDUCATION: Have an Attitude of GRATITUDE

MONTHLY FOCUS INGREDIENTS: Cranberries, Sweet Potatoes, Potatoes

FEATURED RECIPE: Pumpkin Penne Alfredo (SR5431)

ANATOMY OF TASTE FLAVOR BOOST: Sunflower Seed Gremolata (Crunchy/Savory) (SR5623)

CLASSROOM ACTIVITY: Bog to Bite: A Berry Big Adventure



PARENT BLOG FOR DISTRIBUTION: Modeling Gratitude



SCRATCH-MADE SECONDARY LTO MENU FEATURES are intended to create excitement and trial of new flavor profiles for secondary students. These recipes can be used in elementary as well.

DELI/FAST TAKES: Spicy Turkey Sub (SR5440)

PIZZA: Pumpkin Alfredo Pizza (SR5452)

GRILL: Sunbutter & Jalapeno Cheddar Burger (SR5460)



FRESH PICK

Minimum 2x per month

Cranberries (SR1889/SR1727)

Sweet Potatoes (SR2277)

Potatoes (SR2609)



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 prior to Thanksgiving. Multiple recipes available to support based on preferences.



HOLIDAYS & CELEBRATIONS

11/11 Veterans Day

11/27 Thanksgiving

Native American Alaskan Native Heritage Month



STUDENT EXPERIENCE MOMENTS

Vote & Be Heard - Host a student voting event around menu preferences

INDEPENDENT SCHOOLS ONLY (*DRIVE* recipes available in supporting spreadsheet)

FRESH PICK – TRIED IT

Sweet Potato

FOOD DAY

11/6 National Nacho Day

FOOD MONTH

National Pepper Month

BOARDERS EXPERIENCE

Thanksgiving Dinner



DON'T FORGET TO COMMUNICATE

Make sure to promote and tell your story! Reference the At School Social Media Calendar for monthly blog posts and supporting social media content to drive excitement and interest around the activities planned at your district.

NOVEMBER CALENDAR

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

NATIVE AMERICAN ALASKAN NATIVE HERITAGE MONTH



This Month's Suggestions:

- Cranberries
- Sweet Potatoes
- Potatoes

Or select what makes the most sense based on seasonality and local availability



Launch the At School Student & Parent Satisfaction Survey (Oct-Nov)



Have an Attitude of GRATITUDE

2	3	4	5	6	7	8
Vote & Be Heard Insights & Feedback Activity	National Sandwich Day BiteScience LTO / Food Day		Pumpkin Penne Alfredo	National Nacho Day BiteScience Wellness		
9	10	11	12	13	14	15
Pumpkin Alfredo Pizza		Veteran's Day	Feature a Scratch-Made LTO 2-3 days			
		LTO / Veteran's Day		BiteScience Blog		
16	17	18	19	20	21	22
Celebrate with a Holiday Themed Meal	BiteScience LTO / Holiday Meal		Pumpkin Penne Alfredo	BiteScience Wellness		
23	24	25	26	27	28	29
Spicy Turkey Sub	Feature a Scratch-Made LTO 2-3 days			Thanksgiving		
	BiteScience Wellness / LTO					

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Promote & Tell Your Story
Utilize the digital and social media content for all BiteScience and national core marketing activities identified for the month.
SOCIAL MEDIA TIP: Try to post at least 2x per week.

MONTH AT A GLANCE DECEMBER

2025-2026

WHAT'S HAPPENING THIS MONTH



Our **BiteScience** topic for December focuses on our moods. Many studies have shown that your mood can influence perception, motivation, decision-making, social interactions, and even more basic cognitive processes like memory and attention.

WELLNESS EDUCATION: Feeling blue? Grab some MOOD food to Chew

MONTHLY FOCUS INGREDIENTS: Bananas, Berries, Oats, Yogurt

FEATURED RECIPE: Thai Chicken & Pineapple Fried Rice (SR5766)

ANATOMY OF TASTE FLAVOR BOOST: Lime Wedge (Citrus/Bitter) (SR1283)

CLASSROOM ACTIVITY: Feed the Food to Match the Mood



PARENT BLOG FOR SHARING: How Food Affects Mood



SCRATCH-MADE SECONDARY LTO MENU FEATURES are intended to create excitement and trial of new flavor profiles for secondary students. These recipes can be used in elementary as well.

DELI/FAST TAKES: Sesame Ginger Noodle Salad (SR5835)

PIZZA: Pizza Bianca (SR5453)

GRILL: Chicken Katsu Sandwich (SR4661)



FRESH PICK

Minimum 2x per month

Bananas (SR1591/SR3613)

Berries (SR2554/SR3613)

Oats (SR1942)



FOOD DAYS

Recommended:

12/1 Eat a Red Apple Day – Feature fresh red apples

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, Shepard's Pie, Pot Pie



HOLIDAYS & CELEBRATIONS

12/3 International Day for People with Disabilities

12/25 Christmas



STUDENT EXPERIENCE MOMENTS

Season of Giving – Host a food drive or partner with a student group for a community give back event.

INDEPENDENT SCHOOLS ONLY (*DRIVE* recipes available in supporting spreadsheet)

FRESH PICK – TRIED IT

Oats

FOOD DAY

12/4 National Cookie Day





DON'T FORGET TO COMMUNICATE

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DECEMBER CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
	Feeling blue? Grab some MOOD food to Chew		International Day for People with Disabilities	National Cookie Day	National Comfort Food Day	
	Eat a Red Apple Day		Thai Chicken & Pineapple Fried Rice	BiteScience Wellness		
	BiteScience LTO / Food Day					
7	8	9	10	11	12	13
Chicken Katsu Sandwich	Feature a Scratch-Made LTO 2-3 days					
	LTO / Season of Giving			BiteScience Blog		
14	15	16	17	18	19	20
Season of Giving Community Impact Activity			Thai Chicken & Pineapple Fried Rice	Season of Giving		
	BiteScience LTO					
21	22	23	24	25	26	27
				Christmas		
28	29	30	31			

28

This Month's Suggestions:

- Bananas
- Berries
- Oats

Or select what makes the most sense based on seasonality and local availability

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Promote & Tell Your Story

Utilize the digital and social media content for all BiteScience and national core marketing activities identified for the month.

SOCIAL MEDIA TIP: Try to post at least 2x per week.

MONTH AT A GLANCE JANUARY

2025-2026

WHAT'S HAPPENING THIS MONTH



Our **BiteScience** topic for January focuses on eye health. Taking care of your eye health will improve the chances of your sight remaining clear for longer.

WELLNESS EDUCATION: EYE see a Bright Future

MONTHLY FOCUS INGREDIENTS: Carrots, Citrus, Lean Protein, Eggs

FEATURED RECIPE: Thai Chicken & Pineapple Fried Rice (SR5766)

ANATOMY OF TASTE FLAVOR BOOST: Lime Wedge (Citrus/Bitter) (SR1283)

CLASSROOM ACTIVITY: Eye See an Eye Healthy Plate

 **PARENT BLOG FOR SHARING:** Nutrition for Eye Health



SCRATCH-MADE SECONDARY LTO MENU FEATURES are intended to create excitement and trial of new flavor profiles for secondary students. These recipes can be used in elementary as well.

DELI/FAST TAKES: Sesame Ginger Noodle Salad (SR5835)

PIZZA: Pizza Bianca (SR5453)

GRILL: Chicken Katsu Sandwich (SR4661)



FRESH PICK

Minimum 2x per month

Carrots (SR1540)

Citrus (SR2063/SR1131)

Pineapple (SR3689/SR3682)



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



HOLIDAYS & CELEBRATIONS

1/19 Martin Luther King Jr Day

Generations Celebration Month

INDEPENDENT SCHOOLS ONLY (*DRIVE* recipes available in supporting spreadsheet)

FRESH PICK – TRIED IT

Citrus - Orange

ADDITIONAL FOOD DAYS

1/16 International Hot & Spicy Day

FOOD MONTH

National Oatmeal Month

BOARDERS EXPERIENCE

Lunar New Year



DON'T FORGET TO COMMUNICATE

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JANUARY CALENDAR

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

GENERATIONS CELEBRATION MONTH



This Month's Suggestions:

- Carrots
 - Citrus
 - Pineapple
- Or select what makes the most sense based on seasonality and local availability

Promote & Tell Your Story
SOCIAL MEDIA TIP:
Try to post at least 2x per week.



EYE see a Bright Future

4	5	6	7	8	9	10
Sesame Ginger Noodle Salad	LTO	Feature a Scratch-Made LTO 2-3 days		BiteScience Wellness		
11	12	13	14	15	16	17
	BiteScience LTO / Food Day		Thai Chicken & Pineapple Fried Rice	BiteScience Blog	International Hot & Spicy Food Day	
18	19	20	21	22	23	24
	MLK Day	Feature a Scratch-Made LTO 2-3 days		Heritage Month		
Pizza Bianca		LTO / Food Day	National Granola Bar Day			
25	26	27	28	29	30	31
	BiteScience LTO		Thai Chicken & Pineapple Fried Rice	BiteScience Wellness		