



# A GUIDE TO A+ ASIAN MENU DAYS

## CATER TO THEIR CRAVINGS

80%

of high school students want Asian style meals on the menu<sup>1</sup>



50%

of students want Asian meals once a week or more often<sup>1</sup>



90%

of operators cite above-average or average participation across many Asian items<sup>1</sup>

### DID YOU KNOW?

Students like Asian style foods at school more than tacos, burgers, and hot dogs<sup>2</sup>



*"What I like about Asian menu days at school is [that it is] basically just like a restaurant... The menu items my school has are noodles, orange chicken, vegetable fried rice and chicken egg rolls."*

TENIAH, MIDDLE SCHOOL STUDENT

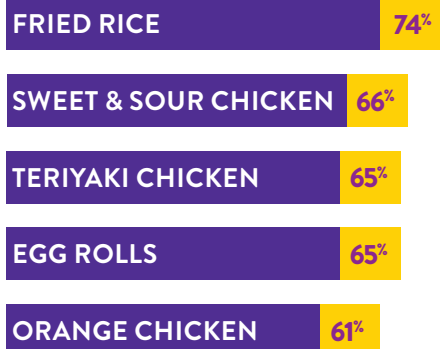


## ASIAN AS EASY AS 1-2-3



### STICK TO THE FAVORITES

Students know what they love. To grow lunchtime satisfaction, offer their **TOP 5 CHOICES**<sup>3</sup> for Asian style foods:



### HAVE IT THEIR WAY

Give students the choice they crave by **making it a combo meal**. Set up a **flavor station** where they can add their own twist with sauces and condiments.

51% of K12 kids wish they could customize more<sup>1</sup>

43% say they want to add their sauces on the side<sup>1</sup>



### SERVE UP THE EXPERIENCE

Serve **authentic restaurant sides** such as fried rice and egg rolls to make a full Asian meal. Cue **freshness** by keeping hot wells full and displaying fresh veggies. Use **take-out boxes** for grab-and-go options.



of students wish Asian meals at school were more like restaurants<sup>1</sup>



# SET THE SCENE

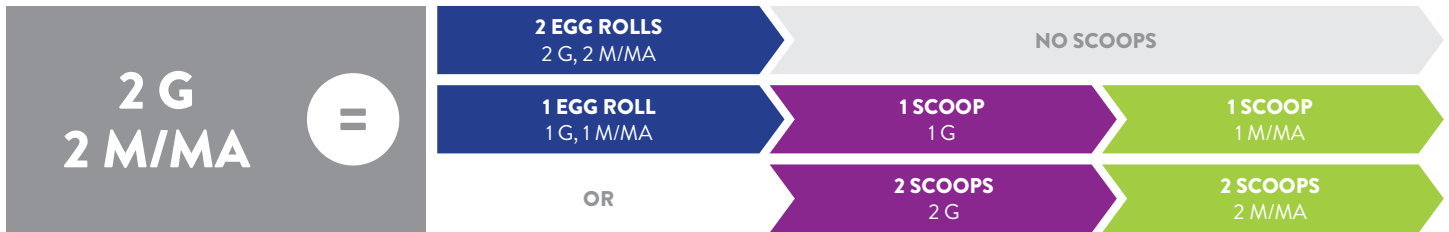
## SAMPLE HOT WELL SETUP

SERVING DIRECTION

### CUSTOMIZE YOUR SETUP

Fit your cafeteria line with appetizer, side, and entrée choices. Give kids a choice at each step and still deliver a creditable meal no matter what they choose.

APPETIZERS	SIDES	ENTRÉES
<b>CHICKEN OR PORK EGG ROLL</b> SERVING: 1 	<b>FRIED RICE</b> SERVING: 1/2 CUP 	<b>ORANGE CHICKEN</b> SERVING: 1 OZ. + SAUCE 
	<b>WHITE RICE</b> SERVING: 1/2 CUP	<b>TERIYAKI CHICKEN</b> SERVING: 1 OZ. + SAUCE



# COMBO MEALS AT THE RIGHT PRICE

## SINGLE-OPTION ENTRÉES

Asian combo meals are just as affordable as common menu days, including a single-option Asian entrée.

TOTALS<sup>4</sup>

WHITE RICE \$0.20 (2 SCOOPS)	+	ORANGE CHICKEN \$0.62 (2 SCOOPS)	+	FRUIT, VEG & MILK \$0.68	=	\$1.50
------------------------------------	---	--	---	-----------------------------	---	--------

EXAMPLE #1

CHICKEN OR PORK EGG ROLL \$0.54	+	FRIED RICE \$0.30	+	ORANGE CHICKEN \$0.31	+	FRUIT, VEG & MILK \$0.68	=	\$1.83
------------------------------------	---	----------------------	---	--------------------------	---	-----------------------------	---	--------

EXAMPLE #2

CHICKEN OR PORK EGG ROLL \$0.54	+	WHITE RICE \$0.10	+	TERIYAKI CHICKEN \$0.23	+	FRUIT, VEG & MILK \$0.68	=	\$1.55
------------------------------------	---	----------------------	---	----------------------------	---	-----------------------------	---	--------

EXAMPLE #3

FRIED RICE (2 SCOOPS) \$0.61	+	TERIYAKI CHICKEN \$0.23	+	ORANGE CHICKEN \$0.31	+	FRUIT, VEG & MILK \$0.68	=	\$1.83
---------------------------------	---	----------------------------	---	--------------------------	---	-----------------------------	---	--------

EXAMPLE #4

CHICKEN OR PORK EGG ROLL \$0.54	+	CHICKEN OR PORK EGG ROLL \$0.54	+	FRUIT, VEG & MILK \$0.68	=	\$1.76
------------------------------------	---	------------------------------------	---	-----------------------------	---	--------

1 K-12 Asian Exploration, C+R Research 2019  
 2 Scores were higher for sweet & sour chicken and fried rice than for tacos, burgers, and hot dogs.  
 3 K-12 Asian Exploration, C+R Research 2019  
 4 Percent of students polled who want to see item on the menu., K-12 Asian Exploration, C+R Research 2019  
 5 Prices per servings are averages

