

# Elementary Cafe Themes

Elementary school customers are the most influential age group. If we teach them healthy eating habits and good nutrition as elementary students, they will carry it through. Therefore, Descon's focus on K-6 elementary school themes is "nutrition" and "wellness."



## How to Create Your Elementary Marketing Theme:

Most elementary school designs have 1-2 serving lines. The most important marketing goal for this age range is to provide a fun, yet informative experience that encourages healthier eating and healthier lifestyles.

### 1) Pick a theme that suits your needs.



### 2) Select colors, (1) background and (2) accents, that work for your facility. See Order Form for colors.

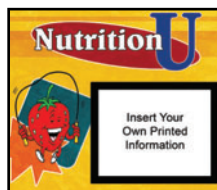
### 3) Identify Enter and Exit doors. Will Descon's Enter/Exit signs fit above your doors?

### 4) Locate banners with theme name design inside your serving area.



### 5) Communicate menu. Locate menu boards at the entrance of your serving line.

You print the daily menu and insert into the EZ-Change Holder



### 6) Add wall-mounted nutrition and wellness art.

a. Healthy Link Center: Creates a focal point highlighting nutrition and fitness. Comes standard with (60) printable facts, (15) Nutrition Characters, (15) Cardio Kids, (1) Food Pyramid, and (2) Flip Frames.

b. Locate areas for (6) additional Flip Frames to display Nutrition Characters and Cardio Kids images included in the theme kit.

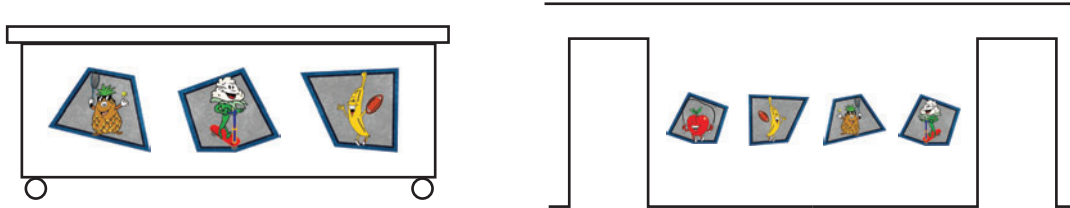


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c. Incorporate Circle Phrase Signs between Nutrition Characters and Cardio Kids images.



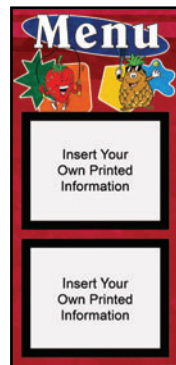
d. Locate Geo Shapes (5 included with theme) to institutional equipment fronts or small wall spaces.



## THEME KIT UPGRADES:



Nutrition Character Enclosed Case Menu Board See p78



Nutrition Character Menu Board See p79



Nutrition Character Banners See p81

## COORDINATING ITEMS:



Nutrition Connection See p82



Counter Top Nutrition Characters - See p85 Window/Counter Guard Clings - See p83



Program-Related Wall Art - See p29 Customizable Wall Art - See p27 Brushed Series Murals - See p30



Nutrition Character Ruler See p86

Acronym Signs See p19-20

