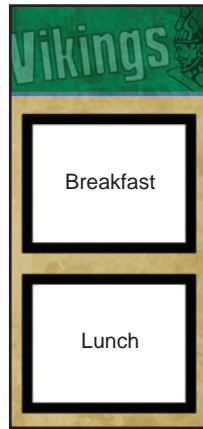
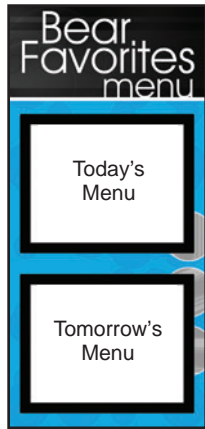


Menu Board Tips & Suggestions



1. Locate menu boards outside serving lines so students have an opportunity to look at the menu before entering the serving lines.
 - a. Descon recommends their enclosed case menu boards with printed slide in menu strips. Set up the menu boards to clearly guide students through selecting a meal.
 - b. EZ-Change Display Menu Boards are another option if your space outside the lines is limited (only requires 14" wide x 30" high space for a double holder wall mount). You print your own information advertising meals and insert it into the EZ-Change Displays.



2. Use Descon Counter Top Menu Boards or Single Holder Ceiling Hung Menu Boards to display additional information on the lines to help communicate entrees, sides, special combos, etc.



“Clark-Pleasant Food Service Dept worked with Descon, Inc. to design menu boards that would help us to communicate what a meal is in hopes of selling more of our nutritious meals. Descon designed a kid-friendly concept to communicate “What Makes a Meal” in an attractive wall art piece. They also assisted us in laying out menu boards that clearly guided our students through making a meal. Outside the lines at all of our schools we used Descon enclosed case menu boards with slide in printed menu strips. These are just like a restaurant would use. They look professional and are easy to maintain. Inside on our serving lines Descon made several counter top menu boards that we can print our own messages on paper and insert to communicate special meal combos, side choices, entrée choices, etc. right on the line. After adding special signage on the lines to promote special meals like our “Mexican Fiesta,” we increased our sales by two times the amount sold before the signage. Clearly communicating with students what makes a meal has helped to increase our participation by 100 meals per day at our high school.”

- Kim Combs, Food Service Director
Clark-Pleasant Community School Corporation

COORDINATING ITEM:



What Makes a Meal
See p49