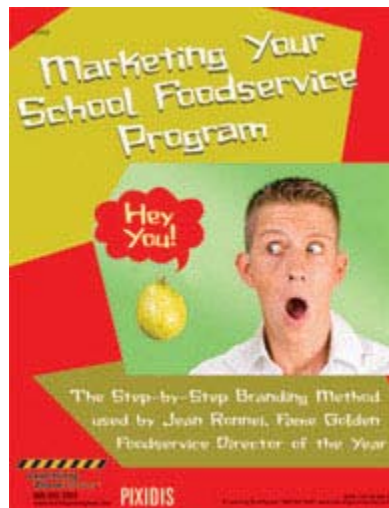


Changing the Face of School Food Service Programs

New DVD and Guide from Learning ZoneXpress Teaches Branding and Marketing Basics



OWATONNA, Minn - In the past, school cafeterias had limited options to offer kids. Rumors of mystery meats and hot dishes surfaced and gave school food service programs a bad reputation. But things have changed. Now, school cafeteria menus are being filled with a variety of real, tasty foods while meeting nutritional standards.

"Because of the rise in the number of restaurants such as Chipotle, Subway and Noodles serving quick, fresh food to kids, there's a strong demand for that same food in school cafeterias," says 2007 FAME Golden Food Service Award Winner Jean Ronnei. "Because of this, food service directors are moving toward what kids and parents are looking for in a school food service program and need the opportunity to explain how things have changed. It's not the same cafeteria that the kids' parents once knew!"

One way to give food service directors the opportunity to boost food service reputations is by branding their school food service program. "Marketing Your School Food Service DVD and Guide" is a step-by-step guide to marketing and branding a school food service program that will improve the perception of the food service operation, raise participation rates and motivate employees.

In this DVD and guide, Ronnei and food service branding guru Tom Whitney team up to walk audiences through the basics of establishing a values-driven, core-focused system for achieving bottom-line marketing results. This DVD and guide will help foodservice directors:

- Improve their food service's image;
- Build a youthful brand that appeals to students and increases participation;
- Provide easy-to-follow tips to successfully market their brand;
- Lead focus groups to help understand student's needs; and
- Make small changes with big impacts.

"Marketing Your School Food Service DVD and Guide" includes a 20-minute video loaded with real-life marketing tips and examples; a step-by-step printed guide to developing a core brand and marketing plan; sample focus-group guides to use with students and parents; sample core values and brand strategies for leading programs; and a list of best practices sure to increase your food service participation.

For more information about the "Marketing Your School Food Service DVD and Guide" or other products by Learning ZoneXpress, visit www.learningzonexpress.com or call 888-455-7003.

About Learning ZoneXpress

Learning ZoneXpress, based in Owatonna, Minn., is a leading source of "edu-taining" and award-winning learning tools. Its mission is to design, create and deliver innovative messages on life skills topics including nutrition, child development, family living, character education, and career and financial management. Learning ZoneXpress offers a wide variety of affordable educational DVDs, videos, posters, games, curriculums, and PowerPoint presentations. They are dedicated to responsive and personalized customer service. For more information about Learning ZoneXpress products, visit www.learningzonexpress.com.

###