

Client: Robard Corp.
Project: Brochure
Product: School Time Foods program/products
Audience: Food mgt. companies, distributors, school dist. food service directors
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Think Fresh, Snack Smart

Just a decade or two ago, neighborhoods swarmed with kids playing games like Kick the Can, Spud, and Relevio, with cries of “Ollie, Ollie, Oxen-Free” echoing between the houses. Flash forward to today, where children spend more time glued to the TV and video games than playing outside. Add in today’s high-fat, sugar-laden, super-size American diet, and it’s no wonder that the obesity rate among youth have soared to record-high levels in recent years.

To help buck the trend, the school nutrition industry is engaging in fresh thinking about what to serve our kids at school. Because you care about our youth, you set high standards in the cafeteria. You’re nixing the high-fat, sugar-laden drinks and snacks in favor of healthier choices. But how can you strike a balance between nutrient-rich, cost-effective, federal-compliant, kid-friendly foods?

Meets and exceeds Model School Policy

School Time Foods marries nutrients and taste to create a variety of nutritional products that *exceed* the requirements set forth by the Model School Policy. We fortified our tasty treats with protein, fiber and calcium to provide kids with truly healthy snack options.

“Testimonial from professional....”

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Created by kids for kids

School Time Foods gets two-thumbs-up from kids — our main resource during product development. We spent quality time speaking with and providing samples to over X# of school-aged children of all ages. Based on the feedback from our student focus groups, we fine-tuned our recipes to create school-approved, healthy snacks children enjoy!

“Testimonial from student....”

“Testimonial from student....”

Jump start your al a carte! Redeem your vending machine!

As perfect al a carte menu items, School Time Foods gives kids nutritious options that complement your lunch menu. When you add School Time Foods to your menu, you can feel confident you’re providing nutritious choices that appeal to kids and reassure parents.

As for vending machines, they don’t have to equate to empty calories. When you ditch the junk food and replace them with School Time Foods, you give kids the convenience and taste they want in an after-school snack without skimping on the nutrition they need.

A+ Snack Solutions

- ***X's and O's***: Kids can munch on these protein-enriched crackers(?), available in two kid-pleasing flavors: Fire (similar to hot fries) and Cheesy Pizza. *Bonus*: Packaging includes a fun Tic-Tac-Toe board on the back!
- ***Yogurt-covered granola clusters***: Fortified with calcium, phosphorous and magnesium, these sweet-and-crunchy granola bites hit the spot with lunch or after school.
- ***Cheddar Bacon Mix***: Kids will savor the zesty flavor combo of Rice Chex(?), cheese doodles and bacon, and parents will love that this mix is low-calorie, low-carb, and protein rich.
- ***Chocolate-covered mini-crisps with strawberry fruit pieces***: Kids can nibble their hunger away with this high protein, low fat, low cholesterol snack — sweet morsels of chocolate-covered crisps coupled with Vitamin-C-rich strawberry bits.

Company Background

Food Sciences Corporation, doing business as School Time Foods, integrates scientific research with market vision to deliver superior nutritional products for children. For more than 30 years, our team of food scientists, nutritionists and behaviorists has stayed at the forefront of innovation to manufacture and distribute over 70 healthy foods for medical and clinical professionals nationwide. Now, through School Time Foods, we're focusing our expertise on providing the nutritional products students need.

Schools Get a Helping Hand

Ten percent of proceeds generated through the sale of School Time Foods products are donated to Foundations Inc. to help build quality educational experiences for low-income children and youth across the country. Nationally recognized for the services it offers to after school programs, schools, districts, and other educational and community organizations, Foundations provides technical expertise to clients dedicated to improving educational achievement during school and after school hours. For more information, please visit their website at www.foundationsinc.org.

Foundations was founded in 1991 by Robert Schwartz, the owner/operator of School Time Foods and a philanthropic entrepreneur who has dedicated his time, talents and personal resources to build this charitable organization.

Sidebar

Why School Time Foods?

- Kid-tested, school-approved healthy choices
- Meets & exceeds Model School Policy standards
- Fortified with added fiber, protein and calcium
- Baked snacks — no trans fats, no hydrogenated oils
- Single serve for portion control

- Perfect for al a carte items, vending machines,
or snacks to compliment lunch menu.
- Peanut-free