

# get milk & get going!



## Promotional Ideas to Boost Milk Vending Sales

The following ideas are intended to support vending machine sales. Consider using these programs to create interest and promote milk vending to achieve a healthy school environment!



**Grand Opening** When a new machine is set-up, create maximum attention and interest to drive initial sales. Use signs to direct students to the location of the new machine. Sample product or offer reduced prices, and use flyers and posters to announce free or reduced price sample availability. Take milk mustache photos of students and teachers to display throughout the school. Coordinate a "best milk mustache" contest and have students vote on their favorite photo. Use balloons and streamers to decorate the new machine.

**Flavor of the Month/Monday Bonus** Flavored milk outsells white milk at a 9 to 1 ratio in school vending sales. Keep interest and enthusiasm high by featuring a different flavor each month and promote sales with a discounted price during the first week of the promotion. Give away a free sample of the featured flavor to all students and teachers on the first Monday of the promotion period.

**Sampling** If you are introducing a new flavor or product, give students a free taste test during the first few days it's available to create instant awareness and popularity. Use small paper cups filled with the new product. Use student groups, volunteer parents or other school personnel to hand out the samples. Also consider offering free taste test samples during bake sales.

**After Hours Program** Alert student and parent organizations about the availability of the milk vending machine for after school events.

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