



Prepared For
Brownwood ISD



Pictured: Brownwood ISD 24-25 School
Nutrition- GM, AGM, Nutrition liaison and
Kitchen managers



Executive Summary

Southwest Food Service Excellence continues to be the perfect partner for Brownwood ISD, providing exceptional child nutrition services that align with the district's values, priorities, and commitment to student wellbeing. Over the past 8 years our partnership has driven measurable success in key areas, including enhanced meal quality, student engagement, operational efficiency and financial stewardship.

Agenda

- SFE Introduction
- Operational Excellence
- Nutrition Expertise
- Culinary Experience
- Innovation

Taste the Difference!



What's Important to You?

Client mission, vision and values.

Through engaging promotions, student choice programs, and a focus on customer service, SFE has successfully increased meal participation across all grade levels. Our commitment to listening to students and implementing their feedback has led to higher satisfaction rates, ensuring children receive the nutrition they need to succeed academically.



Brownwood ISD
Northwest Elementary School

Where is Brownwood ISD Today?



School Breakfast Program

Research shows breakfast eaters have better memory, focus, and academic success

-- Florida Dept of Agriculture and Consumer Services

One key area of focus for continued improvement is increasing breakfast participation. To achieve this, we are implementing strategic initiatives such as offering Smart Snacks at breakfast and launching targeted promotions that encourage students to start their day with a nutritious meal. By making breakfast more appealing, we are working to ensure that more students take advantage of this essential program.

Breakfast



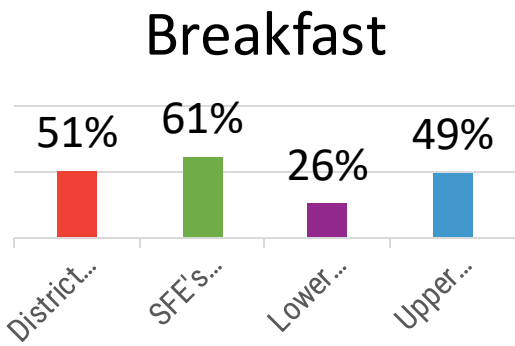
- Missed Opportunity
- Participation



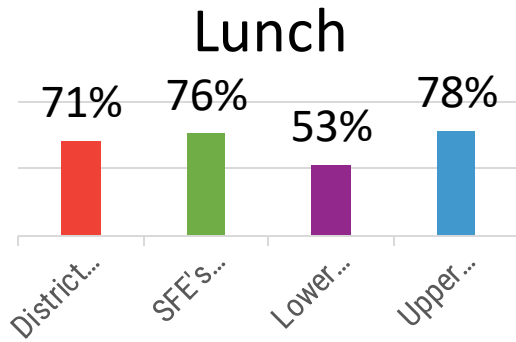
*Participation percentages based on October 2023 meal claim data provided in the RFP as snapshot for average monthly participation.

The sign of a strong, successful Child Nutrition Program is

Student Participation



SFE has consistently shown **participation at the highest levels** with our district partners across the country.



Using the Institute of Child Nutrition data as a comparative baseline, your district has an **opportunity to increase student participation** both at breakfast and lunch. Our proposal is focused on engaging student participation through menu variety, food quality, employee productivity and community engagement.

Today's Menu

- Pomodoro Pasta with Parmesan
- BBQ Pork Slides on Hawaiian Roll
- Buffalo Macaroni & Cheese
- Waffle Bar w/ Choice of assorted fresh berries and compotes
- Ham & Cheese Biscuit
- Chicken fried rice w/ egg roll
- Loaded Beef Gorditas



Loaded Beef Gorditas!

SFE's Promise & Vision for Your District

1

Building a program uniquely for you



Food First



Customized Programs



Innovation in our DNA



Compassionate Leadership

Operational Excellence

2

A cross-functional team of experts

A Partnership Made for Brownwood ISD

Our approach to nourishing **healthy, happy kids** also consistently fuels the **financial health** of your school nutrition program.



Increased Student Participation

- Food-focused approach
- Student-approved menus and feedback mechanism
- Student engagement programs – encourages trial and choice



Custom Culinary Program

- Menu developed specifically for the flavor profile of your community
- Menu will continually evolve and adapt to new trends and local favorites



Café Environmental Refresh

New Serving In development for Coggin Elementary and the High School serving lines
New in-café signage to update environment and improve line speed/traffic



Strong Financial Return

\$505,575 Projected Surplus in SY24-25

- Financial surplus for your district will continue to go towards the School Nutrition Café/kitchen Refresh.
- Improved participation which drives increased reimbursements

Nutrition Expertise

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Delivering a healthy & compliant program



Culinary and Nutrition Education



Roving Chef

An interactive cooking experience where kids cook alongside a real chef, learning about kitchen hygiene, nutrition, and fundamental culinary skills.



Farmer's Markets

Students can learn about the farm-to-table connection, as well as see and sample new fresh fruits and vegetables.



Health Fairs & Get Fit with SFE

Students will learn about the benefits of healthy eating and fitness.



Plant-based Education

SFE has partnered with the Humane Society of the United States to promote plant-based meals and education.



Harvest of the Month

Each month students will experience a featured fresh fruit or vegetable as a part of their menu.



Nutrition Classes

Taught by Registered Dietitians and GMS.



Menu Review Committee and Student Taste Testing Events

Students will participate in shaping their own district's menus while learning about healthy menu preparation.

Food Recovery: Share Tables

SFE is committed to providing visually appealing food, a variety of nutritious and delicious options, and ensuring program compliance with all federal and state meal requirements.

With those requirements met, if a student should decide they would like to place an unwanted food item on the Share Table, SFE is committed to upholding our strict food safety and quality standards, as well as all state or federal regulations, when implementing a share table and any potential food reclamation.



MARKETING RESOURCES



Culinary Experience

4

Where delicious meets nutritious

Keep Students Coming Back

Our goal is to deliver an **exceptional culinary experience** that keeps students excited to come back to the café every day!

Our fresh-from-scratch approach:



Food first
chef led
company



High quality, local
ingredients with the
widest variety of fresh
fruits and vegetables



Over 75% of our
recipes are made
from scratch



Leverage culinary
expertise to use herbs
and spices to make food
flavorful



Student Driven Menus

Your **students** survey, taste test and communicate their **favorites!**



1 Frequent Taste Tests

We invite students to taste tests for proposed new menu items for their candid feedback.



2 Further Development

We use student feedback to develop a list of menu items for further testing.



3 Let the Students Decide

Items that prove popular will make it to the menu stage.

We serve the meals students want to eat

Taste Testing for All

Your **students** survey, taste test and communicate their **favorites!**



Taste Buddies

For our youngest students, taste testing helps to introduce new food items and inform upcoming menus



Taste Trailblazers

Our middle and high school students get to share their feedback, too, through Taste Trailblazers and the convenient QR code.



Flavor Fest

A food show for students, Flavor Fest is the ultimate student taste testing experience. **Brownwood will be having our first Flavor Fest in May!**

We serve the meals students want to eat



Tower Gardens & Local Farms

SFE is committed to sourcing locally through farms and utilizing tower gardens to truly make it a local experience.

- Partnership with Green Bronx Machine to accelerate gardens in your district
- Sourcing and earning farm to school grants
- Identifying local farms to purchase from directly

We are looking into growing our very own garden here at BISD. This will also give us the opportunity to work with the community here in Brownwood.

From tower to table to tummy!



SFE Innovations

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Fresh Menus, Fresh Service Models



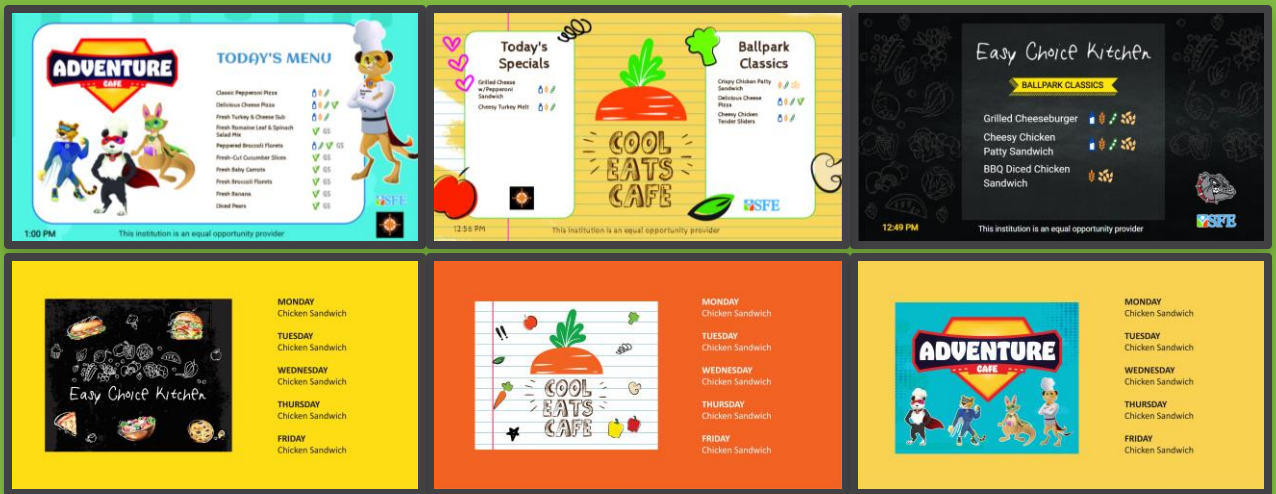
Building Program Engagement

Building customized programs alongside your students, faculty and community:

- Environmental branding
- Food merchandising
- Food court style signage – static and digital
- Monthly promotions and monotony breakers

Innovation That Serves You

Retail Experience: Digital Signage



SFE Innovations

We bring the **fun and excitement** back to the dining experience with innovation. Just a few of the possibilities looking ahead.



Food Trucks



Tortilla Makers



BBQ Smokers & Grills



Reimbursable Vending



Coffee Shops



Convenience Stores



Concessions



Roving Chef

Custom Food Trucks



Beyond the Lunchroom: Food Trucks!

- Conveniently located on campus
- Brings fresh, on-trend meals directly to students
- Classic food truck inspired dishes: handheld, grab and go style
- Custom menus that meet the flavor profile of your districts
- Available and customizable for additional service such as gameday, theater concessions, pre-game meals, after school activities and community events

THANK YOU!

We love feeding the students
at Brownwood ISD.

