Boost ADP with Advice from an Eggspert
New, Eggsclusive Blog Series Dishes up Detailed Success Stories from the Field

Chicago, IL (March 05, 2018) – Eggs in Schools conducted an in-depth interview with school nutrition dynamo April Liles, R.D., S.N.S., who brings a spirit of fun and creativity to the school nutrition program at the Waltham Public Schools in Waltham, Mass. Liles’ advice is presented in a series of blog posts designed to share best practices with school nutrition professionals seeking tried-and-true methods to help increase Average Daily Participation (ADP).

In Waltham, Liles serves 5,800 students in grades K-12 utilizing tips and techniques more commonly associated with commercial foodservice operations. Creative use of Limited Time Offers (LTOs), Pop-Ups, Breakfast Bars and Bowl creations help her mealtime offerings earn rave reviews from students and staff.

The blog series, organized in a Q&A format, details Liles’ philosophy and her success reaching program goals. Readers will learn how bowls can boost ADP, how to avoid menu fatigue and the benefits of creating flavor adventures. Each segment is chock full of information that is easy to incorporate into any size school nutrition program for an entire district or single, private school for grades K-12. Liles’ personality and enthusiasm shine through in each segment, including titles such as:

• Setting a Program Philosophy and Reaching Your Goals
  Waltham’s program philosophy? Good Food + Happy People = Success. Accessible and affordable meals can be on-trend and delicious with the right choice of ingredients. Liles calls eggs “a menu planner’s DREAM come true!” Find out why.

• Bowls Boost ADP & Hard-Boiled Ideas
  Bowls are booming right now, not just in commercial operations but also in school foodservice. Watch ADP spike by experimenting with just a few simple recipes. Or try ideas using hard-boiled eggs in Grab-N-Go meal preparations.

• Avoid Menu Fatigue & Create a Flavor Adventure
  Pop-ups and LTOs (Limited Time Offers) in a school setting? Liles voices an emphatic yes! telling readers how special promotions can help avoid menu fatigue.

• Build a Breakfast Bar and “They Will Come!”
One simple four-step process can help any school set up a successful breakfast bar. Key ingredients? Food, People, Equipment and a Smile. Whether once a week or once a month—Liles promotes breakfast bars as menu kickers – kicking up participation and sales.

“Eggs in all their forms definitely help contribute to the success of our program; whether served in a breakfast bowl, scrambled, or hard-boiled. Eggs are so versatile, a menu planners’ dream ingredient,” said Liles.

“Remember,” Liles says, “your staff can never spend enough time on meal planning. And don’t be afraid of experimentation. It can lead to a brilliant new addition to your school foodservice menu.”

Find all of the blog posts at aeb.org. Or dive deeper into our web site to find other tips, tricks and recipe ideas designed to help school nutrition operators serve students satisfying meals and snacks.

About the American Egg Board (AEB)
Home of the Incredible Egg, the AEB is the U.S. egg industry’s national commodity marketing board. The AEB’s mission is to increase demand for eggs and egg products through research, education and promotion. The AEB’s Egg Nutrition Center is the country’s largest repository of egg nutrition research. The AEB is located in Chicago, IL. For more, visit www.aeb.org.