

**Orange County  
Public Schools**

**2021**

**Best Practice:  
Special Program-  
Marketing Department**



**Orange County  
Public Schools**



# Coffee Shop Procedures

**HIGH SCHOOL STUDENTS CAN  
SELECT THEIR MEAL AND USE  
THEIR MILK TO PURCHASE AN ICE  
OR BLEND COFFEE FOR \$2.00**

**OR**

**PURCHASE THE COFFEE AS AN  
ALA CARTE ITEM FOR \$3.00.**



# Winter Park HS New Coffee Shop





# SMOOTH-SHAKE

**SELECT BREAKFAST**



**TAKE FRUIT & MILK TO THE  
SMOOTH-SHAKE CART**

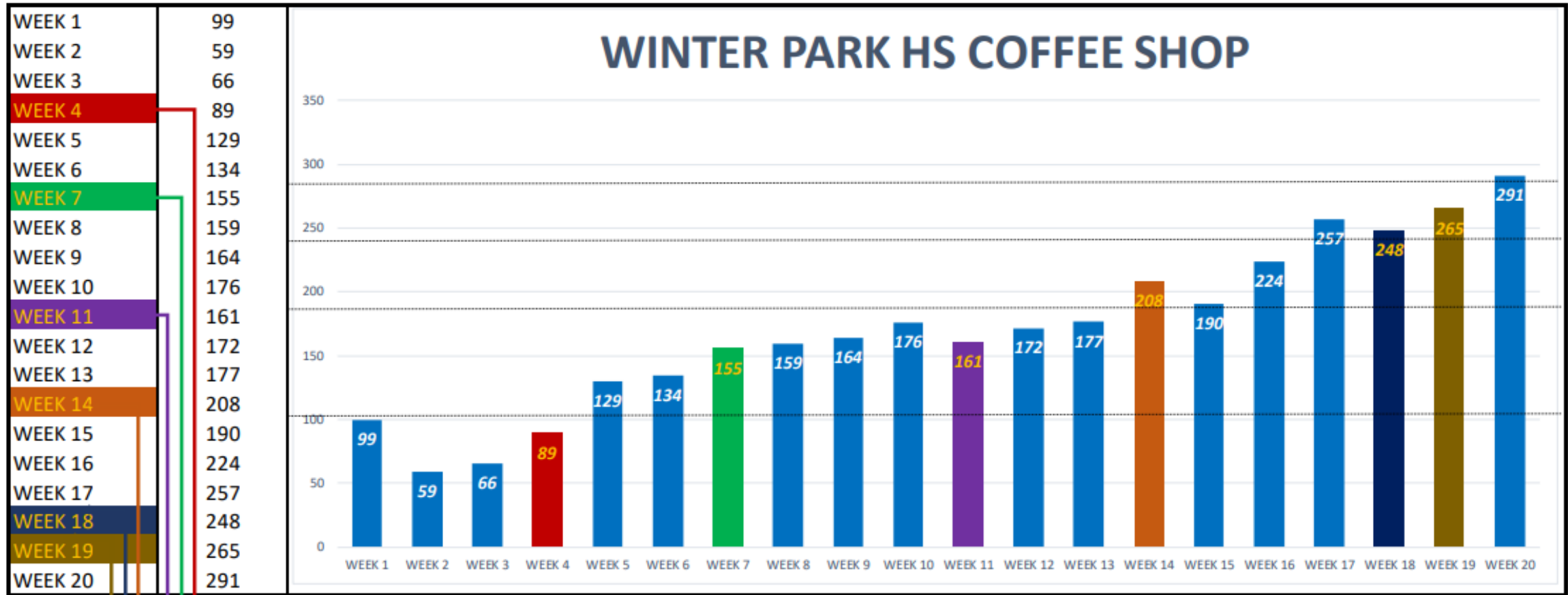


**FRUIT & MILK IS BLENDED WITH  
1oz SUGAR FREE SYRUP AND A SMOOTH-  
SHAKE IS CREATED AT NO CHARGE**





# BREAKFAST DAILY AVERAGE DATA



COFFEE SHOP OPENED

ENROLLMENT INCREASED AND HOT COFFEE STARTED

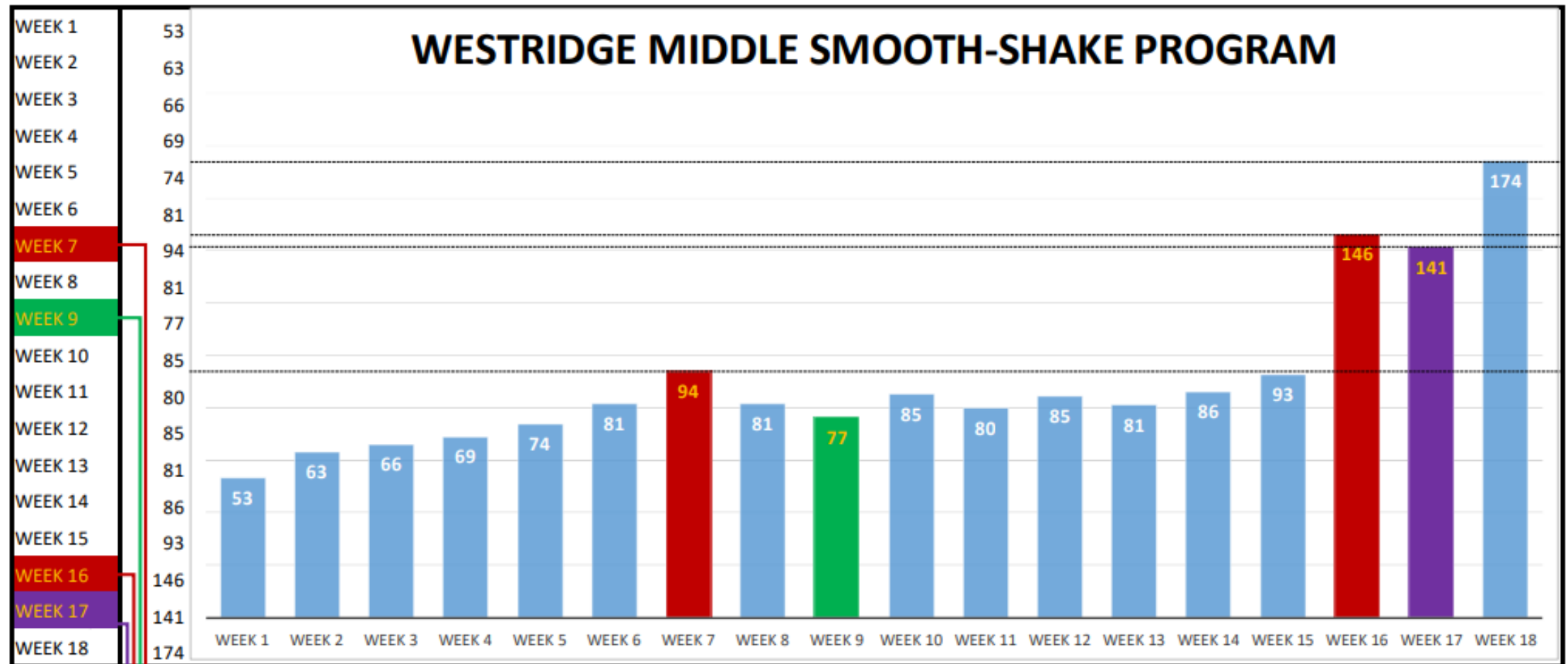
FRUIT FRAPE STARTED

REIMBURSABLE YOGURT FRUIT STARTED

SMOOTH-SHAKE STARTED & YOGURT FRUIT ENDED

ADDED A NEW CART LOCATION

# BREAKFAST DAILY AVERAGE DATA



TWO DAYS OF TEST WITH SMOOTH-SHAKE

ENROLLMENT INCREASED

SMOOTH-SHAKE STARTS

FOR TWO DAYS SMOOTH-SHAKE WAS NOT OFFER (COMPARING)