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Mequon-Thiensville School District Wins Wisconsin State School Breakfast Award

Mequon, WI — December 15, 2009 — ARAMARK Education, a leader in providing professional services to more than 500 K-12 school districts in the U.S., is pleased to announce that its partner, Mequon-Thiensville School District, has been named a winner in the Wisconsin School Breakfast Challenge, sponsored by the Wisconsin Department of Public Instruction (WDPI). The challenge encourages school districts to increase participation in their school breakfast program.

The winning school districts, announced December 2 by Wisconsin State Superintendent Tony Evers, had the highest percent increase in school breakfasts served during the 2008-2009 school year. Mequon-Thiensville School District, a winner in the 3,001 or more enrollment category, saw an increase of 125 percent in breakfast participation. Melissa Pementel, Food Service Director for ARAMARK at Mequon-Thiensville School District, enhanced the breakfast menu with hot and cold breakfast favorites including egg sandwiches, yogurt, cereal, pancakes, omelettes, and more. She also began offering student breakfasts that qualify as reimbursable meals under the National School Breakfast Program; and she opened more service lines, and used program marketing like ARAMARK's *AMP Up! With Breakfast** concept to drive participation.

“Our success in growing our breakfast program is having consistent quality, variety and presentation,” said Pementel. “Through our partnership with the district, we have transformed the cafeterias into a destination where our students want to be. The students are interacting with their peers, while enjoying a healthy, nutritious breakfast that will help them start the day off right and keep them focused on their studies.”

The six winning schools and districts received a “2008-09 Wisconsin School Breakfast Challenge Winner” banner to display in each building with a breakfast program. They also will receive a grant for \$1,000 that can be used for equipment or nutrition education materials to improve their school breakfast programs.

“Last fall, the Department of Public Instruction, in partnership with the UW-Extension, encouraged all school districts to take part in this challenge. We had tremendous response, and we congratulate all the schools that won,” said State Superintendent Evers. “Providing a nutritious breakfast to students can help promote healthier eating

habits that can last a lifetime. It can also be the extra boost students need to stay alert in school so they can concentrate on graduating with the skills and knowledge they need to be successful in the workplace or with further studies.”

According to the WDPI, during the 2008-09 academic year, Wisconsin schools served nearly 15 million more breakfasts compared to the previous year. A total of 1,690 schools served school breakfasts, including 12 public schools that started serving breakfast for the first time at one or more sites. About 66 percent of Wisconsin schools participating in the National School Lunch Program also offer breakfast. Approximately 75 percent of students eating school breakfast are eligible for free or reduced-priced meals, an increase of 9 percent over the previous year.

***About AMP Up! With Breakfast**

Amp Up! with Breakfast is a breakfast program, created by ARAMARK, for kindergarten through 12th grade students. This program offers easy-to-implement breakfast delivery options for classrooms, cafeterias and/or portable stations, with a focus on convenience. It features over 400 grab and go products to build a new breakfast program menu or enhance existing breakfast offerings. Students can enjoy great-tasting, morning favorites, such as fruits, wholesome hot foods, cereals, breakfast snacks, yogurt, smoothies and juice beverages.

About ARAMARK Education

ARAMARK Education provides a complete range of food, facility, uniform and other support services to more than 500 K-12 school districts in the U.S. It offers public and private education institutions a family of dining and facility services including: on-site and off-site breakfast and lunch meal programs, after-school snacks, catering, nutrition education, retail design and facilities management services, including maintenance, custodial, grounds, energy management, construction management, and building commissioning. For more information on ARAMARK Education’s K-12 food service programs, please visit www.aramarkschools.com.

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