

# Menu Boards :: Illuminated

## Increase Food Sales with Menu Boards

1. Grab student attention with luscious food pictures that make them point and say “I want that!”
2. Presentation of your food selection to students is the single most important way to increase á la carte sales.

## Growing your dining program with menu boards

A quick illustration of how luscious, enticing food pictures on menu boards grow revenue in your dining program:

Years ago, fast food restaurants had large menu boards with many choices, but few pictures of their food items. When the cashier asked customers what they wanted, most would take a long time deciding. This slowed down the amount of customers through the serving line, and took the “fast” out of fast food.

One day, someone had the idea to put up pictures of the different items in the hope that it would enable customers to make selections quicker.

This one idea — *using enticing food pictures* — speeds the selection process and gets customers through the line quicker.

Notice how people order the next time you are in a fast food restaurant. Also, remember your visit to a favorite restaurant — if you chose your selection based on how the picture of your entrée looked on the menu.

### Please Note

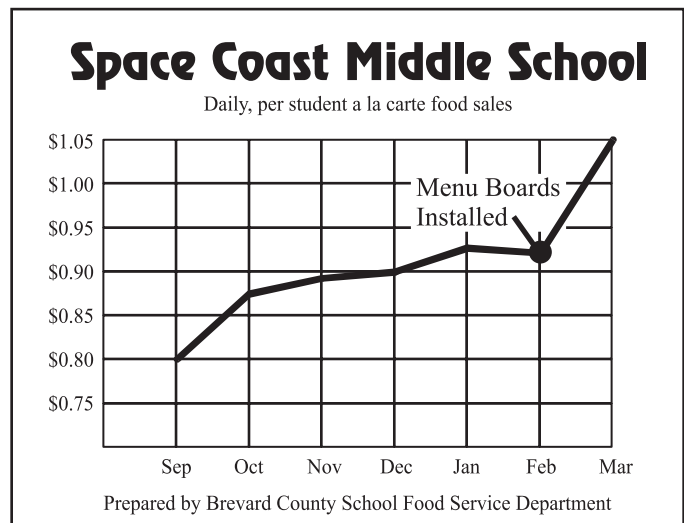
Even if your menu did not have pictures of the entrées — I’ll bet the special dessert menu did! And if you ask your server, they will tell you that the picture is the main reason why people select a particular dessert *Believe me, I speak from personal experience in this. I just can’t resist a tempting dessert picture!*



▲ Two panel menu group. Each panel is 18" wide and 27" high.



▲ Two panel menu group. Each panel is 18" wide and 18" high.



**The power of menu boards:** Pretty good average á la carte sales per student from the beginning of the school year, but see how high up it climbs after the menu boards were installed (with the same food offerings and same students)!

# Menu Boards :: Illuminated

## Our famous illuminated menu board guarantee

Install our menu boards in your middle or high school dining rooms. After 6 months of use, if your á la carte sales have not increased enough to pay for the menu boards, we will:

1. Come to your school
2. Take the menu boards off your wall
3. Give you your money back

**We guarantee increased profit. You can't lose!**

▶ Two panel menu group with optional new magnetic board to highlight your breakfast specials.



▶ Two panel menu group with optional new magnetic board to highlight your changing daily specials.



◀ Highlight your daily food specials with our NEW Magnetic Menu Board attached underneath the illuminated menu board

- preprinted menu item strips makes changing your daily menu specials easy
- Breakfast program selections can be emphasized.



**Add our new optional "mini tube light" around your menu boards to create a "theatre marquee" look.**

## 6 little known techniques using menu boards to increase á la carte sales

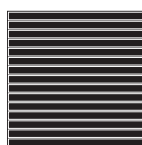
1. Always use a luscious food picture of your menu items. You want to create a situation where kids point at the picture and say, "I want that!"
2. Never put too many serving size options on the board – use regular and large – to speed their choice.
3. List all your a la carte items in order of popularity, and group them by category to make selection easier (for instance, keep all drinks together and all desserts together).
4. Use colored backup strips to highlight your most popular offering, or to denote a special food selection
5. Use double high headers with colored strip and white letters to focus students' eyes on your food groups.
6. Use the school cafeteria nickname in a large header strip to personalize the cafeteria.
7. **BONUS TIP #7 –** Remember idea #1- **ALWAYS** use delicious looking food pictures. This idea alone will raise your sales 7-10%.



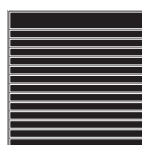
▲ Appetizing pizza picture on menu board over the serving line grabs student attention.

## Illuminated Menu Board Panel Layouts

18" wide x 18" high panels



**A15**  
Full 15 Line



**A14**  
13 Line  
w/Double  
Header



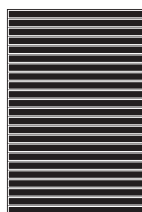
**A5B**  
5 line w/B  
Transparency



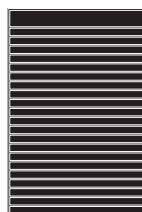
**A4B**  
3 line w/Double  
Header and B  
Transparency



**AC**  
C Transparency



**D23**  
Full 23 Line



**D22**  
21 Line  
w/Double  
Header



**D13B**  
13 Line w/B  
Transparency



**D12B**  
11 Line w/Double  
Header and B  
Transp.



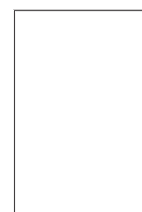
**D8C**  
8 Line w/C  
Transparency



**D7C**  
6 Line  
w/Double  
Header and C  
Transp.



**D3BB**  
3 Line w/two B  
Transparencies



**D**  
D Transparency

# Menu Boards :: Illuminated



## Easy step-by-step ordering information for your menu boards:

1. Decide whether they are to be mounted on the wall or hung from the ceiling.
2. Think about the food items you would like to emphasize in your program.
3. Select the correct style of panel with menu strips and food pictures from the group shown on page 112.
4. Choose the trim color for the outside of the menu board.
5. Choose the backup strip color to highlight your menu selections.
6. Choose your food pictures from our mouthwatering selection on page 116.
7. Call us at (800) 330-7328 if you have any questions.

Backup  
Strip Colors



## Menu Boards – Illuminated :: Fort Lauderdale, FL

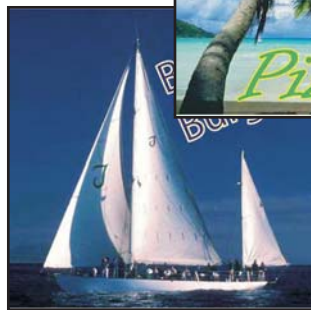
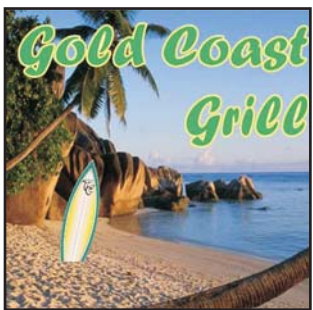
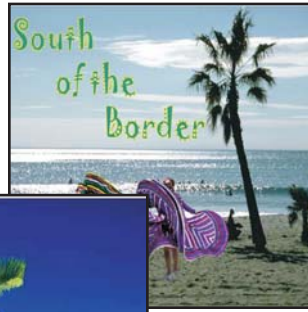
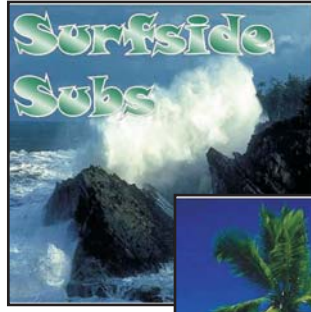
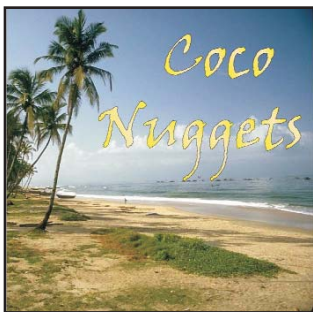
The Broward County School Nutrition Department wanted to change all their old High School serving lines to modern food courts. We were called in to design the graphics for their 9 serving lines at each high school.

Our artists created a colorful vivid graphic which clearly directs the students to the foods they want — and provide a uniform look for the new food courts in all schools.

We personalize each school's menu board by using different color trim around the board with each school's colors.



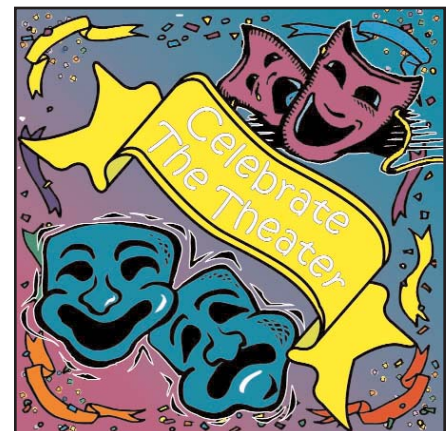
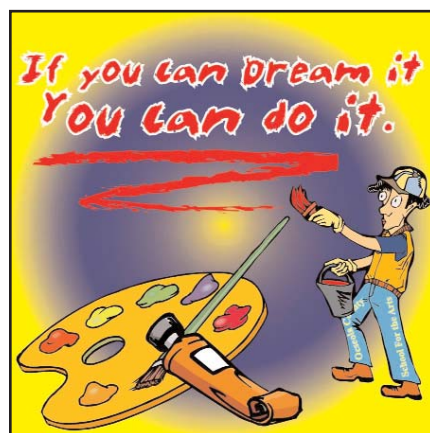
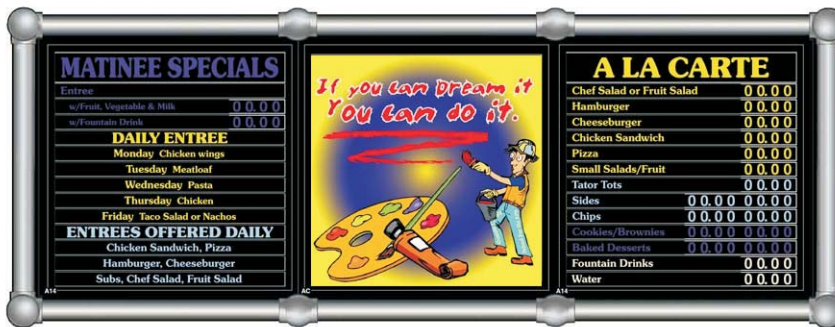
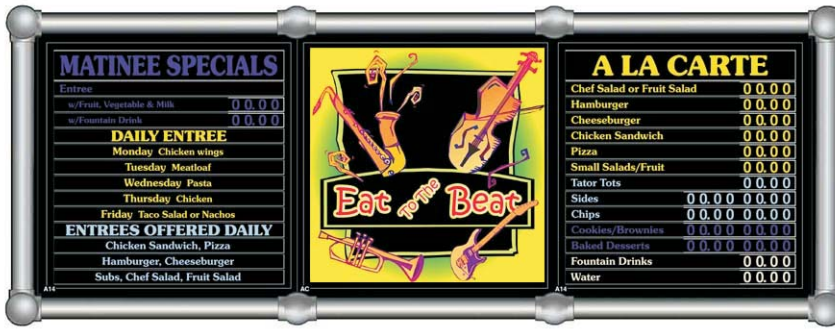
**Now this is a restaurant look!**



# Menu Boards – Illuminated :: Kissimmee, FL

At Osceola County School District in Kissimmee, FL, the Nutrition Department wanted a special look for the new Performing Arts School. Our artists came up with this tribute to the arts and food.

**And the result is a box office smash hit!**



## Menu Board Food Picture Selections



P6-6a Pepperoni Pizza Lift



B5-13a Cheeseburger



B5-6 Burger/Fries



B1-22 Cheeseburger



Z1-1 Assorted Vegetables



C4-13a Grilled Chicken



C7-1a Sub Sandwich Trio



S3-4 Chicken Sandwich



M4-6a Chips/Salsa



F2-19 Ice Cream Novelties



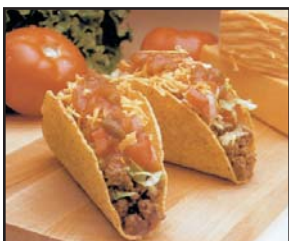
G2-5a Assorted Cookies



Z1-3 Vegetables



P3-15a Spaghetti/Salad



M1-12 Two Tacos



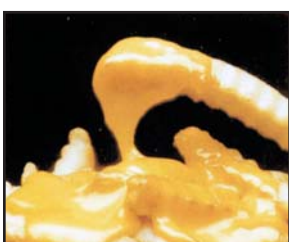
S6-18a Mixed Salad



B7-27a Turkey Submarine



B5-10 Fries



D4-12 Crinkle Cheese Fries



D1-28a Five Stuffed Potatos



M1-7 Beef Taco



P3-8 Pepperoni on Wood

# Menu Board Artwork



▲ This non-illuminated menu board was designed for Alexander Elementary School in Macon, Georgia.



▲ This is the menu board we designed for the San Bernardino City Unified School District Employees Dining Room — with a theme of the Garden Café that we carried throughout the room décor (see page 101 for another picture of this staff dining room)

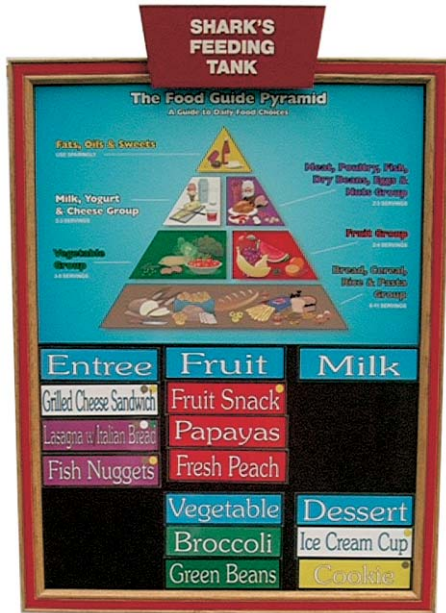


These non-illuminated menu boards were designed for Naples High School in Naples, Florida — where they did not have any electric outlets wired. The food pictures represent the selection on the various serving lines.





# Elementary Nutrition Education Menu Boards



**We invented this Elementary Menu Board to instruct students in proper nutrition and the various components of the foods they select. We want them to learn early to make healthy food choices!**

## Stealth Nutrition Education!

Painless nutrition education for your students – in a bright, exciting presentation of the daily menu and the Nutrition Food Guide Pyramid.

Universal Seating Company has developed an Elementary School Menu Board that accomplishes two important functions:

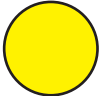

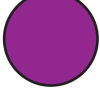
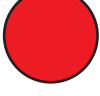

1. Shows the menu of the day – in colorful, visually exciting graphics.
2. Shows the food groups that make up each menu item, using color codes.

A simple, yet effective way to teach students about nutrition!

If you look at the large 27" wide by 35" high menu board below, you can see that the nutrition food pyramid has colors on each of the 6 food group names.

These colors correspond to the menu item strips to show where each food belongs (for instance – a hamburger has dots identifying it belongs to the meat group and bread group).

### Menu Board Food Group Indicators

-  Fats, Oils & Sweets
-  Milk, Yogurt & Cheese
-  Vegetable Group
-  Meat & Poultry Group
-  Fruit Group
-  Bread, Cereal, Rice & Pasta

### Elementary Menu Board Trim Colors

-  Dark Green
-  Gold
-  Green
-  Medium Blue
-  Navy Blue
-  Orange
-  Purple
-  Red
-  Silver
-  Teal
-  Yellow

## Elementary Nutrition Education Menu Boards

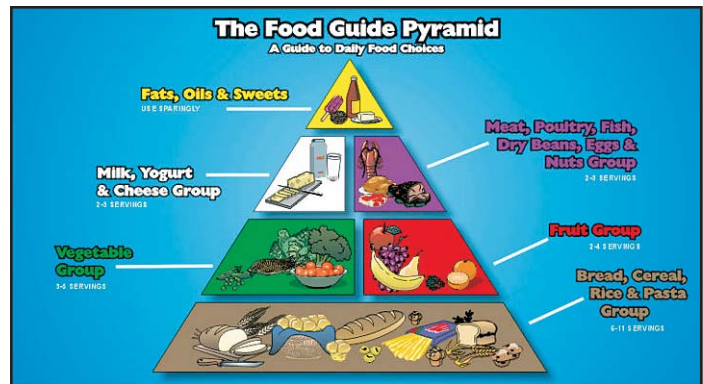
The menu item strips are colored to show the main food components and has dots to highlight the secondary components. — For instance, a hamburger would have a red color (for meat) with a brown dot (for the bread bun).

There is no simpler way to show students the relationship between the food they are having each day, and information they must know about the food groups to have a healthy diet.

There are more uses for this multifunction menu board:

1. Place it on the optional movable stand, and take it into the classroom for nutrition education.
2. Useful as English language learning tool for California Proposition 227 English language education for non-english speakers
  - What an easy way to teach non-english speaking students the rudiments of English (weren't food items the second thing you learned when preparing for a trip to a foreign culture? After learning how to find the bathroom, of course!)

3. Emphasize the special name for your dining room to create student spirit.



4. Teach Foods-of –other-Cultures. We can provide the pre-printed menu strips in Spanish, French, Italian, and German.
5. Teach your students early on that school food is not boring! When they see the variety of food items you offer on a daily basis – you have a better chance of keeping them in the school food program as they grow up.

**Remember – these young students see menu boards every time they go into a fast food restaurant.**



Pre-printed menu  
item strips available  
in 5 languages for  
multi-cultural  
education



# Elementary Nutrition Education Menu Boards



▲ Optional portable stand for the menu board allows it to be taken into the classroom for nutrition education.

## Benefits of the Elementary Menu Board

1. Pre-printed menu strips are available in 1,000 combinations of colors for the backgrounds and names.
2. Quick identification of the entrée, side items, and milk/dessert using the same colors for items in each group.
3. Color-coding of each menu strip to relate to the 6 Food Groups.
4. A professional, easy presentation of your menu items. No more illegible handwritten chalkboard on the wall. This menu board really looks good!
5. The menu board is customized for each school - with school name or nickname and trim colors.
6. The menu board can easily be moved to the main entrance so concerned parents can see their children's menus.

## Choose these features on each menu board:

1. Choose from 11 colors for the trim around the wood frame.
2. Select your school name or nickname for the top header.
3. Create the list of menu items you would like pre-printed:
  - Select your three food groupings.
  - Choose the background colors.
  - Choose the lettering colors.
4. Choose the optional movable chrome stand for true portability between the dining room and classroom areas.

# Elementary Nutrition Artwork

## Elementary menu Board Artwork

Whimsical food artwork makes kids smile. Colorful, abstract food art brightens up serving lines. Isn't this appetizing artwork?

