

2024-2025 PROMOTIONAL CALENDAR

September

- ◆ National Waffle Week
- * NJ Farm-to-School Week
 - Local Corn on the Cob
 - Local Gala Apple
- ◆ Hispanic Heritage Month
 - Chilaquiles
- * National Quesadilla Day
 - w/ Local Mexican Street Corn

October

- * Farm-to-School Month
 - Local SunCrisp Apple
 - Local Baby Bok Choy
 - Local Onions
 - Local Cauliflower
- * Hispanic Heritage Month
 - Cuban Sandwich w/ Plantain Chips
- * Oktoberfest
 - ◆ Bratwurst w/ Caramelized Onions on a Pretzel Long Roll
 - * Pierogi w/ Caramelized Onions, Pretzel Dinner Roll & Cheese Dip
- ◆ Halloween
 - Mummy Hot Dog
 - National Apple Month

November

- * Farm-to-Tray
 - Local Cranberries
 - Local Red Cabbage
 - Local Apple Cider
- ◆ Election Day
- * Thanksgiving
 - Roasted Turkey w/Gravy
 - Mashed Potatoes
 - Cranberry Sauce
 - Braised Red Cabbage in Apple Cider
 - Turkey Pretzel

December

- * Farm-to-Tray
 - Koginut Squash
 - Red Cameo Apples
- * National Cookie Day
- * Holiday Lunch

Select an entrée for each grade grouping

 - Spiral Glazed Ham w/ Roasted Koginut Squash & Apple Crisp
 - Cavatelli w/ Pink Sauce

January

- * Farm-to-Tray
 - Asian Pears
 - Golden Potatoes
 - Popcorn Kernels
- * National Soup Month
 - Loaded Baked Potato Soup w/ Local Golden Potatoes
- ◆ Foods Across America
 - Hot Brown Sandwich: Kentucky
 - Frito Pie: New Mexico
 - Corned Beef Sandwich on Rye: New York
- ◆ Lunar New Year
 - Peking Chicken w/ Mixed Vegetables, Jasmine Rice & a Tortilla



PROMOTION KEY

- ◆ OPTIONAL
- ◆ ELEMENTARY
- ◆ MIDDLE SCHOOL
- ◆ HIGH SCHOOL
- * ALL GRADE LEVELS
- ◆ GIVEAWAY

February

- * Farm-to-Tray
 - Local Candy Cane Beets
 - Local Frozen Blueberries
 - Local Oats
- * Valentine's Day
- ◆ Super Bowl
 - MJM Sports Bites

March

- * Farm-to-Tray
 - Local Apples
 - Local Crushed Tomatoes
- * National Breakfast Week
- ◆ Flavors Around the World
 - 5th Dominican Republic
 - Mangu Tres Golpes w/ Mofongo
 - 12th India, celebrating Holi
 - Chicken Biryani or Paneer Biryani w/ Basmati Rice & Mango Lassi
 - 19th Vietnam
 - Bahn Mi
 - 26th Italy
 - Arancini
- ◆ National Nutrition Month
 - Dick & Jane Cookies
- ◆ St. Patrick's Day

April

- * Farm-to-Tray
 - Local Applesauce
 - Local Spinach
- * Earth Day
 - Chia Seed Pudding w/ Berries (samples)
- ◆ National Grilled Cheese Month
- ◆ National Banana Day

May

- * Farm-to-Tray
 - Local Strawberries
 - Local Red Radishes
- ◆ School Lunch Hero Day
- * Cinco de Mayo
 - Torta w/ Local Red Radish
- ◆ Memorial Day



June

- * Farm-to-Tray
 - Local Zucchini

