



August 10, 2017

Dear Elementary School Parents,

Benton Food Services is pleased to introduce **Cool*Caf**, an exciting, fun, and nutrition-based dining program at your school.

Cool*Caf combines *FUN* – colorful graphics and a friendly nutritional mascot – with *NUTRITION* – healthy eating messages, a peer group of healthy eaters, nutrition-balanced express sack lunches, and a grab & go salad option.

We're excited about the opportunity to launch **Cool*Caf** at your school!

Designed especially for elementary students, **Cool*Caf**:

- is a cool place to be seen eating cool food (*We know* it's nutrition-balanced; *they know* ACE, our new mascot, and friends give it a thumbs up!)
- offers a new salad option to increase healthy choices
- offers a new express sack lunch as a quick, nutritious meal option
- recognizes students' need to relax and refuel
- delivers healthy messages through fun, engaging characters, images and words that bring the cafeteria to life while reinforcing the merits of making smart choices and eating right

For parents who pack daily school lunches for their children, **Cool*Caf** offers a nutrition-balanced sack lunch packed in a colorful bag for students to grab and go.

With **Cool*Caf**, we're taking school dining to a new level...nutritious, healthy selections, express sack lunches, learning, and fun!

I personally invite you to visit **Cool*Caf** to see first-hand these exciting changes and experience **Cool*Caf** dining. Please call me at 778-4861 ext. 1040 with questions or comments.

Thank you!

Stacy Adams
Food Service Director

