Greeting Cards and Placards



Greeting Cards

4 5/8" X 6 1/4" Set of 6 blank





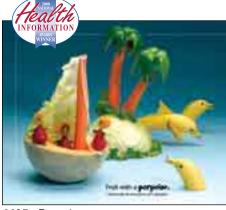
Foodscapes[™] Series I Placards 10" x 13" Set of 6 cardstock (4405 - 4410) in reusable folder.





Foodscapes[™] Series II Greeting Cards 4 ⁵/₈" X 6 ¹/₄" Set of 6 blank greeting cards with envelopes (4426 - 4430). 9202 \$9.95





4405 Porpoise

4406 Fruit Oasis

Posters







4410 Fly High



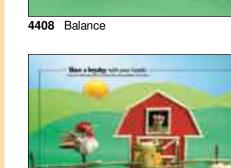


4429 Tomatosaurus Rex

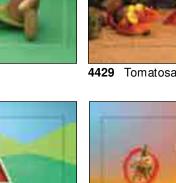




4432 Circus



4431 Barnyard





2008 - 2009 calendars 81/2" x 11" Templates Foodscapes[™] Clipart & Templates CD-ROM 2101 \$39.95 (Single License)

Clipart & Templates CD

Use these whimsical characters made from fruits & vegetables to promote healthy eating.

15 Foodscapes[™] characters

> 15 Counter Cards

Counter Card Template

TO ORDER, CALL 1.888.455.7003

All products ©Learning ZoneXpress unless otherwise indicated

Calendar Template



Foodscapes[™]

18" x 24" Laminated \$14.95 each





4407 Sheep



4423 Veggie Vacation



4426 Under The Sea

4430 Up North



4433 Hippotized

Promotional Kits

Complete Promotional Kits For School Foodservice



Educate and Motivate Students to Eat Healthy

These kits help promote healthy eating in creative ways. Each kit includes a CD of tools and a guidebook packed with ideas to help you educate, encourage, and support healthy eating by students.

- Help students understand the importance of eating a balanced diet.
- Encourage parents, school administrators, teachers, and staff to serve as role models of healthy eating, both in school and at home.
- Meet the requirements for education and promotion in the USDA School Wellness Policy.

<u>oo</u>dscapes™

F un with F ruits & Vegetables

Foodscapes[™] Promotional Kit

Foodscapes[™] are whimsical, edible characters in landscapes, seascapes, and natural scenes designed to inspire people of all ages to eat fruits and vegetables.

Kit includes:

- Guidebook and CD of Tools & Templates
- 6 Posters (18" x 24" laminated)
- 6 Placards (10" x 13" in storage folder)
- Mini Counter Card Set (12 45/8" x 53/8" cards in 4 acrylic display cases)
- 200 Bookmarks (71/2" x 21/2" 2 designs)
- 6 Notecards with Envelopes (6¹/₄" x 4⁵/₈" in storage folder) • 12 Postcards (5" x 7")
- 12 Static Clings (4" x 6" in 4 designs)
- 200 "I Tried It!" Stickers (2" in 4 designs on roll)
- 2 Notepads (41/2" x 51/2" in pads of 50 sheets)
- 8221 \$149.95

Super Foods Promotional Kit

There has been a great deal of research about foods that help fight disease called "super foods." This kit helps you educate and motivate students to make healthier choices without being scary or negative about heart disease, cancer, and high cholesterol.

Kit includes:

- Guidebook and CD of Tools & Templates
- 6 Posters (18" x 24" laminated)
- 6 Placards (10" x 13")
- Mini Counter Card Set (12 45/8" x 53/8" cards in 4 acrylic display cases)
- 200 Bookmarks (71/2" x 21/2" 2 designs)
- 50 Take-Home Handouts (8¹/₂" x 11" tear-off tablet)
- 10 ColorMe Bookcovers (18" x 24")
- 10 Static Clings (4" x 6" in 5 designs)
- 200 "I Tried It!" Stickers (2" in 4 designs on roll)
- 2 Notepads (41/2" x 51/2" in pads of 50 sheets)

8222 \$149.95



Sizing Up MyPyramid Promotional Kit

This kit offers creative ways to help you promote healthy eating using MyPyramid. It will help students understand the importance of eating a more balanced diet from all the food groups, the recommended portion sizes and the balance between food and physical activity.

Kit includes:

- Guidebook and CD of Tools & Templates
- 6 Posters (18" x 24" laminated)
- MyPyramid Banner Poster (18" x 54" laminated)
- Mini Counter Card Set (12 45/8" x 53/8" cards in 4 acrylic display cases)
- 200 Bookmarks (71/2" x 21/2" 2 designs)
- 5 Half Pint Chinese Take-out Boxes
- 10 MyPyramid Static Clings (4" x 6")
- 200 MyPyramid Stickers (2" on roll)
- 10 MyPyramid Magnets (71/2" x 21/2" 2 designs) 8220 \$149.95





Foodscapes Tools & Templates on CD

Easy-to-use templates you can customize in Microsoft® Word* on your computer and print:

- Menu Templates Foodscapes[™] Characters Clipart (28 in jpg & gif)
- Counter Card Templates
- Activity Worksheets Postcard Template Microsoft® PowerPoint Template**
- Table Tents
- Requires Microsoft® Word.

* Requires Microsoft® PowerPoint. *** Requires Adobe Acrobat Reader® Microsoft is a registered trademark of Microsoft Corp. in the United States and/or other countries Acrobat Reader is a registered trademark of Adobe Systems Incorporated.

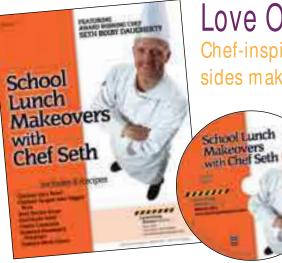
Tools & Templates on CD

Each kit has a guidebook and CD with easy-to-use templates you can customize in Microsoft® Word* on your computer and print.

- Table Tents
- Counter Card Templates
- Menu Template
- Postcard Template
- Fun Food Facts, Puzzles, & Coloring Pages



Promotional Kits



Love Of School Lunch Chef-inspired, kid tested entrees and

sides make meal planning a snap!

School Lunch Makeovers with Chef Seth Video

Eight Menu Ideas that Kids, Cooks, and Nutritionists Love! Chicken Rice Bowl

- Chicken Sugaar and Veggie Rice
- · Beef Barley Soup
- · Enchilada Bake
- Fiesta Couscous
- Roasted Rosemary Potatoes Tomato Meat Sauce
- Award-winning Chef Seth Bixby Daugherty creates delicious and

nutritious entrees and sides perfect for your school foodservice. Menu items prepared with a few flavorful ingredients offer a creative, cost-conscious solution to meet nutrition standards.

Vegetables, whole grains, and lower fat protein sources are incorporated to meet dietary guidelines. Recipes are guick and easy to prepare and are great alternatives to heat-and-serve foods.

Schools nationwide are beginning to embrace "quick recipes made from scratch" foods to reflect our diverse cultural backgrounds and present common foods in new ways.

Includes:

- · Recipes included are provided in both scaled-down home-size versions and quantity recipes expanded to 50 servings.
- DVD includes information on school lunch trends, a case study of introducing a new menu item, and customer feedback ideas.
- · Amazing interviews with kids that love school lunch!

3473D-DVD \$99.95



Vision and Values Video

This is an inspiring look into the work of all school foodservice professionals. Produced by Minnesota School Nutrition Association, this video is about their " successful story". The video expresses their mission, vision and values to members, potential members, industry, school boards and legislators. 11 min. ©2007

3472D-DVD \$39.95





Join 2007 Fame Golden Foodservice Director of the Year Jean Ronnei and foodservice branding guru Tom Whitney for a step-by-step guide to marketing and branding your school foodservice program. They'll walk you through the basics of establishing a values-driven, core-focused system for achieving bottom-line marketing results. Improve the perception students and staff have of your operation, raise your participation rates and motivate employees with these field-tested marketing techniques anyone can do.

Bring "Marketing Your School Foodservice" to life! Marketing and Branding Seminars for School Foodservice

Our experts are here to help improve school foodservice programs nationwide and educate foodservice professionals with these interactive marketing and branding seminars. Perfect for your meetings and conferences!

Seminar Leaders with **Foodservice Experience:**

- Network
- Jean Ronnei Foodservice Director

Marketing Your School Foodservice Program: Transforming Your Program & Image Workshop

4-hour workshop (4 Specialized Training Clock hours - Key Area 4)

A hands-on workshop where attendees will work together to create a brand. transform their serving lines, bulletin boards and wall space. They will learn how to create menus and marketing materials that have a professional look.

Attendee Registration Fee \$199 Includes 4 Specialized Training clock hours and Marketing Your School Foodservice Video & Guide.

> To book a seminar or for more information call 1-888-455-7003 Our experts will work with you to customize a seminar to specifically fit your training needs.

40 Foodservice Videos

hours - Key Area 4)

and examples.

Video & Guide.

Marketing Your School Foodservice Video & Guidebook

Take back your reputation with cutting-edge marketing techniques!

Increase participation

Improve your image

Motivate and inspire employees

Improve customer loyalty

Marketing Your School Foodservice Video & Guide Includes:



- 20-minute video loaded with real-life marketing tips and examples. - Step-by-step printed guide to developing your core brand and a marketing plan.

- Sample focus-group guides you can use with students and parents. - Sample core values and brand strategies from leading programs. - List of best practices sure to increase your participation.

3465D-DVD \$99.95



· Linda Dieleman, MS, RD, LN - MN Trainer

• Tom Whitney - Marketing/ Branding Expert

Marketing Your School Foodservice Program: **Branding Your Program Seminar**

2-hour seminar (2 Specialized Training Clock

Attendees will learn how to transform their serving lines, bulletin boards and wall space, and create menus and marketing materials that have a professional look through demonstration

Attendee Registration Fee \$149

Includes 2 Specialized Training clock hours and Marketing Your School Foodservice

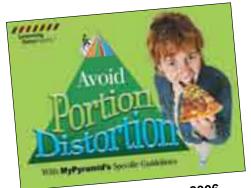
Attendees receive:

- CEU or key area 4 specialized training credits
- · Marketing Your School Foodservice Video & Guide

Marketing School Foodservice in Minnesota

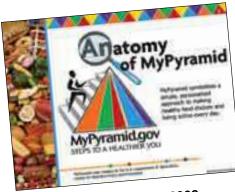
1-2 hour seminar (1-2 CEUs approved) Attendees will learn how the marketing efforts in school districts in Minnesota have used marketing, branding and other tools to gain participation and positive feedback from students, parents, staff and the community.

Attendee Registration Fee \$149 Includes 1-2 CEU credits and Marketing Your School Foodservice Video & Guide.



Avoid Portion Distortion 8006





Anatomy of MyPyramid 8008

Display Your Posters With Style



Training Units

These three courses are approved by the School Nutrition Association's new

certification program. Each course is approved for 2 hours in the Key Area of Nutrition and provides accurate, up-to-date information with PowerPoint presentations and

activities designed to enhance the learning experience. Prepared and tested by trainers.

Topics:

Includes

Training Lesson Plan

- Avoid Portion Distortion
- Fats: Healthy or Harmful
- Anatomy of MyPyramid
- Marketing Your School Foodservice
- ...more to come!



TO ORDER, CALL 1.888.455.7003



Snap Poster Frame

The easy-to-use Snap Frame is the perfect place to display and store posters. The frame holds up to six 18" x 24" posters of your choice. Snap open the sides to insert or remove posters. Mount the frame vertically or horizontally and change posters as you like. 4607 \$79.95



Bulletin Board Kits \$24.95

Educate and inform students about nutrition and cafeteria happenings with these ready to use, laminated bulletin board kits.

Bulletin Board Kits Include

-2 51/2" x 17" Title pieces (become 51/2" x 34")

- -5 4" x 11" headers including:
 - Menu
 - Service Hours
 - · New this Month
 - Meet Our Staff
 - Website Information
- Nutrition information and trivia cards

- Full color photography

Also available **9105** Foodscapes[™] Bulletin Board Kit (not pictured)

See Page 3 for

9103 Snack Attack and 9104 MyPyramid



9101 Dips & Sauces



4495 \$9.95

SMART

Hanging Frames for Posters

classy way to hang posters in

classrooms, cafeterias, or other learning environments. The frame

consists of brackets on top and

bottom of an 18" x 24" vertical or horizontal poster of your choice.

The Hanging Frame is a

4606V Vertical

\$14.95

4606H Horizontal

Nutrition Visuals



9102 Breakfast



9100 Make It Light

Ways to Go Green Poster Set Set of four, 18" x 24" Laminated 4533 \$34.95

Nutrition Visuals 43

New Products







Notepads

20 pack, 50 sheets each 41/4" x 51/2" Notepads \$19.95

Jot a note, make a list, or use these colorful notepads as incentives to eat healthy!



1.111 9210 Ewe

-	1	-	-
5		-	C
			1

9211 Porpoise



Customized Signs &

customizable stationery

and signs for your school cafeteria. Simple and easy-touse templates use Microsoft®

Word to create personalized

stationery, business cards, menu

• Point-of-sale signs (horizontal

2103 Active Ingredient \$49.95

2104 Kids & Food \$49.95

Stationery CD

announcements

Business cards

Template CD includes:

Menu announcements

and more!

Letterhead

& vertical)

Create a "look" with



Morph-Mania Clipart

Metamorphosis of foods into common objects!

- 20 morphed images
- 20 kid joke counter cards

Place these jpeg files of 20 morphed images into your own layout to create fun and zany handouts. Also includes 20 fun, kid jokes in Adobe Acrobat® pdf files.

Morph-Mania CD-ROM 20 images & 20 counter cards 2102 \$39.95 (Single License)



81/2" x 11" Templates

How do nov make a

BOOKMARKS

Main product categories are listed.

Under main category, products are

listed by media type, then sorted

Product # Item Name Page #

Contemplate Your

Face the Fats

Move!

MyPyramid for

MyPyramid for

Portion-Sized ...

MyPyramid

Vegetarian

MyPyramid..

Whole Grains Give

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4537T

8221

8220

8222

8008

8006

8007

9213

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5074

9211

9226

9212

5073

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NEW TABLETS 4538T Caffeine

4545T Face the Fats ...

4502T MyPyramid for Preschoolers

4484T Portion Puzzle.

4523T Whole Grains ..

Foodscapes

Super Foods

CERTIFIED TRAINING UNITS

Avoid Portion

Fats: Healthy or

Ewe Notepads.

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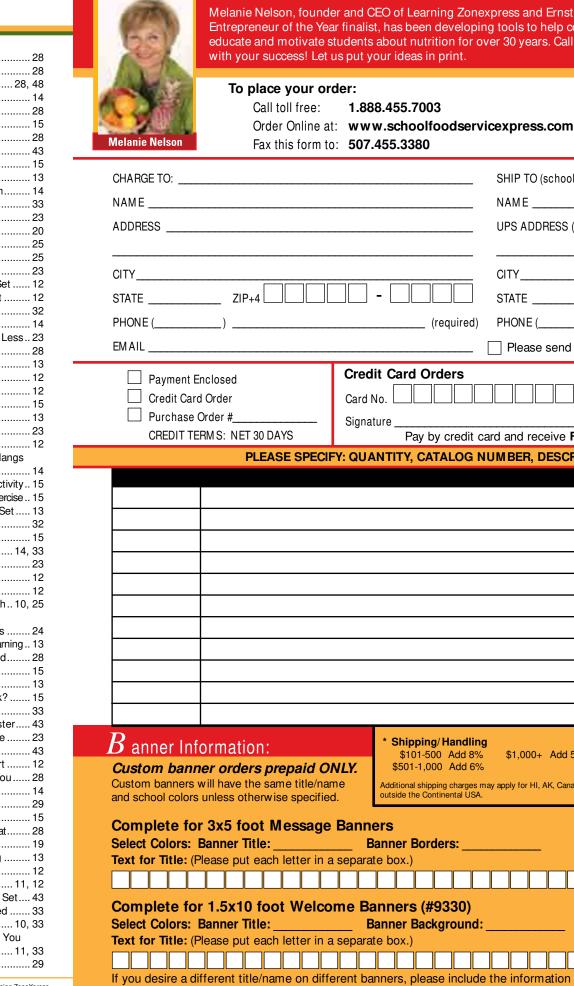
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