

Secondary Cafe Themes

Times are changing and the ultimate experience in school dining is on the move! See how quickly our Secondary School Marketing Themes can help you create the cutting-edge, affordable look you need to increase participation and add to your bottom line.



Creating a Secondary School Marketing Theme:

Whether your style is Contemporary, Modern, or School Spirited, you need a marketing theme that fits your program to maximize your participation, and create an atmosphere that encourages healthy lifestyles.

1) Name your lines

Whether you have 2 lines, 4 lines, 6 or 12, it is most beneficial from a marketing standpoint to name your lines. *For name suggestions, see p61.*

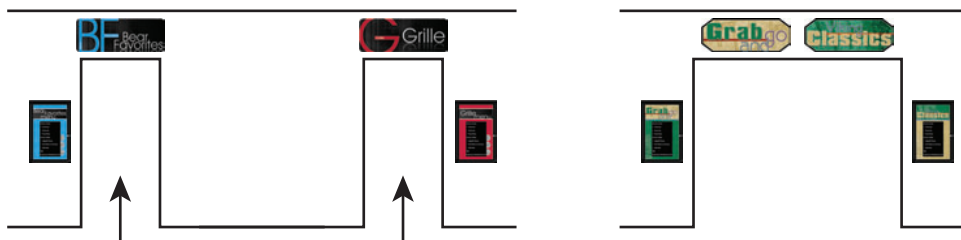
2) Select the Descon theme style that appeals to you most.

- a. Contemporary - traditional styling using earth tone colors
For more information on Contemporary Themes, see pages 62-65.
- b. Modern - clean, bright, current designs
For more information on Modern Themes, see pages 66-69.
- c. School Spirit - bold designs using your school colors
For more information on School Spirit Themes, see pages 70-73.

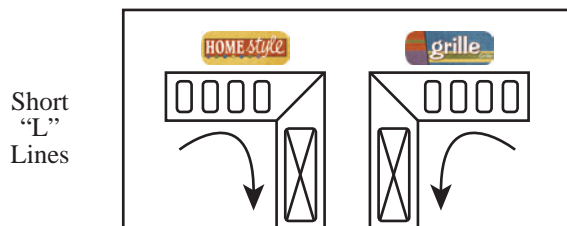


3) Locate areas to display the theme names.

- a. Outside the line - so customers know before they enter what line it is.
This is most often a single-sided wall-mount sign.



- b. Inside the serving area over the line, at the beginning of the line - most often a ceiling hung sign, hung from the ceiling track over hot entree area.

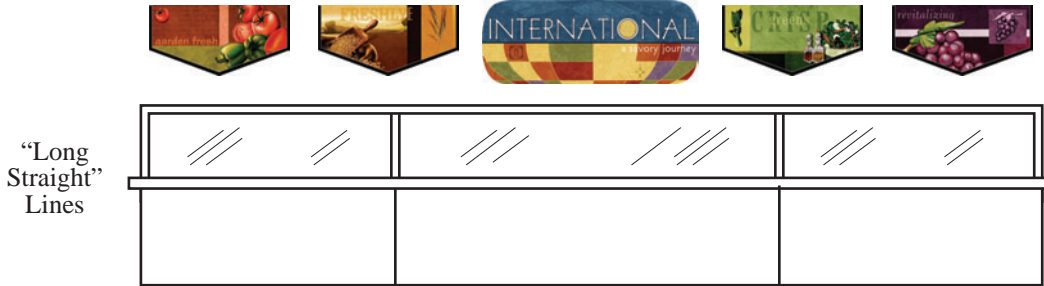


Short
"L"
Lines

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4) What kind of serving lines do you have?

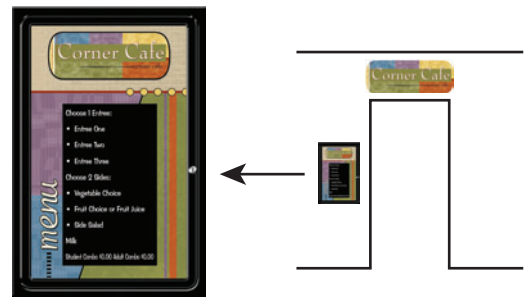
- Short L's or U's might not lend themselves to a lot of ceiling area to display banners
- Long, straight lines are perfect areas to incorporate additional health inspired banners
For more information on banners, see pages 74-75.



As shown: Contemporary Theme Signs with Designer Food Art Banners

5) Communicate your menu and what makes a meal.

- Outside the line - Descon recommends Enclosed Case Menu Boards with printed slide-in strips. Locate a wall outside the lines closest to where customers enter. This menu board should clearly walk customers through a meal.



- Inside the serving area over the line, at the beginning of the line - Descon recommends adding counter top or ceiling-hung menu boards, which allow you to print your own information and slide into Descon's EZ-Change Holders.

This is the perfect spot to market your meals right on the lines at "eye level" to your customers, whether it is letting them know about a special meal, like "Mexican Fiesta," or explain what the daily entrees or sides are.



- Use "What Makes A Meal" or "Promote A Meal" signage to clearly communicate a meal to students.



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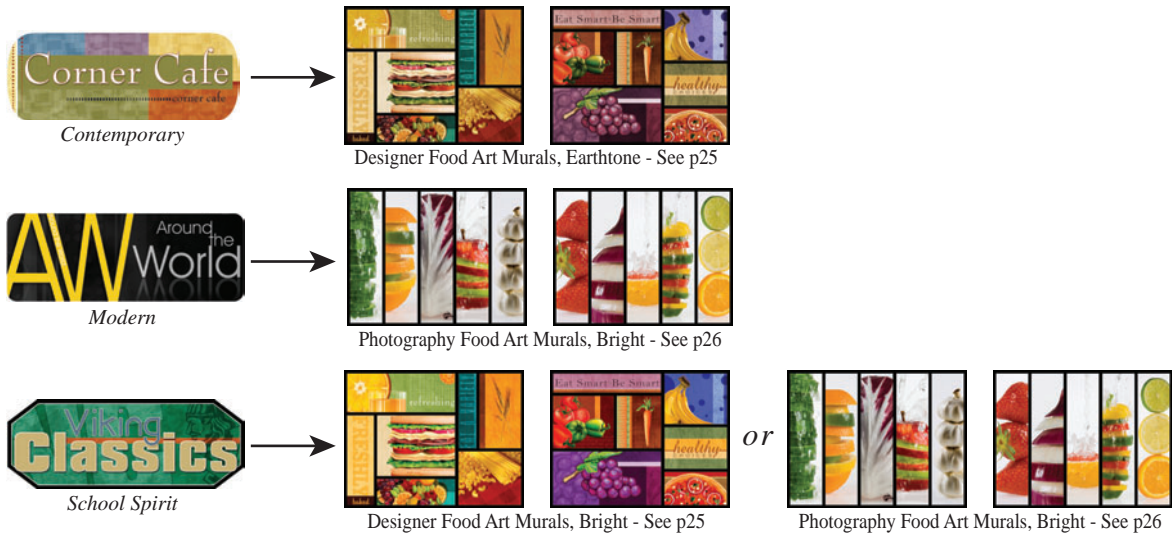
6) Add accessory wall art pieces.

Each theme has coordinating pieces that are designed to work with the particular theme.

a. Educational food murals are perfect to use as focal points or on long end or side walls.

Tip: Painting these walls a slightly darker or different shade of color aids in highlighting the murals as focal points.

Suggested coordinating wall art:



b. Educational Interchangeable Art is great for smaller spaces and in conjunction with larger murals. Descon's Interchangeable Art makes changing images easy. Simply open the Flip Frame and rotate a new image. For a demonstration of how a Flip Frame works, visit Descon's web site at: <http://www.desconinc.com/productPages/intArt/intArt.html>

Suggested coordinating Interchangeable Art images:



For larger examples of Interchangeable Art Images, see Pages 35-45.

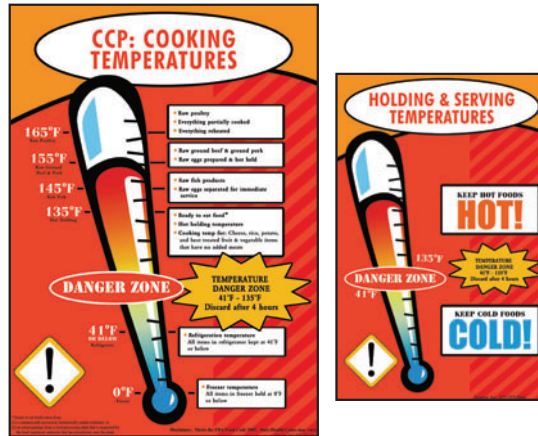
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7) Look for areas for additional informational signs.

a. Descon's Nutrition Fact Boards (p46) allow you to post nutrition facts. Posting your own printed facts makes it easy to update your fact board when your menu changes.



B. Descon's Food Safety Signs (p47) help keep your staff on target with food safety regulations. These are durable signs you put in areas of your kitchen that work for you.



8) Dining Room Graphics

a. Descon offers many options for dining room areas to carry your theme out into the dining room and create a great dining atmosphere for your students.



Brushed Series Murals - See p30



Letter Blocks - See p24



Watercolor Series (Set) Murals
See p32-33