



A LA CARTE RESOURCE GUIDE



PEPSICO
foodservice | k-12

OFFERING BOTH ON-THE-TRAY AND A LA CARTE PRODUCTS IS CRITICAL TO CAPTURING STUDENT DEMAND



On-The-Tray

PepsiCo items are proven to grow average daily participation 15 – 20%

PepsiCo products are in 95% of American households

Students are more likely to try a new item at school when it is familiar to them

A La Carte

Students are seeking products from their favorite brands at school and our K-12 portfolio helps bring the excitement of those brands into products that meet USDA guidelines

Doritos®, Cheetos®, and Gatorade® are ranked in the Top 15 favorite Gen Z brands

Doritos® Reduced Fat Nacho Cheese Flavored Tortilla Chips are the #1 snack item offered in K-12

Cheetos® Crunchy Flamin' Hot® Cheese Flavored Snacks are the top selling hot & spicy snack in the US



EATING OCCASIONS ARE GROWING OUTSIDE OF THE TRADITIONAL CAFETERIA SETTING

Operators are adapting to ensure they meet food delivery demand in a variety of ways to solve the following opportunities:

Building configurations and limitations

Concern that students don't have enough time to eat

Concern that students don't have adequate access to food at home



Food & beverage occasions are emerging in new settings



In Classroom



Kiosks



Second Chance Breakfast



Student Store



Vending



Concessions

DRIVE PROFIT WITH A LA CARTE

Adding A La Carte to your food & beverage program is a profitable way to serve additional students through the day

Schools who participate in A La Carte programs save by:

- Reinvesting a la carte sales into an enhanced menu program to drive meal participation
- Using profits to staff open roles



We offer merchandising solutions and planograms designed to optimize your A La Carte sales



Increase A La Carte sales by following planograms

- Over 60% of snack purchases are not planned
- An organized and consistent display makes it easy for students to find their favorite snacks

Planogram Guardrails

- Merchandise no fewer than 2 facings per SKU
- Group “like” items (potato chips, tortilla chips, etc.) and brands together in blocks
- Place best-selling SKUs at eye-level and featured innovations at the top or within brand block

Filling one shelf of your Frito Lay rack daily is equivalent to an incremental \$5,000 in annual sales!

A LA CARTE AND VENDING ARE BOTH INCREMENTAL TO EACH OTHER

A La Carte and vending should co-exist to maximize snack occasions on-campus



Expanding your food & beverage program keeps students on campus

- Students feeling enticed to leave campus for meal occasions is a safety concern and increases the likelihood of non-USDA compliant, alternative products coming back to campus

A La Carte and vending satisfy different dayparts and occasions

- A La Carte is a meal accompaniment while vending captures a convenience need
- Vending consumers are a captive audience looking for a quick solution to a snacking opportunity, often willing to spend more for the convenience of the on-site, off-hours offering

RESOURCES WE OFFER:

- On-campus roll out meetings
- Complimentary equipment
- Rack set up
- Custom planograms



Looking to launch an A La Carte program at your school or district? Contact your PepsiCo Sales Representative or reach out to us at www.PepsiCoSchoolSource.com to get started



WIN BIG WITH STUDENTS BY DRIVING A LA CARTE



3 SPICY 7 MORE 10 TOTAL YOU SCORE!

How it Works



RACK

Following our above planogram tips, optimize your school snack rack



SNAP

Take a photo of your snack rack that includes at least **10 Frito-Lay items** and at least **3 of our Hot & Spicy items**



SUBMIT

Upload your photo to our website with other qualifying information (limit 1 per district)

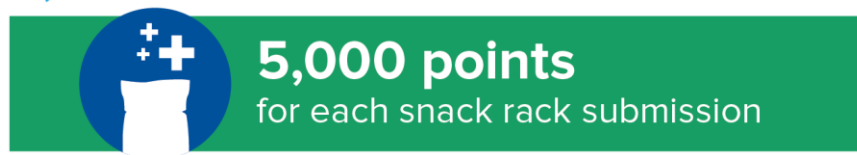


EARN

Get **5,000 Cool School Cafe bonus points** for your qualifying snack rack submission, awarded January 2023

EARN REWARDS

by adding planogrammed snack racks to your school



PEPSICO SMART SNACK PORTFOLIO

Brand	Flavor(s)	Pkg Size
Cheetos® Baked Whole Grain Rich Snacks	Crunchy Mellow Cheddar, Flamin' Hot, Flamin' Hot Limon	0.875 oz.
Lay's® Baked Potato Crisps	Original, Sour Cream & Onion, BBQ	0.875, 1.125 oz.
Ruffles® Baked Ridged Potato Crisps	Cheddar & Sour Cream	0.8 oz.
Tostitos® Baked	Scoops!®	0.875, 16 oz.
Cheetos® Fantastix®	Chili Cheese, Flamin' Hot	1.0 oz.
Funyuns® Baked Not Fried	Onion Flavored Snacks	0.75 oz.
Grandma's®	Whole Grain Rich Mini Chocolate Chip Cookies Mini Bites Blueberry Vanilla Crisps	1.22 oz. 1.0 oz.
Munchies® Munch Mix Snack Mix	Mix Includes: Quaker® Oatmeal Squares, Rold Gold® Hartzels, Sunchips® Harvest Cheddar Whole Grain Snacks, Smartfood® Reduced Fat White Cheddar Popcorn, Cheetos® Asteroids	.875 oz.
Reduced Fat Cheetos® Puffs	Mellow Cheddar	0.7 oz.
Reduced Fat Doritos®	Nacho Cheese, Cool Ranch, Spicy Sweet Chili, Flamas, Wild White Nacho	1.0 oz.
40% Reduced Fat Lay's® Kettle	Original, Sea Salt & Vinegar, Smoky BBQ, Jalapeno Cheddar	1.375 oz.
Reduced Fat Tostitos®	Crispy Rounds Crispy Rounds (2 OEG)	0.875 oz. 1.45 oz.
Reduced Fat Tostitos® Walking Taco	Crispy Rounds	1.4 oz.
Rold Gold®	Hartzels® Pretzels	0.7 oz.
Smartfood® Popcorn	Reduced Fat White Cheddar	0.5 oz.
Quaker® Chewy Classic Granola Bars	Peanut Butter Chocolate Chip, S'mores, Chocolate Chunk, Oatmeal Raisin	0.84 oz.
Quaker® Chewy Granola Bars (1 OEG)	Chocolate Chunk Cookies & Cream	1.41 oz. 1.37 oz.
Quaker® Chewy 25% Less Sugar Granola Bars	Cookies & Cream	0.84 oz.
Quaker® Rice Crisps	Caramel, Apple Cinnamon Buttermilk Ranch	0.91 oz. 0.67 oz.
Quaker® Instant Quick Oatmeal	Regular/Original (packet) Apples & Cinnamon (packet and Express Cup) Cinnamon & Spice (packet) Honey & Almonds Express Cup Apples & Cranberries Express Cup	0.98 oz. 1.51 oz. 1.51 oz. 1.76 oz. 1.79 oz.