



Smart Snack Approved

Promotional Planning
Calendar



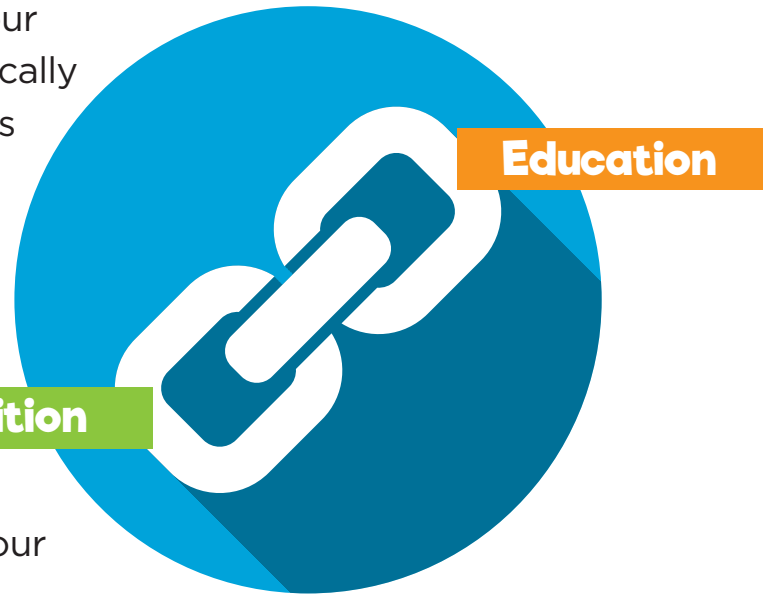
Great for promotional
ideas, menu plans
and so much more!

2020-2021 School Year

Hershey's® Ice Cream is proud to present our Promotional Planning Calendar. It is specifically designed to assist FSDs and menu planners to link nutrition and education in the cafeteria by way of fun lunch time promotions.

All themed days come complete with a clever idea, and featured ice cream or juice treat, as well as **FREE 8 1/2" x 11" printable posters** to display in your school.

Use the included **Planner Commitment Form** to lock your orders in now! Please note that our Seasonal Cups must be pre-ordered.



Hershey's® Ice Cream is your partner for lunchtime success!

For more information, or to download our free resources, visit our website hersheyicecream.com/smart-snacks-in-schools





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Promotional Planning Calendar Commitment Sheet

*Seasonal Cups are a limited time offer. Available while they last!

	MONTH	THEME OR HOLIDAY	PRODUCT	PACKAGE QUANTITY	CASE QUANTITY	MENU DATE
	September	Ice Cream Cone Day	All Cones	24 Pcs.		
	October Order by Sept. 4	Halloween Fun	Spooky Sundae *Seasonal Cup	48 Pcs.		
		Halloween Fun	Strawberry Sundae Cup	48 Pcs.		
	November	World Kindness Day	Scooter Bars	36 Pcs.		
	December Order by Oct. 2	Cool Winter Wishes	Candy Cane *Seasonal Cup	48 Pcs.		
	January	Celebrate the New Year	All-Star Dessert Cup	48 Pcs.		
	February Order by Dec. 11	Be My Valentine/Friend	Cherry Vanilla Swirl *Seasonal Cup	48 Pcs.		
	March Order by Jan. 10	Let's Read America	Juice Rush® Cups	80 Pcs.		
	April Order by Feb. 5	Spring Celebrations	Spring Party *Seasonal Cups	48 Pcs.		
	May	Cinco de Mayo	Mango Heat Juice Rush® Cup	80 Pcs.		
	June, July & August	Summer Snacks	Juice Rush® Cup	80 Pcs.		
			Mighty Mini Sandwich	48 Pcs.		
			Polar Blast Fruit Juice Bar	36 Pcs.		

School District: _____ Date: _____

Food Service Director Name (please print): _____

Food Service Director Signature: _____

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888-240-1905

SEPTEMBER

Bonus Ideas



Cherry/Blue Raspberry Juice Rush® Cups

September 7 - Labor Day
September 11 - Patriot Day



Fruit Punch Freeze Polar Blast

September 20 - Punch Day



Assorted Ice Cream Cones

September 22 - Ice Cream Cone Day



**Chocolate Scooter, Fudge-O Bar,
Chocolate Sundae Cup**

September 22 - Chocolate Milk Day



Strawberry Scooter Bar

September 28 - Strawberry Cream
Pie Day



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SEPTEMBER

We all scream for ICE CREAM CONES!



September 22 is National Ice Cream Cone Day! Celebrate this month with any of our tasty ice cream cone options.

Cookies & Cream Cone

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	1 servings per container	Total Fat 2.5g	3%	Total Carb. 24g
Serving size 1 cone (62g)	Sat. Fat 1.5g	8%	Fiber 0g	0%
Calories per serving 120	Trans Fat 0g		Total Sugars 14g	
	Cholesterol 5mg	2%	Incl. 10g Added Sugars	20%
	Sodium 80mg	3%	Protein 3g	
	Vitamin D 0% • Calcium 8% • Iron 0% • Potassium 2% • Vitamin A 0%			

Crazy Cone

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	1 servings per container	Total Fat 2.5g	3%	Total Carb. 26g
Serving size 1 cone (73g)	Sat. Fat 1.5g	8%	Fiber 0g	0%
Calories per serving 140	Trans Fat 0g		Total Sugars 16g	
	Cholesterol 10mg	3%	Incl. 11g Added Sugars	22%
	Sodium 95mg	4%	Protein 4g	
	Vitamin D 0% • Calcium 10% • Iron 0% • Potassium 4% • Vitamin A 0%			

Vanilla/Chocolate Twist Cone

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	1 servings per container	Total Fat 1.5g	2%	Total Carb. 25g
Serving size 1 cone (64g)	Sat. Fat 1g	5%	Fiber 0g	0%
Calories per serving 120	Trans Fat 0g		Total Sugars 15g	
	Cholesterol 5mg	2%	Incl. 12g Added Sugars	24%
	Sodium 75mg	3%	Protein 3g	
	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 4% • Vitamin A 0%			



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We all scream for **ICE CREAM CONES!**



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OCTOBER

Bonus Ideas



Serve a product that matches your school colors!

**Celebrate National Dessert Month
and Spirit Week/Homecoming!**



Polar Blast & Strawberry Tropi-Kool Fruit Bar

Red Ribbon Week



Spooky Sundae

**October 7 - Day of Bullying Prevention
Don't be a "Boo-ly"**



Any Chocolate Product

October 28 - Chocolate Day



Spooky Sundae and Strawberry Sundae

October 31 - Halloween



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OCTOBER

SPOOOOCKY GOOD!



Live up your lunch with some scary good sundaes like the seasonal Spooky Sundae, or a Strawberry "Vampire" Sundae.



Pre-order Spooky Sundae by:
September 4, 2020

Strawberry Sundae

Nutrition Facts	Amount/serving		% DV	
		Amount/serving	% DV	Amount/serving
1 servings per container	Total Fat 1g	1%	Total Carb. 17g	6%
Serving size 1 cup (52g)	Sat. Fat 0.5g	3%	Fiber 0g	0%
	Trans Fat 0g		Total Sugars 14g	
	Cholesterol 5mg	2%	Incl. 10g Added Sugars	20%
	Sodium 50mg	2%	Protein 2g	
Calories per serving 80	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 6%			

Spooky Sundae

Nutrition Facts	Amount/serving		% DV	
		Amount/serving	% DV	Amount/serving
1 servings per container	Total Fat 1g	1%	Total Carb. 16g	6%
Serving size 1 cup (52g)	Sat. Fat 0.5g	3%	Fiber 0g	0%
	Trans Fat 0g		Total Sugars 12g	
	Cholesterol 5mg	2%	Incl. 9g Added Sugars	18%
	Sodium 60mg	3%	Protein 2g	
Calories per serving 80	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 6%			



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SPOOKY GOOD!



Have a spooktacular lunch with Spooky Sundae and Strawberry "Vampire" Sundae dessert cups!



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November

Bonus Ideas



Cherry/Blue-Raspberry Juice Rush® Cup

November 3 - Election Day
November 11-12 Veterans Day



Assorted Ice Cream Sandwiches

November 3 - Sandwich Day



Assorted Yogurt Snacks

November 9 - Yogurt Day



Spring Party and Birthday Cake Cups

November 10 - Vanilla Cupcake Day



Chocolate and Strawberry Sundae Cups

Child Safety Protection Month -
McGruff Safety Sundaes
November 11 - Sundae Day



Chocolate and Strawberry Scooter Bars

November 13 - World Kindness Day

NOVEMBER

World Kindness DAY



Celebrate World Kindness Day on November 13 with our Chocolate or Strawberry Scooter Crunch Bars! Friends can enjoy their favorite flavor together.

Chocolate Scooter Bar

Nutrition Facts	Amount/serving		% DV		Amount/serving		% DV	
	1 servings per container	Total Fat	6g	8%	Total Carb.	26g	9%	
Serving size 1 bar (68g)	Sat. Fat	1.5g	8%	Fiber	0g	0%		
Calories per serving 170	<i>Trans</i> Fat 0g			Total Sugars 13g				
	Cholesterol 0mg		0%	Incl. 11g Added Sugars 22%				
Sodium 85mg		4%	Protein 2g					
Vitamin D 0% • Calcium 8% • Iron 2% • Potassium 4% • Vitamin A 0%								

Strawberry Scooter Bar

Nutrition Facts	Amount/serving		% DV		Amount/serving		% DV	
	1 servings per container	Total Fat	6g	8%	Total Carb.	25g	9%	
Serving size 1 bar (68g)	Sat. Fat	1.5g	8%	Fiber	0g	0%		
Calories per serving 160	<i>Trans</i> Fat 0g			Total Sugars 13g				
	Cholesterol 0mg		0%	Incl. 12g Added Sugars 24%				
Sodium 75mg		3%	Protein 2g					
Vitamin D 0% • Calcium 8% • Iron 0% • Potassium 2% • Vitamin A 0%								



World Kindness Day

Be kind to everyone around you!
We're all unique in our own special way.



Featured on:



Chocolate
Scooter
Crunch Bar

Strawberry
Scooter
Crunch Bar



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December

Bonus Ideas



Candy Cane Cup

Winter Celebrations



Assorted Cotton Candy Flavored Products

December 7 - Cotton Candy Day



**Brownie Batter Sandwich or
Salted Caramel Brownie Crunch Bar**

December 8 - National Brownie Day



Assorted Chocolate Flavored Products

December 12 - Cocoa Day



Assorted Ice Cream Products

December 13 - Ice Cream Day



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DECEMBER

COOL WINTER WISHES



Make the season bright with low fat Candy Cane dessert cups. This seasonal treat will add variety to your menu and is an easy way to include something fun and festive.

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	1 servings per container	Total Fat 1g	1%	Total Carb. 14g
Serving size 1 cone (52g)	Sat. Fat 0.5g	3%	Fiber 0g	0%
Calories per serving 70	Trans Fat 0g		Total Sugars 11g	
	Cholesterol 5mg	2%	Incl. 7g Added Sugars	14%
	Sodium 55mg	2%	Protein 2g	
	Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 8%			

**Pre-order
Candy Cane
Dessert Cups by:
October 2, 2020**



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COOL WINTER WISHES



Try a Candy Cane ice cream cup
for a cool winter treat!



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FEATURED ON:



JANUARY

Bonus Ideas



Assorted Ice Cream and Yogurt Snacks

January 11 - Milk Day



Assorted fruit bars and juice cups

January 15 - Fresh Squeezed Juice Day



Assorted Strawberry Flavored Snacks

January 15 - Strawberry Ice Cream Day



All-Star Sundae

**New Year Celebrations!
January 20 - MLK Day**

JANUARY

CELEBRATE THE NEW YEAR



Kick off the new year with a bang! Naturally flavored vanilla ice cream with raspberry sauce is an exciting new treat that we just added to our great line of 3oz dessert cups!



Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	1.5g	2%	Total Carb.	17g
Serving size 1 cup (52g)	Sat. Fat	1g	5%	Fiber	0g	0%
Calories per serving 90	Trans Fat 0g			Total Sugars 13g		
	Cholesterol	5mg	2%	Incl. 10g Added Sugars	20%	
	Sodium	55mg	2%	Protein	2g	
Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 6%						



CELEBRATE THE

NEW YEAR

**ALL-STAR
SUNDAE**



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FEBRUARY

Bonus Ideas



Cherry Vanilla Seasonal Cup

Cherry Month
February 2 - Groundhog Day
February 14 - Valentine's Day



Assorted Frozen Yogurt Snacks

February 5 - Frozen Yogurt Day



Assorted Brownie and Chocolate Snacks

National Chocolate Lovers Month
February 11 - Have a Brownie Day



Assorted Juice Rush Cups

Mardi Gras Week



All-Star Sundae

Super Bowl Week
February 17 - President's Day



Polar Blast Bars

February 27 - Polar Bear Day



Assorted Strawberry Flavored Snacks

February 27 - Strawberry Day



FEBRUARY



Be My ~~Valentine~~ Friend

Nutrition Facts	Amount/serving		% DV		Amount/serving		% DV	
	1 servings per container	Total Fat	1g	1%	Total Carb.	14g	5%	
Serving size 1 cup (52g)	Sat. Fat	0.5g	3%	Fiber	0g	0%		
Calories per serving 70	Trans Fat 0g				Total Sugars 11g			
	Cholesterol	5mg	2%	Incl. 7g Added Sugars	14%			
	Sodium	55mg	2%	Protein	2g			
Vitamin D 0%		Calcium 6%		Iron 0%		Potassium 2%		Vitamin A 8%

It's the season of love, and what's not to love about a Cherry and Vanilla flavored ice cream cup? This seasonal offering is a bright and tasty addition to your menu.

Pre-order **Cherry Vanilla Dessert Cups** by:

December 11, 2020



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*Cherries are red,
Ice cream is cool.
Lunch is always better with
Hershey's® Smart Snacks in Schools.*



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MARCH

Bonus Ideas



Assorted Juice Rush Cups

March 2 - Read Across America Day



Banana Cream Tropi-Kool Fruit Bar

March 2 - Banana Cream Pie Day
March 14 - Pi Day



Spring Party Dessert Cup

March 20 - First Day of Spring
March 20 - International Day of Happiness



Assorted Stick Bars

March 28 - Something on a Stick Day



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MARCH

LET'S READ AMERICA!



Celebrate Read Across America Day with brightly colored Juice Rush Cups® that are perfect for the tray or a la carte. They're made with 100% juice, and do not contain any high fructose corn syrup or artificial colors, so everyone can enjoy!

Mango Heat

Nutrition Facts		Amount/serving	% DV	Amount/serving	% DV
1 servings per container	Total Fat	0g	0%	Total Carb.	12g 4%
Serving size 1 cup (140g)	Sat. Fat	0g	0%	Fiber	0g 0%
Calories per serving 50	Trans Fat	0g		Total Sugars	12g
	Cholesterol	0mg	0%	Incl. 0g Added Sugars	0%
	Sodium	0mg	0%	Protein	0g
	Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%				




Cherry/Blue Raspberry

Nutrition Facts		Amount/serving	% DV	Amount/serving	% DV
1 servings per container	Total Fat	0g	0%	Total Carb.	12g 4%
Serving size 1 cup (140g)	Sat. Fat	0g	0%	Fiber	0g 0%
Calories per serving 50	Trans Fat	0g		Total Sugars	12g
	Cholesterol	0mg	0%	Incl. 0g Added Sugars	0%
	Sodium	0mg	0%	Protein	0g
	Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%				

Strawberry Mango

Nutrition Facts		Amount/serving	% DV	Amount/serving	% DV
1 servings per container	Total Fat	0g	0%	Total Carb.	12g 4%
Serving size 1 cup (140g)	Sat. Fat	0g	0%	Fiber	0g 0%
Calories per serving 50	Trans Fat	0g		Total Sugars	12g
	Cholesterol	0mg	0%	Incl. 0g Added Sugars	0%
	Sodium	0mg	0%	Protein	0g
	Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%				



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LET'S READ AMERICA!

Reading is even better when you enjoy it with a tasty snack like Juice Rush!



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APRIL

Bonus Ideas



Spring Party Dessert Cup

Have fun in the sun this month!



Crazy Cone

April 1 - April Fools' Day



Banana Tripi-Kool Fruit Bar

April 15 - Banana Day



Blue & Green Fruit Flavored Snacks

April 22 - Earth Day



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APRIL

JUMP for JOY



Pre-order
Spring Party
Dessert Cups by:
February 5, 2021

Nutrition Facts	Amount/serving	% DV	Amount/serving	% DV
	1 servings per container	Total Fat 1g	1%	Total Carb. 14g
Serving size 1 cup (52g)	Sat. Fat 0.5g	3%	Fiber 0g	0%
Calories per serving 70	<i>Trans</i> Fat 0g		Total Sugars 11g	
	Cholesterol 5mg	2%	Incl. 7g Added Sugars	14%
	Sodium 55mg	2%	Protein 3g	
Vitamin D 0% • Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 6%				

Bring the joy of spring to the cafeteria or classroom with Spring Party Dessert Cups! This naturally flavored birthday cake ice cream cup is a great way to celebrate the season.



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JUMP for JOY

Spring Party
birthday cake flavored
dessert cups are here!



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MAY

Bonus Ideas



All-Star Sundae

Celebrate your community heroes!
Teacher Appreciation week, Police Week,
and Emergency Medical Service Week



Spring Party Dessert Cup

May 1 - May Day



Raspberry Dessert Cup

May 3 - Raspberry Tart Day



Mango Heat Juice Rush Cup

May 4 - Cinco de Mayo



Polar Blast Bar and Cherry/Blue-Raspberry Juice Rush Cup

May 4 - Star Wars Day
May 7 - School Lunch Hero Day



Assorted Strawberry Flavored Snacks

National Strawberry Month
May 20 - Pick a Strawberry Day

MAY

Turn up the HEAT



Spicy foods are hot right now, and with our new Mango Heat Juice Rush® Cup you can provide the sweet and spicy flavor that kids love! Better yet, this snack has no high fructose corn syrup, artificial colors and flavors, or added sugar*!

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	0g	0%	Total Carb.	12g
Serving size 1 cup (140g)	Sat. Fat	0g	0%	Fiber	0g	0%
Calories per serving 50	Trans Fat	0g		Total Sugars	12g	
	Cholesterol	0mg	0%	Incl. 0g Added Sugars	0%	0%
	Sodium	0mg	0%	Protein	0g	
	Vitamin D 0% • Calcium 2% • Iron 6% • Potassium 2%					

*Sugars are those naturally occurring in the fruit juice.



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Turn up the
HEAT



Mango Heat Juice Rush is a spicy frozen juice cup that's made with real juice! Can you handle the heat?

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JUNE Bonus Ideas



Assorted Ice Cream Products

National Dairy Month
June 7 - Chocolate Ice Cream Day



Birthday Cake Dessert Cup

June 13 - Cupcake Lovers Day



Assorted Vanilla Ice Cream Products

June 20 - Vanilla Shake Day



Orange Blossom Bar

June 27 - Orange Blossom Day

JULY

Bonus Ideas



Assorted Ice Cream Treats

National Ice Cream Month
July 16 - Ice Cream Day



All-Star Sundae

July 4 - Independence Day



Sundae Dessert Cups

July 20 - Ice Cream Sundae Day



Assorted Vanilla Flavored Treats

July 23 - Vanilla Ice Cream Day



Assorted Cotton Candy Flavored Treats

July 31 - Cotton Candy Day



August Bonus Ideas



Chocolate and Strawberry "Safety" Sundaes

Traffic Awareness Month



Assorted Ice Cream Sandwiches

August 2 - Ice Cream Sandwich Day



Chocolate Chip David's® Cookie

August 4 - Chocolate Chip Cookie Day



Orange Blossom Bar

August 14 - Creamsicle Day



Fruit Punch Freeze Polar Blast Bar

August 26 - Cherry Popsicle Day



Assorted Hershey's® Smart Snacks

August 31 - Eat Outside Day



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SUMMER Snacks



We have a variety of grab-and-go treats that are the perfect addition to your summer snack program. From the small-but-mighty Mighty Mini Sandwich, to our juice based products like Polar Blast Bars and Juice Rush Cups®, Hershey's® Smart Snacks program has you covered.

Juice Rush Cups

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	0g	0%	Total Carb.	12g
Serving size 1 cup (140g)	Sat. Fat	0g	0%	Fiber	0g	0%
	Trans Fat	0g		Total Sugars	12g	
	Cholesterol	0mg	0%	Incl. 0g Added Sugars	0%	0%
	Sodium	0mg	0%	Protein	0g	
Calories per serving	50			Vitamin D	0%	Calcium 2% • Iron 6% • Potassium 2%

Fruit Punch Freeze Polar Blast Bar

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	0g	0%	Total Carb.	21g
Serving size 1 bar (68g)	Sat. Fat	0g	0%	Fiber	0g	0%
	Trans Fat	0g		Total Sugars	18g	
	Cholesterol	0mg	0%	Incl. 16g Added Sugars	32%	
	Sodium	10mg	0%	Protein	0g	
Calories per serving	80			Vitamin D	0%	Calcium 0% • Iron 0% • Potassium 2%

Mighty Mini Sandwich

Nutrition Facts	Amount/serving		% DV	Amount/serving		% DV
	1 servings per container	Total Fat	2g	3%	Total Carb.	19g
Serving size 1 sandwich (44g)	Sat. Fat	1g	5%	Fiber	0g	0%
	Trans Fat	0g		Total Sugars	10g	
	Cholesterol	5mg	2%	Incl. 7g Added Sugars	14%	
	Sodium	100mg	4%	Protein	2g	
Calories per serving	100			Vitamin D	0%	Calcium 6% • Iron 0% • Potassium 2% • Vitamin A 0%



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Happy SUMMER Snacking



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