

The FLAVOR (LAB)[®]

FLAVOR STATION

Fact Sheet: Flavor Lab Flavor Station

The Flavor Lab[®] Flavor Station invites students to customize their lunch by shaking on a variety of highly flavorful, low-to-no sodium options, thereby appealing to their individual palates and adding a little fun to mealtime.

- The Flavor Lab Flavor Station program is exclusively for foodservice establishments. For K-12 schools, it can help grow ADP and reduce waste by increasing student acceptance of school meals.
- The Flavor Lab Flavor Station program features Mrs. Dash and Foothill Farms brands of seasonings and includes 14 different on-trend flavors such as Smokey Chipotle, Ranch, Spicy Jalapeno, Buffalo Wings, Caribbean and Chili Cheese, among others.
- The Flavor Lab Flavor Station starter kit includes a display base and board with colorful graphics, six stainless steel shakers and labels, and marketing materials. The kit is available to customers who order three qualifying Mrs. Dash and three qualifying Foothill Farms products as part of the program.
- Broccoli consumption is up 15 percent at some Chicago Public Schools thanks to low-sodium chipotle and jalapeno seasonings from Kent Precision Foods Group.
- Sixty-four percent of Gen Z consumers like trying new flavors.
- Eighty-five percent of consumers are looking for customized menu options.
- The USDA promotes flavor stations through its “What’s Shaking? Creative Ways to Boost Flavor With Less Sodium” campaign, a national collaborative sodium reduction initiative. It promotes flavor stations as a creative way to boost flavor and maximize taste while supporting the lower sodium content of school meals.
- Although Generation Z loves simple foods (think pizza, sandwiches, chicken), it also has notable interest in customization and a fairly sophisticated palate. According to the April 2017 issue of the School Nutrition Association magazine, an effective way to please students is introducing familiar foods that they can request made-to-order or jazz up on their own with a variety of condiments.