



New Flavor Lab Flavor Station Adds Excitement to School Lunches

Encouraging healthy choices with bold new seasoning flavors

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Schools are under pressure to meet strict federal guidelines for nutrition, but actually appealing to kids' fickle palates has proven a challenge. Seasonings within The Flavor Lab® Flavor Station program have shown to help students learn to enjoy lower-in-sodium, lower-fat meals, and with the new addition of Buffalo, Sriracha and Caribbean Jerk seasonings, now there are even more exciting flavors to explore.

The new flavors, which are being introduced at the School Nutrition Association Annual Conference in July, are in line with emerging food trends. According to a 2016 Technomic study, spicy foods and ethnic options, such as Asian-inspired cuisine, are gaining popularity and interest among students.

The Flavor Lab Flavor Station invites students to customize their lunch by shaking on a variety of fourteen different, highly flavorful, low-to-no sodium options, thereby appealing to their individual palates and adding a little fun to mealtime. The proven reduction in plate waste is an important indicator of satisfaction and sets the stage for long-term health through greater consumption of whole grains, fruits, vegetables and low-fat meals.

This self-serve display allows students to experiment with new tastes and flavors without adding all the sodium. The Flavor Lab Flavor Station is also a low-cost solution that allows students to choose how they flavor their food and actively encourages students to eat a well-balanced meal. In fact, the USDA has promoted and supported the flavor station concept as an option for reducing sodium while increasing acceptance in school meals through its "What's Shaking?" campaign.

Schools can order flavor station products as needed from their foodservice distributor and create their own concept, or they can participate in The Flavor Lab Flavor Station program. When schools sign up for the program, they receive a starter kit that contains a display base and board with colorful graphics, six stainless steel shakers and flavor labels, and marketing materials. Schools can request a starter kit online or by mail after they order at least three qualifying Mrs. Dash and three qualifying Foothill Farms products from their foodservice distributor.

For more information, visit GetYourFlavorOn.com or contact Kent Precision Foods Groups Customer Care Center at 800-442-5242.

About Kent Precision Foods Group

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