

# The Real Cost of Breakfast

## Cafeteria Breakfast vs. Classroom Breakfast: The Choice is Clear

According to findings of the 2009 School District Census Report, a national survey by *Foodservice Director* magazine:

### CAFETERIA BREAKFAST:

- The average national cost of cafeteria-served breakfast is \$2.05 per meal
  - The #1 cost component is LABOR, at 51%
  - Even at the maximum "free" federal reimbursement rate of \$1.74, the losses are sizeable
  - Cafeteria breakfast loses money

### CLASSROOM BREAKFAST:

- Increasing breakfast ADP is the key to maximizing your labor costs and reducing your per meal average
  - Classroom breakfast can increase your participation up to 4 times – from 20% to 80%
  - Labor costs per meal are driven down while feeding more children, IF YOU INCORPORATE pre-packaged meals
  - Unprofitable cafeteria breakfast becomes profitable classroom breakfast with many more children fed

Classroom Breakfast: Feed more children *and* save more money – a win-win for all!