



MOTIVATIONAL PHRASES

GENERIC PHRASES

- Try the new (insert food) - "The Students before you loved it!"
- This (insert food) is different than before - let me know what you think!
- Want to be strong enough to play sports, - make sure you try those (insert fruit or vegetable)
- The (insert food) is just like how my family makes them. Warm and delicious! And a little gooey!
- You can choose any fresh fruit you want. Maybe even mix them up for ½ cup!
- The more fruits and vegetables you eat – the better you feel!
- Try this one, it'll make your mouth happy! (insert food)!
- Seasoned just right – try the (insert food)
- We serve the best vegetables in town! Ask anyone!
- The vegetables and fruit are delicious – which two would you like to try today?
- Did you know you may have to try a food several times before you like it? And that's OK – make the first time be today!
- Gotta try (insert food) before you'll know.
- These (insert fruit) are really sweet – you should try 'em – we put (cinnamon, etc.) on it!
- These fruits and vegetables will really give you energy!
- If you want to be stronger – make sure to eat your (insert food)!
- Eat you fruits and vegetables, it'll help you stay alert!
- This new recipe was developed by a team of "smart" chefs – just for us here in NC!
- You want to be strong and healthy, so make sure to eat your fruits and vegetables!
- You want more energy on the playground, so make sure to eat your fruits and vegetables!
- Did you know that fruits and veggies will actually help you focus and do better in class?!
- Don't tell your parents about this (insert food); it's our secret!
- We let our fruit ripen to perfection before putting it out for service.
- Other students have liked this (insert food) a lot!
- Who can make the most colorful plate?
- It tastes a lot like (insert a student favorite restaurant name).
- This (insert food) was locally grown!
- Make it a "combo meal" by choosing a fruit and vegetable!



MOTIVATIONAL PHRASES

ALLITERATIONS & OTHER ADJECTIVES

- Cheesy Potato
- Cool Cucumbers
- Crispy Romaine
- Crunchy Carrots
- Fresh Blueberries
- Grapey Grapes
- Kale Yeah
- Power Parfait
- Power Pear
- Ruby Red Grapes
- Sassy salsa
- Savory Black Beans
- Sun-Kissed Tomatoes
- Super Strength Spinach
- Sweet Strawberries
- Tropical Pineapple

OTHER DESCRIPTIONS

- All over your face good
- Chocolatey
- Fresh
- Goey
- Gummy
- Smacking great
- Spicy
- Sticky
- Sweet and sour
- Tangy
- Actual culinary terms (e.g. potato gratin, garnished, julienned, etc.)
- Country of origin (for the recipe style, e.g. Cuban Black Beans)
- Favorite teacher/staff names (e.g. Ms. Simpson's Summer Salad)
- Reference to homemade (e.g. home-style, Mama's, Grandma's, scratch-made, etc.)
- References to school or hometown