Menu Magic Fact Sheet

- Menu Magic is America's only **FULLY CUSTOMIZABLE MENU CLIPART SERVICE** designed specifically for Child Nutrition Professionals working in School Food Service. We've been publishing Menu Magic and working exclusively with folks like you since 1995!

- For 2018-2019, we're offering a fantastic new subscriber discount. You'll receive your first year's subscription for **JUST $199. THAT'S 60% OFF THE REGULAR PRICE! WOW!** And no obligation beyond the $199 for the first year. Plus, when the time comes, if you decide to resubscribe for the 2019-2020 school year, we'll give you your second year for just $299. In effect, you'll get the first two years for the price of one!

- Subscribers automatically receive an incredible **18% DISCOUNT** on all of our POS and Marketing materials for your CN Program.

- Every month we send you a link and you **DOWNLOAD** just the files you need from our web site.

- Menu Magic is not a stand-alone program, so there's no program to install -- you **USE MENU MAGIC WITH MICROSOFT PUBLISHER, AMERICA'S MOST COMMON AND EASY TO USE DESKTOP PUBLISHING PROGRAM.** Menu Magic can also be used with Corel Draw and other desktop publishing and web publishing programs.

- You'll receive detailed instructions to help you get started using Menu Magic, as well as useful tips throughout the year. And we provide **UNLIMITED TOLL-FREE PHONE HELP** as often and as long as you need it. **WE PRIDE OURSELVES ON OUR FRIENDLY, RESPONSIVE, PATIENT TECHNICAL ASSISTANCE! Jennifer is the best tech support person in the U.S.A.!!!**

- An average month's materials include 15 or more full-page menu **TEMPLATES** for elementary, secondary, and breakfast menus; 30 or more individual pieces of **CLIPART**; a monthly **"WELLNESS IS A WAY OF LIFE" NEWSLETTER**; and occasional **"MENU MAGIC EXTRAS"** -- parent flyers, press releases, poster templates, student surveys, nutrition activities, etc. You'll receive your Menu Magic link **FOUR TO SIX WEEKS BEFORE THE FIRST OF EACH MONTH**.

- The **ELEMENTARY TEMPLATES** are 8½" x 11" front and back menu pages featuring clipart designed primarily with elementary school kids and their parents in mind. We provide these menus in two different

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Questions?

Reach us toll-free at 877-739-1577 or jbcs@schoolmealsmagic.net or visit our web site at

Bennett's MENU MAGIC™
Turn your plain old calendar sheet into a School Meals Marketing Machine!

www.schoolmealsmarketing.com

Menu Magic Fact Sheet continued

layouts: "freestyle" and "calendar-style" (with all the Mondays, etc., lined up vertically on the page). You can view and print a sample of both layout options on our website.

- The **SECONDARY TEMPLATES** are 8½" x 11" front and back menu pages featuring clipart designed primarily for secondary school kids, with space for regular menu choices that are available daily, as well as specials (view and print a sample on our website). Some of the clipart for these will be the same as for the elementary menus, but there are always three or more pieces per issue designed especially for older kids.

- The **BREAKFAST TEMPLATES** are 8½" x 11" menu pages in several choices of two-sided and one-sided layouts featuring breakfast-specific clipart. View and print a sample on our website.

- You can **USE THE FULL PAGE TEMPLATES EXACTLY AS THEY ARE** and simply type in your menu choices for each day (or paste them in from another program, like Word, Excel, or NutriKids) -- **OR YOU CAN REARRANGE** the page elements however you like and create your own layout. Print the menus in **BLACK OR IN FULL-COLOR**, or **POST COLOR MENUS ON YOUR SCHOOL SYSTEM'S WEB SITE** (or let us post them for you for free on our menu-posting web site, **SCHOOLMENUS.ORG**).

- Every month, you also receive art for our **"WELLNESS IS A WAY OF LIFE" WELLNESS NEWSLETTER**, a ready-to-use, professionally-designed monthly newsletter designed to help make **YOU** the Wellness expert in your district -- with very little effort on your part! If you've struggled to put together good-looking, credibility-building wellness pieces (or if the process takes way too much time for you), Menu Magic will help you get into the game! You can view and print a sample newsletter on our website.

- **MENU MAGIC CLIPART IS ALSO AVAILABLE IN SPANISH.** We provide full translations of our Elementary clipart, plus secondary clips on request, for half the cost of a regular English subscription ($249/year), with a discount for first-year subscribers (just $99 for your first year). Learn more on our web site.

- In addition to your subscription, we can provide **COLOR MENU PRINTING**, **FREE WEB HOSTING FOR YOUR MENU**, and even a **TOTAL MENU CREATION SERVICE** so that you don't have to do ANY of the work ("Total Menu Creation" is only available for a limited number of districts). **FOR MORE INFORMATION ON THESE ADDITIONAL SERVICES**, please check our web site, or email us at jbcs@schoolmealsmagic.net or call us.

- **REWARDS** are available for your system if you can interest other districts in subscribing -- and they'll get the new subscriber price, too! We'll send you more information automatically when you subscribe, or learn more on our web site.

- We'd be happy to **INVOICE YOU LATER IN THE YEAR** for the next fiscal year, if you prefer. Just let us know!

Questions? Please visit our web site or call us any time at

877-739-1577 OR email jbcs@schoolmealsmagic.net

John Bennett Creative Services
for Child Nutrition Professionals

School Meals
We serve education every day™

Comprehensive marketing, communications, menu design, & training services for America's Child Nutrition Programs

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