

U.S. Highbush Blueberry Council



Gwinnett County School District Case Study



ADD A NATURAL POP OF COLOR WHILE ALSO ADDING A HEALTH HALO



ELEVATES A DISH, EVEN IN VERY SIMPLE APPLICATIONS



COST EFFECTIVE, VERSATILE, AND ZERO FOOD WASTE



For a full toolkit of ideas and solutions tailored to K-12 operations, as well as custom support for your district, please reach out to the U.S. Highbush Blueberry Council!

Curt Granger, *Interim VP of Global Integrated Marketing & Communications*

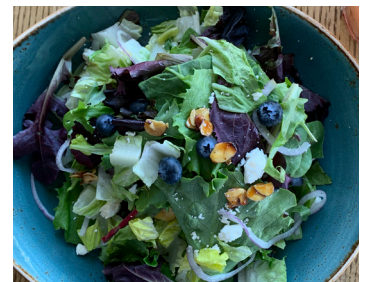
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The U.S. Highbush Blueberry Council recently partnered with Chef Rachel Petraglia, Culinary Coordinator/Executive Chef for Gwinnett County Public School District, which covers greater metro Atlanta and includes 139 K-12 schools and over 177,000 students, to bring more blueberries to their menus. This partnership sparked some excellent menu innovation and resulted in two new permanent menu items, Blueberry Overnight Oats and a Blueberry Smoothie, as well as a number of additional menu integrations for blueberries.

Specifically, **frozen blueberries proved to be an impressively labor-efficient and cost-effective option.** “With frozen blueberries, there’s no waste. We use them year-round in anything, and even use the liquid that we drain from thawing them for lemonade and barbecue sauce,” said Chef Rachel. **In addition to the weekly menued smoothies and overnight oats, Chef Rachel’s team has been utilizing them in vinaigrettes, salads, sauces, and fruit bakes.** She explains, “From a back-of-house perspective, our newest managers didn’t even need to be trained on how to thaw and use frozen blueberries because they and their uses were so intuitive.” Further, Chef Rachel shared, **“Initially we worried that blueberries might be more expensive, but we found that frozen blueberries were right in line with many other fruits we were using, like canned pineapple and frozen peaches,”** and beyond that, “the frozen blueberries had a much more appealing color and texture once thawed than other frozen fruits like strawberries.”

When asked how these menu items were received, Chef Rachel said, “Blueberries played so well throughout the district. From students to teachers to principals...**blueberries, being colorful and a superfruit yet still approachable, have been easy to sell and market.** We will definitely keep using blueberries on our menus.”



RECIPES

Blueberry Overnight Oats



54 ounces	Breakfast Oatmeal, uncooked
40 ounces	Brown Sugar
2.25 ounces	Cinnamon, ground
74 fl ounces	2% Milk
250 ounces	Vanilla Yogurt
90 ounces	Blueberries, frozen - thawed before use, excess liquid discarded

1. In a large mixing bowl, combine oats, brown sugar, and cinnamon.
2. Add milk and yogurt, combine.
3. Portion mixture into 12-ounce cups – $\frac{3}{4}$ cup oats per each.
4. Top with $\frac{1}{4}$ cup blueberries.
5. Cover and refrigerate overnight.
6. Serve. Optional: garnish with brown sugar.

Servings: 50

Blueberry Smoothie



18.75 pounds	Blueberries, frozen
6.25 gallons	Vanilla Yogurt
4 ounces	Clover Honey

1. Place blueberries in large blender and blend for 4 minutes or until smooth.
2. Add yogurt and honey to blender. Blend 1 minute.
3. Portion into 12-ounce cups. Hold in chiller.

Servings: 100