

**HOORAY**  
**PURÉE®**

*Veggies Made Easy!™*

**ARE YOU OLD SCHOOL OR NEW?**

*Be the change.*

**School lunches are improving, thanks to:**

- Michelle Obama and USDA efforts in changing regulations.
- School and service provider leaders in their efforts to include healthier entrees and snacks, lower sodium, reduce bad fats, etc.
- Salad bars.
- Food companies for providing more convenient options.

**BUT, there are STILL ISSUES:**

- Kids don't always eat the healthier choices.
- Kids complain about being hungry.
- Tray waste (particularly vegetables) is extremely high.
- Fresh produce is not always available due to season, locality and/or cost.

**HOWEVER, Hooray Puree vegetables are a PROVEN SOLUTION!**

- Single ingredient—just the veggie—not even ascorbic acid
- Shelf stable: safe and convenient
- Cost effective: no waste, significantly reduced prep and clean up time
- Perfect school sized packaging: 50 oz bags.
- Kids LOVE food with Hooray Puree®—either can't taste it or enhances the flavor (sometimes they simply don't like the texture or *idea* of veggies—the taste is often not the problem.)
- Veggie purees have always received vegetable credit, but are finally going in the Buyer's Guide.
- Kids get acclimated to new tastes by developing their taste buds
- School recipes are provided or easily developed.
- Kids are more sustained throughout the day.

## **AN OPPORTUNITY FOR YOUR SCHOOL DISTRICT TO BE PART OF THE CHANGE!**

This is an opportunity for your school district to be the leader for other districts to follow. As you well know, the nutrition and diet of school children is under microscopic scrutiny and is often blamed for part of the obesity problem in American adolescents.

Hooray Puree has worked tirelessly for several years to bring a safe and convenient, high quality, affordable product to market. It is an easy to implement solution that meets the nutritional needs of students and adults alike.

## **IT IS TIME TO GET PRACTICAL AND REALLY MAKE A DIFFERENCE!**

### ***Our commitment to you:***

- Provide product in a timely fashion (we control entire supply chain from farm to school)
- Help develop more recipes, if needed
- Promote school and student nutrition education
- Continue R&D on new vegetables as requested.
- Exert PR efforts at Hooray to portray your school in the best light and for making a difference in the lives of children.

*For more information, please contact:*

***Hooray Puree School Team, schools@hooraypuree.com or 847-813-9355***



**VEGGIES MADE EASY!™**