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## ANNOUNCING CAFE FUEL™ -- THE NEW "BETTER FOR YOU" REWARDS PROGRAM FUELED BY INDUSTRY LEADER COOL SCHOOL CAFE®.

[June 9, 2011 Becker, MN] An industry heavyweight just entered the fight against childhood obesity. [CAFE FUEL™](#), the new "better for you" program from Cool School Cafe® and its Member Manufacturers are committed to helping America's schools serve healthier school meals. The program, launched this month, offers rewards to school foodservice programs for purchasing qualifying "better for you" products that meet the Alliance for a Healthier Generation's nutritional guidelines.

### How it works:

- All CAFE FUEL **qualifying products** meet the [Alliance for a Healthier Generation's](#) school food and beverage guidelines for school meals, competitive foods and beverages.
- School Foodservice Directors purchase qualifying products and earn Cool School points that can be used to purchase rewards.
- **Learn more about the program, qualifying products and rewards** — Check out the details at our **website**, [CAFEFUEL.com](#).
- [Inaugural Member Manufacturers include](#) Blue Bunny®, Dannon®, Jennie-O Turkey Store, Mrs. T's®, and Pacific Northwest Canned Pears, with more to be announced soon.

### What's next?

- **Watch for upcoming news and events** — the program is quickly picking up new Member Manufacturers that are dedicated to joining the fight against childhood obesity.
- **Visit us at ANC** — CAFE FUEL will have a new exhibit with Cool School Cafe at booth #2105.

**Contact us!** If you have questions, let us know by calling (855) CAFE FUEL (223-3383) or emailing [support@cafefuel.com](mailto:support@cafefuel.com).

**About Cool School Cafe<sup>®</sup>**

Cool School Café Manufacturer Alliance is the leading loyalty program for K-12, rewarding purchase decisions in school foodservice for over 15 years. Over 3,000 districts, representing 24+ million students, actively participate in Cool School Cafe.

As Member Manufacturers of CAFE FUEL™ and Cool School Cafe<sup>®</sup>, manufacturers are provided unique marketing opportunities to raise awareness of their brand's products to over 43 million students nationwide. In addition to significant brand exposure, association with CAFE FUEL and Cool School Cafe is proven to positively impact product sales and create loyal purchasing practices within the powerful K-12 channel.

Participating school foodservice programs are rewarded with a wide variety of tools to assist their foodservice operations. Communications throughout the year provide program updates, product information and valuable industry information.

CAFEFUEL.com

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