

Smarter Lunchrooms: Catchy Names

***In the lunchroom, what's in a name? A LOT!
To boost participation, make foods sound good enough to eat.***

From: <http://smarterlunchrooms.org/>

Warm-Up:

Which option in each pair sounds more appealing, assuming they cost the same? Put yourself in the shoes of the target audience.

List 1: Lip Gloss Colors

- | | | |
|----------------|----|---------------------------|
| ___ Light pink | or | ___ Sun-kissed Strawberry |
| ___ Dark pink | or | ___ Luscious Raspberry |
| ___ Red | or | ___ Friday Night Scarlet |
| ___ Peach | or | ___ Perfect Summer Peach |

List 2: Car Names

- | | | |
|----------------|----|-------------------|
| ___ Minivan | or | ___ Grand Caravan |
| ___ Truck | or | ___ Silverado |
| ___ Sports car | or | ___ Mustang |
| ___ SUV | or | ___ Expedition |

List 3: Foods

- | | | |
|--------------------|----|--------------------------------------|
| ___ Steak | or | ___ Sizzling T-bone Steak |
| ___ Coleslaw | or | ___ Tangy Coleslaw |
| ___ Salad | or | ___ Crisp Garden Salad |
| ___ Grilled cheese | or | ___ Crunchy Toasted Cheddar Sandwich |

Follow-up questions:

Why are the names in the right-side column more appealing than those on the left?

Why is it important to remember the target audience's perspective?

Matching:

Create catchy, appealing names for these foods using fun, interesting words. Choose 1-2 descriptors from the word banks to add to each food to create new names for the dishes.

Focus:

Young children (K-5) enjoy imaginative, playful names (X-ray Carrots, Big Bad Bean Burrito).

Word bank:

American	_____	green beans
Fiesta	_____	baked apples
Jumpin'	_____	baked sweet potatoes
Green Lantern	_____	black bean soup
Power	_____	peas
Rainbow	_____	veggie pizza
Sweet Talkin'	_____	
Black Belt	_____	
Snappy	_____	

Focus:

Older students (6-12) are attracted to descriptive sensory words (Spiced Butternut Squash, Fluffy Mashed Potatoes, Warm Baked Apples).

Word bank:

Texas	_____	green beans
VIP	_____	baked apples
Snappy	_____	baked sweet potatoes
Sweet	_____	black bean soup
Harvest	_____	peas
Homestyle	_____	veggie pizza
Spiced	_____	
Fresh	_____	
Holiday	_____	
Garden	_____	

Follow-up questions:

Which names are the best? What makes them appealing to each audience?

Which names could you use in your lunchroom?

Creative Design:**Choose your audience (circle one):** K-5 or 6-12

Pretend your group is starting a restaurant but you are only allowed to serve foods from your school lunchroom. Use descriptive and fun words to add interest to these entrées and side orders.

Entrées:

Baked Chicken: _____

Turkey Sub: _____

Chef Salad: _____

Grilled Cheese Sandwich & Tomato Soup: _____

Hamburger: _____

Sides:

Corn: _____

Kale: _____

Kiwi: _____

Salad Bar: _____

Rice: _____

Squash: _____

Mixed/Steamed Veggies: _____

Application: Choose your favorite two entrées and sides. Or, choose four items that your lunchroom would like to promote. Write the names on the left side. Then, choose descriptors to give the chosen foods catchy new names.

_____	_____
_____	_____
_____	_____
_____	_____

Follow-up questions:

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