

Goldfish®



2025  
Eating  
Trends  
Guide

# Your Guide to K-12 Eating Trends

Provide nutritious meals and  
smiley snacks students' love



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> **Nutritional eating practices** can support students' brain function and daily learning—particularly if schools offer better-for-you food and beverages throughout every daypart and snack occasion.<sup>1</sup>

With snacks constituting nearly a quarter of kids' daily calorie intake, stocking school stores, snack bars, and other venues with balanced options could also potentially contribute to students' academic success.<sup>2</sup>

More than half of households with a K-12 student say their children eat at school foodservice locations at least once a day—making providing a variety of interesting options key.<sup>3</sup>



Read on to learn about maximizing K-12 eating occasions—and ways **Goldfish®** can be effectively served both with and between meals. >

# what's IN A NAME?

While operators are familiar with the Smart Snack guidelines for schools outlined by the USDA, they may be less familiar with how sought-after brand-name snacks are. Approximately half of Gen Alpha ask their parents for specific brands of sweet and savory snacks.<sup>4</sup>

**Both versatile and cost-effective, *Goldfish®* is the #1-selling cracker in households with kids under 12.<sup>5</sup>**

While brand-name recognition is important, making sure snacks are compliant with recent guidelines is key. Looking for guidance on nutritional standards? The Alliance for a Healthier Generation's Smart Snack Calculator can be a quick and easy way to determine if an item is compliant with the federal requirements for snacks served in school.



## > CAMPBELL'S SOLUTION:

Offering 1 ounce of grain equivalence (whole grain) per 0.75-ounce serving, our Goldfish® Baked with Whole Grain Cheddar Snack Cracker and Made with Whole Grain Pretzel varieties can be a hit with kids—including crackers shaped like Disney's Mickey Mouse.





# a variety of CULTURAL CUISINES

Younger parents today are more adventurous eaters, meaning some children are more open to exploring diverse flavors.<sup>6</sup>

Foodservice staff members may want to try debuting elements from cuisines in various countries as part of a week-long themed event that centers on a specific culture, such as Arab American Month in April or Mexican during Hispanic Heritage Month, which begins in September.



Including recognizable elements in globally inspired items may also help encourage kids to explore diverse tastes. This Mexican-Inspired Pasta Casserole with Goldfish® Colors Cheddar Crackers can blend a familiar crunch with new flavors.

**Meal Components:** 2 M/MA, 3 ounces Grain Equivalent [WG], 5/8 c Total Vegetable (3/8 c Red/Orange, 1/8 c Other, 1/8 c Additional)

This Veggie Good Hummus Bistro Box with Goldfish® contains the classic Middle Eastern dip and two types of Goldfish® made with whole grain—pretzel and multicolored crackers—whose colors are sourced from plants.

**Meal Components:** 2 M/MA, 2 ounces Grain Equivalent [WG], 3/4 c Total Vegetable (3/8 c Red/Orange, 3/8 c Other)



> **CAMPBELL'S SOLUTION:** Different types of Goldfish® crackers can be combined or matched with sauces and dips in internationally themed snacks for a varied effect.

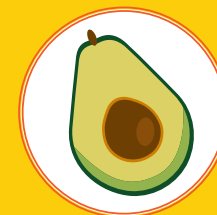
# WINNING Snacking Tips

Becoming intentional with your school's afternoon snack program can be a great way to support students' health and well-being by ensuring they have sources of nourishment all day.

**The following steps can help you get started:**



- ✓ **1. Assess Snack Program Needs and Interest:**  
Survey students and parents to gather input on their preferred snacks and any dietary restrictions. This can be beneficial to understand what students would like in afterschool programs as well.<sup>7</sup>
- ✓ **2. Set Goals and Objectives:**  
Define the program's purpose—is it to boost energy, improve focus, or promote better-for-you eating habits? Determine how you'll measure success—like improved concentration or reduced afternoon fatigue.
- ✓ **3. Plan the Snack-Food Menu:**  
Focus on nutritious items like fruits, vegetables, whole grains, and low-fat, dairy-based foods. Include a weekly or monthly rotation of snacks to keep students interested.





# WINNING Snacking Tips



## 4. Identify Snack Program Logistics and Scheduling:

Select a consistent time each day that's compatible with class schedules for snacks to be distributed. Decide if snacks will be served in the cafeteria, in classrooms, or via stations with grab-and-go items—an in-demand school foodservice offering that's driven an increase in breakfast sandwiches, yogurt, and bars.<sup>8</sup> Reimbursable grab-and-go snacks are convenient, like our *Goldfish*® varieties.



## 5. Secure Staff Involvement:

Engage teachers and older students to help with the program supervision and distribution. Provide food safety and handling training for all involved parties.



## 6. Monitor and Evaluate the Snack Program:

Check in with students and staff regularly to get feedback on what program aspects are working or might benefit from changes—and be open to adjusting elements.



## 7. Celebrate the Program's Success:

Consider acknowledging students who participated in the snack program with small rewards, like a new book, pencil, or eraser, and share information about increased student engagement, improved health metrics, and other program outcomes.



# MENUING GOLDFISH® for middle and high schoolers



Students generally need a half hour or more to eat, according to 60% of K-12 educators—yet more than half **(55%) say students get only 21 to 30 minutes**, and a fifth report students have just 11 to 20 minutes to quickly consume lunch.<sup>9</sup>

While a few states have passed legislation to elongate school mealtimes,<sup>9</sup> schools in other areas may benefit from offering delicious and portable meals and snacks to save time—like this Egg-celent Lunch Bistro Box with Goldfish® made with Whole Grain Cheddar (meal components: 3 M/MA, 2 ounce Grain Equivalent [WG], 3/4 cup Dark Green Vegetables, 1 Milk, 1 Fruit).



Or consider the Just Peachy French Toast Parfait made with Goldfish® Grahams Baked with Whole Grain French Toast, which delivers an added crunch (meal components: 1 M/MA, 1 ounce Grain Equivalent [WG], 1 Milk, 1 Fruit).





# prepackaged options GO A LONG WAY

Prepackaged individual portions of *Goldfish*® crackers that are included in snack carts and paired with drinks, fruit, or sandwiches—or as a part of meal combos—may appeal to busy middle and high schoolers who are looking for an easy-to-transport option.

Allow students to customize their salad, wrap, or sandwich by adding *Goldfish*® crackers. **64% of middle and high school students say they'd be much more likely to eat a school meal if it included food they know and like.**<sup>10</sup>

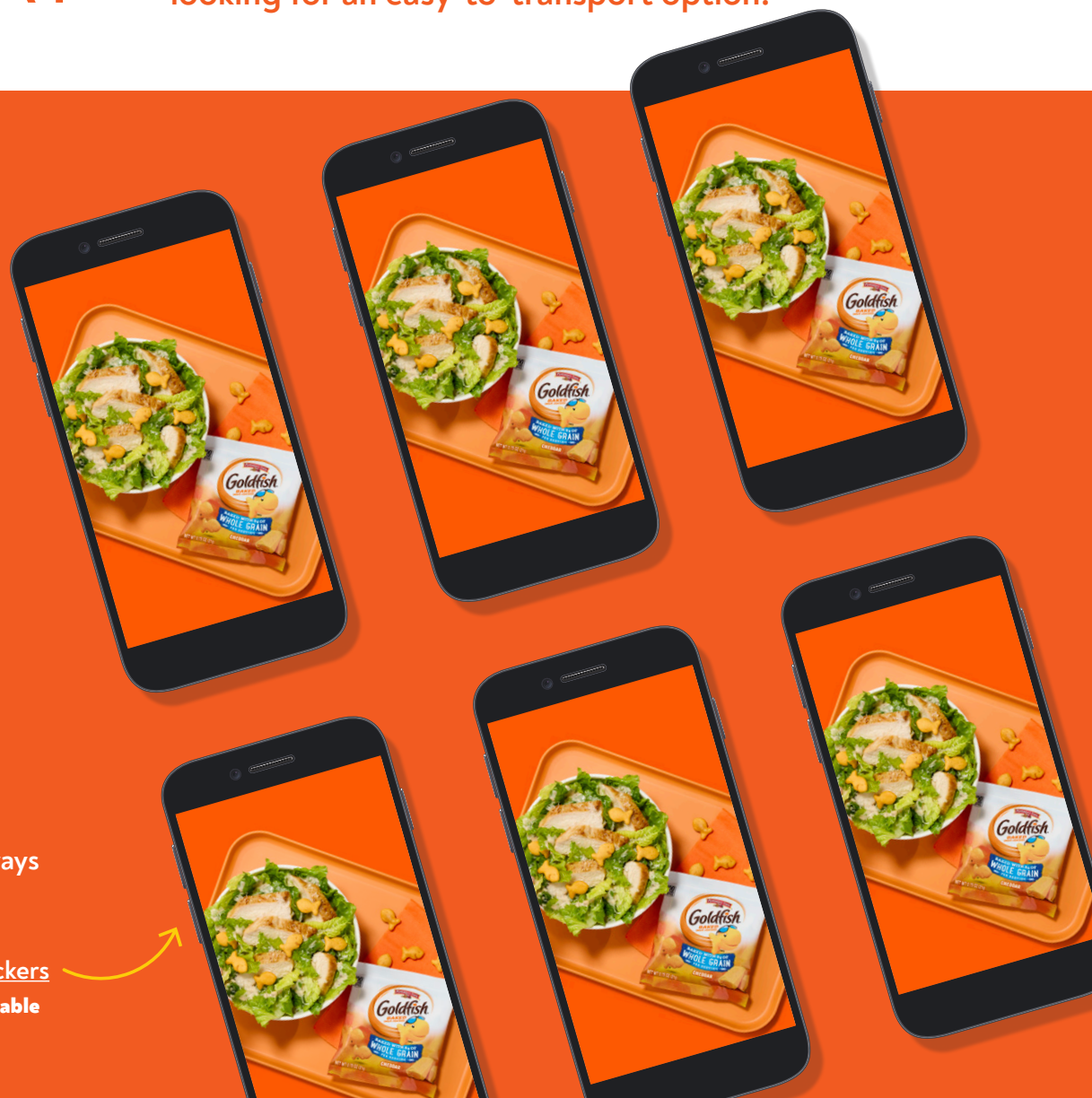


## > CAMPBELL'S SOLUTION:

*Goldfish*® crackers are teens' favorite snack.\* Consider a *Goldfish*® challenge where foodservice staff share creative ways they've used the crackers in recipes.

School of Greens made with *Goldfish*® Whole Grain Cheddar Crackers  
Meal Components: 2 M/MA, 1 oz. Grain Equiv. (WG), 1 cup Dark Green Vegetable

\*Piper Sandler/Lavery Teen Survey, April 2024



(Cont'd)

# prepackaged options GO A LONG WAY

## MAKE IT SWEET (AND BETTER-FOR-YOU!)

Apples are a popular food choice among students—and are often relatively easy to obtain and store.<sup>2</sup> They've also been one of the top flavors in kid-focused fruit snack launches in recent years. Students have shown a particular interest in Fuji and Pink Lady apples.<sup>3</sup>

Operators can take advantage of apples' charm factor by utilizing them in fun and nutritious morning dishes such as these Apple Dunkers made with Goldfish® Grahams Baked with Whole Grain Honey Bun

**Meal Components:** 1 M/MA, 1 ounce Grain Equivalent [WG], 1 Milk, 1 Fruit).



For a different take on a fruit-forward meal, try this Breakfast Banana Split made with Goldfish® Grahams Baked with Whole Grain French Toast—which includes bananas and blueberries—giving kids a chance to be creative through DIY assembly.

**Meal Components:** 1 M/MA, 1 ounce Grain Equivalent [WG], 1 Milk, 1 Fruit)

### > CAMPBELL'S SOLUTION:

Goldfish® Graham cracker varieties meet USDA nutrition program guidelines and provide 1 ounce of grain equivalence (WG). These are perfect as part of a reimbursable breakfast, Smart Snack, or after-school snack. They can also be included in school lunches, as fundraiser items, or for other snacking occasions.





# ways to incorporate other snacking occasions INTO K-12

Foodservice operators can weave on-the-go options into additional school-related eating opportunities—such as providing *Goldfish*® crackers as an alternative to the traditional popcorn, chips, and candy that are often sold at sporting event concession stands.



Including *Goldfish*® crackers as part of a combo meal—for example, offering a bag with a drink, hot dog, or nachos—or selling prepackaged *Goldfish*® snack packs at the gate or other entrance could also be an appealing way to provide a quick bite for students on game day and increase event-based food sales.

Prepackaged snacks can also make fun pep rally giveaways, either adorned with an image of the school's mascot or as part of a package of festive items handed out to team supporters as they enter.

## **CAMPBELL'S SOLUTION:**

Featuring an instantly recognizable shape and cheddar cheese, single-serving pouches of *Goldfish*® products can be ideal snack selections for individuals who are attending school events.



# Goldfish®

Incorporating snacks like *Goldfish*® into school meal programs is more than just a tasty treat—it's an investment in students. By providing whole grain, USDA-approved options, schools can help fuel both the bodies and minds of their students, setting them up for a day of focused learning and well-being.

For more information, visit [campbellsfoodservice.com/brands/goldfish](https://campbellsfoodservice.com/brands/goldfish)

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3. Datassential, [2024 K-12 Segment Guide](#), August 2024  
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