

# Smackers Launch Report

## Executive Summary

To increase and sustain student lunch participation by providing delicious, nutritious meal options that students love, Pinellas County Schools partnered with Smart Mouth Foods to launch Smackers® Sandwiches and Calzones at Meadowlawn and Largo Middle Schools. This report

details the students' response and feedback to the approximately 180 Smackers® Sandwiches and Calzones served during the training days—February 7-8, 2013—at each school. The Smackers® were offered as part of a full meal deal alongside the other full menu options. On both serving days, the Smackers® sold out before the close of lunch service. Feedback generated via the survey form illustrated on the next page included personal comments from students. The highlights featured at left represent a sampling of the 94 comments noted on the 210 surveys collected. All comments are listed on pages 3-4 of this report. Comments are grouped in two categories: compliments and suggestions. Two inapplicable responses were not included in aggregate.

### STUDENT SURVEY COMMENT

#### HIGHLIGHTS

**"ohhhhhh yeaaaaaaya!"**

*"Awesome, it's just awesome"*

"It was very tasty and I would give it 4 ½ stars."

**"Make more of them. They are mm mm good!"**



Very Good I want another one LOL!



## SURVEY SAYS...

Given three options: "Loved it, Liked it, or Didn't Like It," 99% of students surveyed indicated they loved or liked the Smackers®! The vast majority, 94%, indicated they would eat the school lunch more often if Smackers® were on the menu.

# SURVEY INSTRUMENT



What do you think of the Oven Baked Smackers® Sandwich?

☐ Loved It    ☐ Liked It    ☐ Didn't Like It

If your school offered these on the menu as part of lunch you would:

Eat at school more often ☐

Wouldn't change my eating habits ☐

What varieties would you like to see offered: (check all that apply)

Ham & Cheese ☐

Turkey & Cheese ☐

Roast Beef & Cheese ☐

Chicken Fajita ☐

Pepperoni Calzone ☐

Cheese Calzone ☐

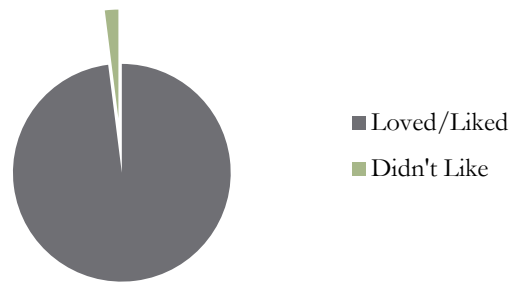
Suggestions or Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Smackers© Survey Results



MEADOWLAWN

LARGO

### Surveys Completed

105

107

Loved It

80

79

Liked It

22

23

Didn't Like It

1

2

Eat at school more often

94

100

Wouldn't change my eating habits

8

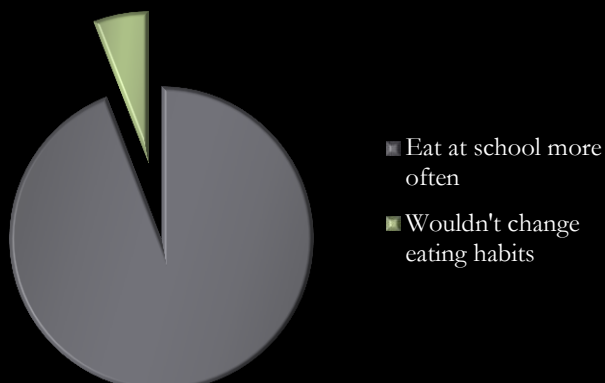
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Suggestions or Comments: 94

See page 3 of this report for list of comments.

Inapplicable surveys: 3

## Smackers© Survey Results



# STUDENT SUGGESTIONS OR COMMENTS

## COMPLIMENTS

- They are very good. I really like pepperoni!
- Awesome ☺
- These are good ♥
- Thank you for very delicious food.
- It was the only real food we had. It was the best
- Your lunch is soo good.
- Ohhh hh hh yeaaa aaaya.
- Please don't change the stuff in it. It's to good.
- It's good.
- ☺♥
- Make more of them. They are mm mm good.
- Would love more!
- Awesome.
- No, it was good.
- Seemed better than most of the foods so far. I loved it.
- Want it more often.
- It is amazing its delisous.
- I like it.
- It was good ♥.
- Keep making them!
- How do you make it taste so good.
- Really good.
- Very good I want another one LOL!
- Its good.
- Super good.
- Wonderful! Want more turkey!
- I really liked it.
- I love the calzone very much.
- It was awesome.
- Make it every day.
- Give me more.
- It was really good.
- Serve it at our school all the time please!!
- It was really good.
- Make everyday!!
- I bet they would taste great. (Referring to the variety of Smackers®)
- This should be at school more often.
- I love it, thanks.
- I really liked the Smackers®
- They are very good. I would suggest adding this to the menu.
- Love it !!!!
- Ham & Cheese Forever. The only one I like.
- It was very good. Would eat these everyday.

## STUDENT SUGGESTIONS AND COMMENTS CONT.

### COMPLIMENTS

- Amazing!! ☺
- Love it Keep it comin!
- Way more often.
- I think it was really good and has enough spice.
- Should be school lunch more often.
- We should have it every day.
- It really good.
- Thanks.
- Love the buffalo wing. ☺
- It good.
- Really good.
- It sooo good!
- I would eat this anytime.
- It was yummy.
- I love everything. Not chicken nuggets.
- They are good eating.
- It's good and need be in school more often.
- It was very tasty and I would give it 4 1/2 stars.
- Good product!
- Bring it in! I loves it!
- Love it!
- Keep em at our school.
- Awesome it's just awesome.
- I thought it was pretty good and it wasn't to spicy, it was just right.

### SUGGESTIONS

- I think you should put lettuce and pickles (referring to ham and cheese Smackers®)
- Egg, bacon and Swiss cheese. Best lunch item so far!!!
- I think it was too cheesy.
- More cheese♥♥ yum.
- Less cheesy.
- Too spicy!
- You should also keep the buffalo chicken! That was amazing ♥
- It needs more filling.
- More pepperoni!
- For allergies try some without cheese.
- Too spicy more crunchy.
- Make bigger calzones. I definitely recommend it to anyone.
- Would like if not saucy have acid reflux (Student didn't try, but wanted to make suggestion)
- A little too hot but it is good otherwise.
- Less spicy.
- Have a buffalo sauce in it.
- Little too spicy.
- Loved it. I don't eat pepperoni. Make more varieties that don't include pig.
- Put more meat closer to the top of calzone.