



# CHANGE IS GOOD

## EARN POINTS ON MORE ELIGIBLE PRODUCTS

Beginning in the 2019/2020 school year, members of **The Kitchen Circle™** Program can earn points on all Schwan's K12 products. Visit [SchwansKitchenCircle.com/products](http://SchwansKitchenCircle.com/products) for details.

## MEMBER LEVELS ARE CHANGING

In addition, member levels will be based on servings purchased per student—not years of membership—starting in the 2020/2021 school year. Now you control how quickly you can get to a higher member level and earn bonus points faster.




## LEVEL UP FOR NEXT YEAR

The more you buy in the 2019/2020 school year, the higher your member level will be in the 2020/2021 school year. Start adding to your menu to get rewards and upgrades for your cafeteria!



# NEW! LEVEL DETAILS

EARN  
MORE  
REWARDS

 <b>CLASSIC</b>	 <b>SELECT</b>	 <b>ELITE</b>
<b>0-17</b> servings per student	<b>18-26</b> servings per student	<b>27+</b> servings per student
Base points earned	Base points earned <b>PLUS 25% BONUS POINTS</b>	Base points earned <b>PLUS 50% BONUS POINTS</b>

## COMMON FAQs:

**Q:** How do I move up to the different levels?

**A:** Member levels are based on the previous year's servings per student. Purchase more cases of product in the program and you will move up to the next level.

**Q:** Can you give me an example?

**A:** District ABC buys and claims 1,000 cases of 78638 Big Daddy's™ 16" Pepperoni Pizza (servings per case of 72) during April-March of 2019/2020 school year. Their total servings are 72,000. Their enrollment that year is 1,000 students. So their servings per student is 72, making them an Elite level member and earning them 50% bonus points.

**Q:** What happens to my current The Kitchen Circle™ points?

**A:** Nothing. The only thing changing is the calculation used to determine member levels (Classic, Select or Elite) and that you can now earn points on all Schwan's K12 products.

**Q:** How are servings per student calculated?

**A:** Cases purchased (from April through March of the previous school year) are multiplied by number of servings per case to get the total servings purchased. This total is then divided by the school district's enrollment number (for the current school year). This is the servings per student number.

**Q:** What member level am I in for the 2019/2020 school year?

**A:** If you are new to *The Kitchen Circle*™ Program for the 2019/2020 school year, you will be placed in the Classic Level. If you are already a member, then you will remain in the same level for the 2019/2020 school year as you were for the previous school year. The new member levels based on servings per student will go into effect for the 2020/2021 school year.