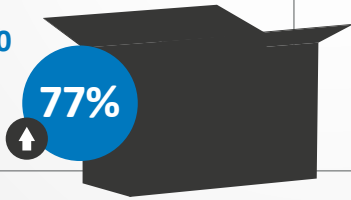


K-12 Sees Back-to-School Rebound

More U.S. K – 12 students returned to in-person learning this back-to-school season. September case sales show school meals began to normalize compared to this time last year. While hot lunches still reign as top food items, federally funded breakfast programs have opened the door to new opportunities. **Taking a closer look now will help you prepare for your next RFP so you can determine your production plan for next year.**

Case sales are catching up

September case sales reached 94% of 2019 levels and **grew 77% over 2020**



Kids Favorites

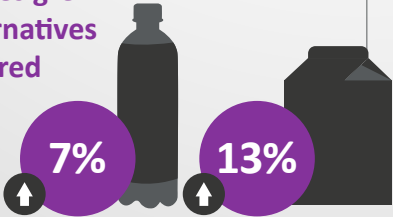
The top 3 food items in September:

- 1 chicken nuggets/tenders
- 2 canned fruit
- 3 pizza



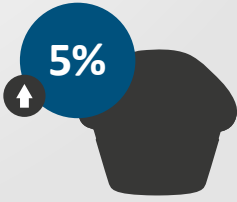
September beverage preferences

Top-ranked beverages: **juice and juice drinks**
Bottled water sales grew 7% and milk alternatives grew 13% compared to 2019



Breakfast shows significant growth

Muffins (+5%), bagels (+8%), toaster pastries (+13%), and preassembled sandwiches (+11%) **all grew in case sales compared to 2019**



To be recognized as a category leader, you need to understand the overall trends and performance shifts for your business as well as your competitors. NPD's SupplyTrack® captures detail on nearly 85% of the broadline sales channel to help pinpoint threats and find opportunities to grow sales and market share.

Source: The NPD Group/SupplyTrack®

Want more insights like this? Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

