

COLLEGE & UNIVERSITY MARCH

2022 EVENTS



MAR

Celebrate March with the General Mills' brands your students love! Whip up delicious and unique recipes and create exciting community moments in your dining hall. Raise traffic with event and holiday themed nights, parties, games and more. Get campus dining activity ideas here and make March a month filled with magical madness.

Mar - 01

NATIONAL PEANUT BUTTER LOVER'S DAY

Show peanut butter love in your dining halls with peanut butter and cereal-inspired recipes!

- ▶ MUFFIN SHAKE
- ▶ SNACK MIX
- ▶ SNACK BAR



Mar - 07

NATIONAL CEREAL DAY

Celebrate National Cereal Day with easy recipes featuring students' favorite cereal brands. Download the FREE recipe book, posters, and more today!



Looking for more ways to celebrate? Make your campus a Crunch Lab™ this National Cereal Day!

Mar - 14

PI DAY

Just like our favorite mathematical constant, there's an infinite number of ways to enjoy pie on pi day.

Offer your students a fun, trendy and healthier pie option with Sweet Potato Pie Yogurt Parfaits.

- ▶ SWEET POTATO PIE YOGURT PARFAITS



Mar - 15

MARCH MADNESS

Put the 'Dunk' in Dunkaroos® this March Madness. Host a dunk contest and serve Dunkaroos® throughout the month of March. Get students and staff ready for weeks of basketball fun!



START DATES:

- ▶ 3/15 FIRST FOUR
- ▶ 3/17 FIRST ROUND
- ▶ 3/19 SECOND ROUND
- ▶ 3/24 SWEET 16
- ▶ 3/26 ELITE EIGHT
- ▶ 4/2 FINAL FOUR



Mar - 17

ST. PATRICK'S DAY

Drive excitement in your dining halls this St. Patrick's Day with festive themed items, recipes and tips to engage students! Get your FREE recipe book and be sure to stock up on Lucky Charms, a festive favorite!



Reach out to your local General Mills Sales Representative for potential swag opportunities.

Mar - 20

FIRST DAY OF SPRING

Get your students ready to SPRING into action with FREE tools to help them practice sustainability on campus throughout the season.



Mar - 23

NATIONAL CHIA DAY

Celebrate March 23rd with the tiny, yet powerful chia seed. Serve Coconut Blueberry Chia Yogurt Parfaits on National Chia Day to add Omega-3s, antioxidants, fiber and complete protein to the menu!

- ▶ Coconut Blueberry Chia Yogurt Parfaits



Mar - 28

NATIONAL SOMETHING ON A STICK DAY

Everything tastes better on a stick - even cereal! Don't believe it?



Try this Trix™ on a Stick recipe. Swap out Trix™ with other Big G cereals and have students vote on their favorite cereal on a stick flavor!



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