

Exhibit Booth for The Houston Children's Festival

A Partnership between Dollar Tree and Houston Food Bank

A concerning 23.6% of children in Harris County are food insecure, and over 724,750 individuals face challenges in accessing adequate and nutritious food. With government budget cuts affecting nonprofit organizations like the Houston Food Bank, it is now essential to collaborate with for-profit companies to help educate and empower families in need of low-cost, healthy meals.

Meals That Matter: Healthy, Affordable, and Real Food for Real Families

Meals That Matter is an interactive, educational, and instructional exhibit. The booth will feature four standalone kiosks with touch screens and printed materials offering:

1. Location Guides- Where to find local Dollar Tree stores and food banks in Houston, TX
2. Meal Pairing Tips- How to combine shelf-stable Dollar Tree items with fresh produce from the Food Bank to create balanced, affordable meals
3. Pantry Staple Examples- Common Dollar Tree staples that can be used to prepare multiple meals
4. Interactive Meal Ideas Kiosk- Visitors can input ingredients they already have at home to generate meal ideas using pantry and produce items. The kiosk will display estimated costs, print a grocery list, and provide a recipe.

Each kiosk offers multilingual support, allowing users to select their preferred language (critical for Houston's diverse population), where many residents speak languages other than English. Visual aids show photos of ingredient items, making it easier for children and adults to identify food available at their local Dollar Tree.

Suggested recipes will include:

- Meals that do not require a microwave or stove
- Simple microwave meals
- One-pot dishes suitable for a single burner or hotplate

These options support meal preparation for a variety of living situations. Printed recipe cards will feature images of the ingredients and text in English, Spanish, Vietnamese, and Chinese, (the major language groups in Houston) and supporting broader literacy access.

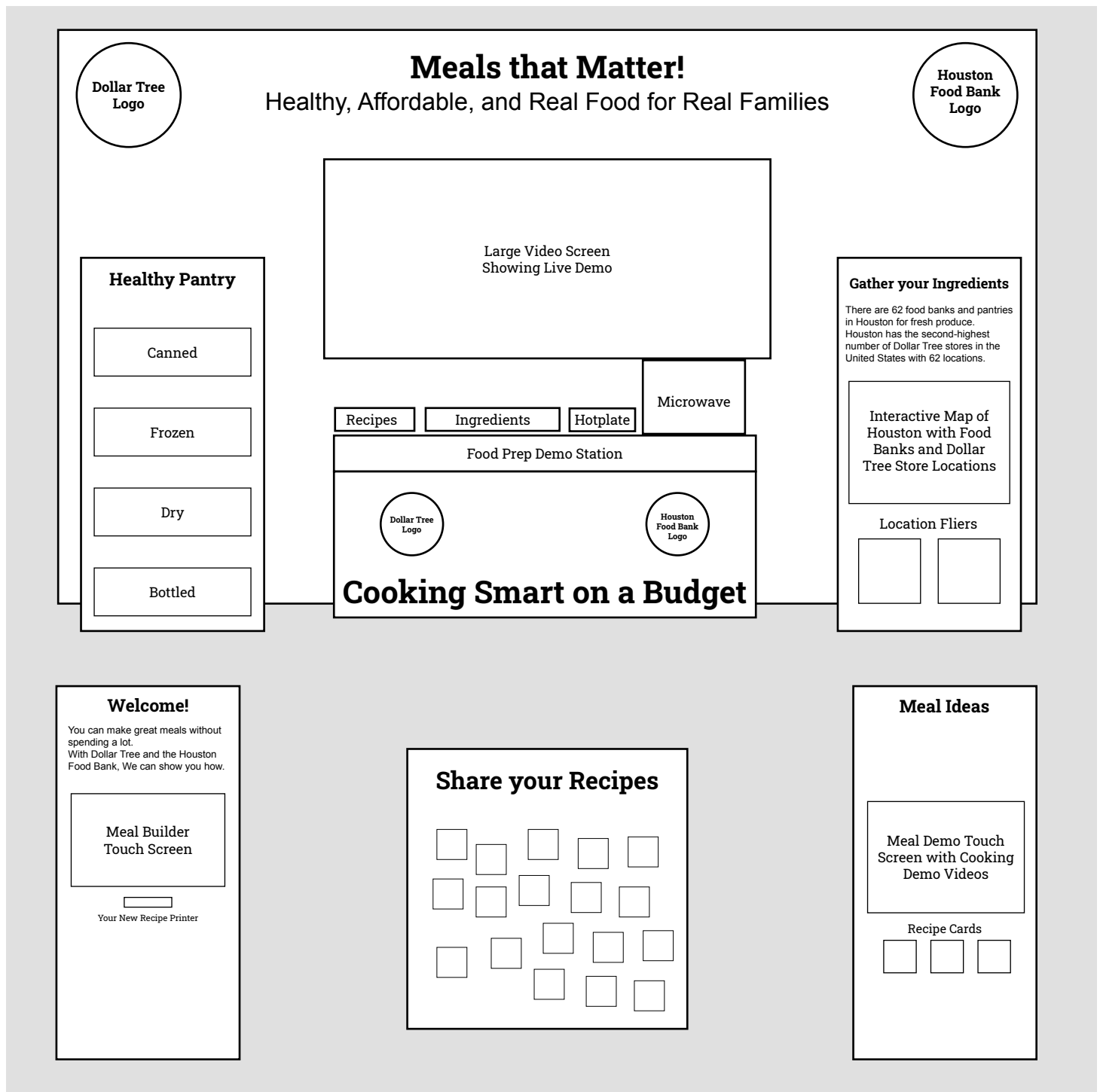
At the center of the exhibit is a demo kitchen with a volunteer chef presenting live cooking demonstrations. A large screen behind the demo table will display cooking steps and ingredient visuals, with English and Spanish subtitles for accessibility.

By featuring a partnership between Dollar Tree and the Houston Food Bank, Meals That Matter empowers food-insecure families to prepare healthy, affordable meals- ensuring no one has to go hungry.

Idea Origin:

This exhibit is inspired by Dollar Tree Dinners, a popular TikTok account by Rebecca Chobat, who shares budget-friendly recipes made primarily with Dollar Tree ingredients. Her content shows how to feed a family of four for under \$10, offering creative solutions for those with limited access to traditional grocery stores.

Exhibit Booth Kiosk Layout



Basic layout sketch of exhibit booth space

Large backdrop featuring collaborated brand identities of Dollar Tree and Houston Food Bank with video screen showing images of ingredients with subtitle translations in Spanish

Five Panel "Stations"

- Real food items offered by Dollar Tree in the Healthy Pantry
- Demo station featuring meals made in person using items from the Houston Food Bank and the Dollar Tree items in the Healthy Pantry - No cook, microwave and one pot stove meals are demoed
- A Meal Ideas touch screen is offered for visitors to scroll through no cook, microwave and one pot stove meals. All recipes include very basic fresh items found at any food bank or grocery store. Printed recipe cards are offered, too.
- The Welcome panel offers a touchscreen to guide you how to build your own recipes with ingredients you have at home and what ingredients you will need.
- The Gather your Ingredients panel features a touch screen offers a searchable map of food bank and Dollar Tree locations. There are also printed copies of the locations to take
- Share your Recipes is a sticky note board where people can share recipes, give their advice, or encouragement

Exhibit Booth Kiosk Design

Meals that Matter

Healthy, Affordable, and Real Food for Real Families

DOLLAR TREE **houston foodbank**

Large Video Screen Showing Live Demo

Recipes Ingredients Hotplate Microwave

Healthy Pantry

DOLLAR TREE **houston foodbank**

Gather your Ingredients

Transform Fresh Produce and Simple Pantry Items Into Healthy Affordable Meals

Touch Screen to Begin

DOLLAR TREE
Houston has the second-highest number of Dollar Tree stores in the United States with **62 locations**.

houston foodbank
There are **62 food banks and pantries** in Houston for fresh produce.

Cooking Smart on a Budget

Welcome!

You can make great meals without spending a lot. With Dollar Tree and the Houston Food Bank, We can show you how.

Touch Screen to Begin

DOLLAR TREE **houston foodbank**

Share your Recipes

DOLLAR TREE **houston foodbank**

Meal Ideas

Simple recipes for any kitchen

Touch Screen to Begin

Recipe Recipe Recipe

DOLLAR TREE **houston foodbank**

Design Identities

Houston Food Bank Logos



Fonts

The primary typeface for Houston Food Bank is Futura. A mix of book, bold and heavy can be used to create emphasis.

Colors

Primary Brand Colors:

RGB: 118, 185, 0 CMYK: 60, 3, 100, 0 Hex: 66cc00 PMS: 376	RGB: 0, 167, 212 CMYK: 98, 5, 12, 0 Hex: 00a7d4 PMS: 312	RGB: 255, 206, 0 CMYK: 1, 18, 100, 0 Hex: ffcc00 PMS: 116	RGB: 253, 71, 3 CMYK: 0, 86, 100, 0 Hex: fd4703 PMS: 172	RGB: 222, 28, 133 CMYK: 7, 98, 0, 0 Hex: de1c85 PMS: 219
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RGB: 131, 56, 155 CMYK: 58, 92, 0, 0 Hex: 83389b PMS: 2593	RGB: 219, 12, 65 CMYK: 8, 100, 73, 1 Hex: e80044 PMS: 199	RGB: 153, 153, 153 CMYK: 0, 0, 0, 40 Hex: 999999 PMS: cool gray 6 c
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Photography

Photographs of people used by Houston Food Bank are meant to create empathy, not evoke sorrow. Photos of food should focus on freshness and nutrition. Whenever possible, use photos of produce.

Dollar Tree Logo



Fonts

Dollar Tree also uses Futura as their primary typeface.

Colors



Dollar Tree Green Color
Hex: #5FB86A / RGB: 111, 186, 74
www.brandcolors.com/dollartree



Dollar Tree Dark Green Color
Hex: #00554C / RGB: 0, 149, 76
www.brandcolors.com/dollartree



Dollar Tree Black Color
Hex: #000000 / RGB: 0, 0, 0
www.brandcolors.com/dollartree

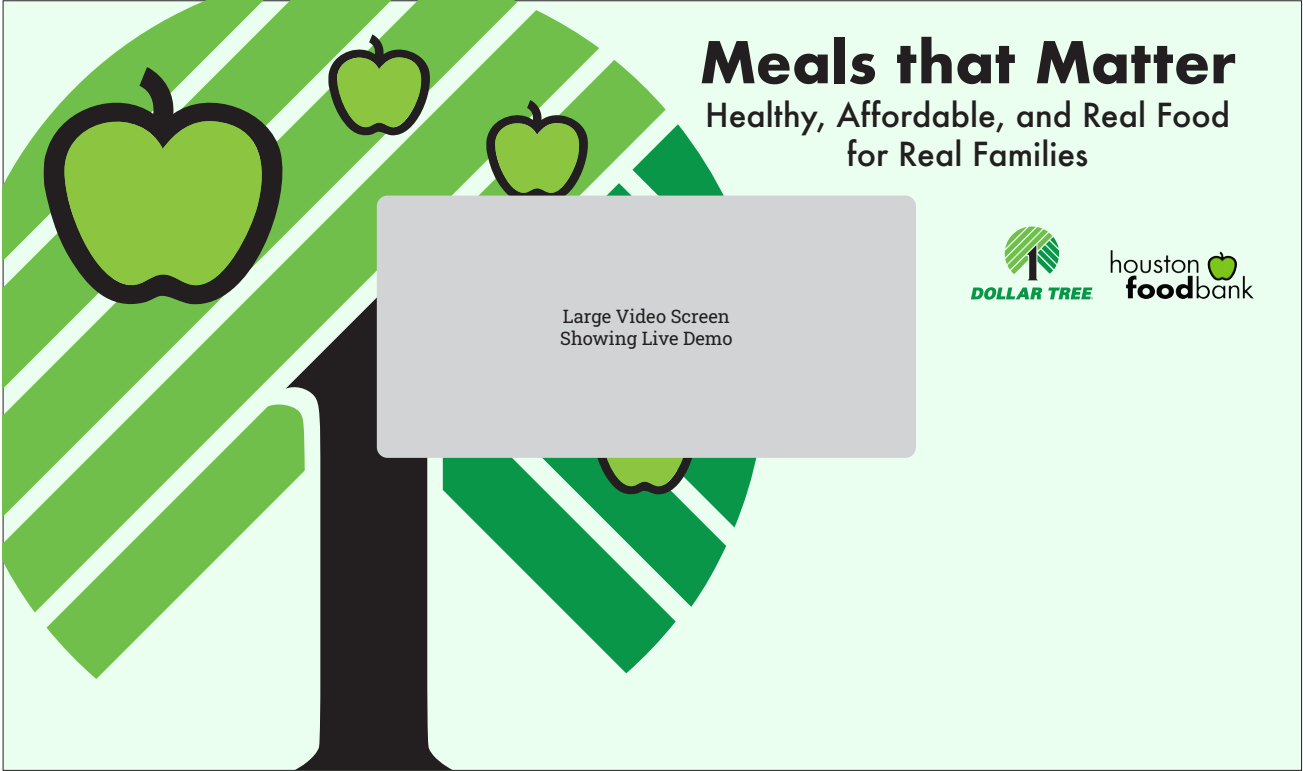
Photography Examples



Common Pantry Items Found at Dollar Tree



Backdrop with Screen



Demo Kitchen

Recipes

Ingredients

Hotplate

Microwave



Welcome Information Kiosk Panel

Welcome!

You can make great meals without spending a lot.
With Dollar Tree and the Houston Food Bank,
We can show you how.



Printer

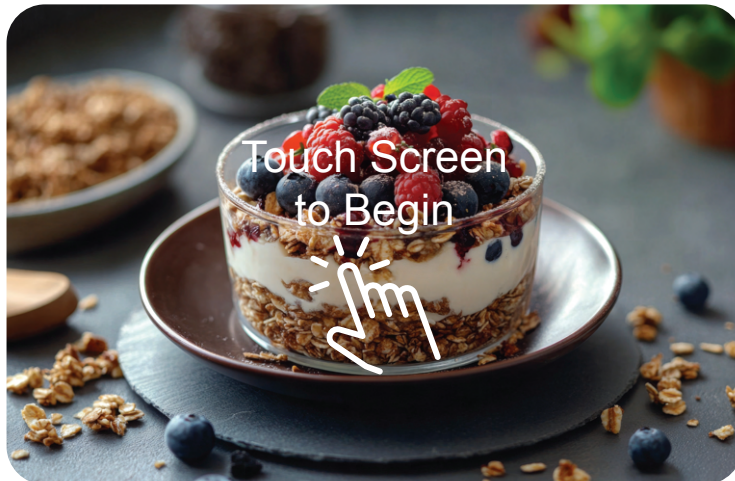


48 inches

Meal Ideas Kiosk Panel

Meal Ideas

Simple recipes for any kitchen



Recipe

Recipe

Recipe



houston  foodbank



48 inches

Healthy Pantry - Real Products on Shelves

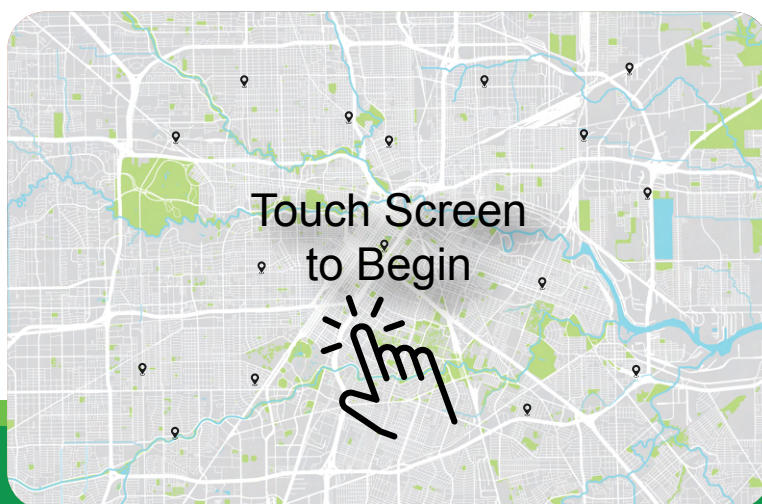
Healthy Pantry



Gather Ingredients Kiosk Panel

Gather your Ingredients

Transform Fresh Produce and Simple Pantry
Items Into Healthy Affordable Meals



Houston has the second-highest number of
Dollar Tree stores in the United States with **62 locations**.



There are **62 food banks and pantries** in Houston
for **fresh produce**.

