



Healthy Food and Drink Retail Toolkit

Your guide to *marketing* healthy food and drink options!



MARKETING HEALTHY OPTIONS

*Marketing your canteens healthy options ensures your customers have the **Fuel to Go & Play!** and your food service is a success.*



PLACEMENT

- Place healthy options at front of counter/point of sale
- Use countertop display fridges to keep fresh items cold at point of sale
- Water at eye level in fridges
- List healthy options first on the menu
- Create a display section for healthy snacks like fresh fruit in high traffic areas.



PROMOTION



- Promote the health benefits of your healthy options to your customers:
 - i.e. *“Level up your recovery with our chicken and salad wrap.”*
- Use merchandise to make it easier for your customers to find your healthy options
 - stickers
 - menu boards
 - special labels.



Send us a copy of your menu and we will send you a FTGP promotional pack to promote your canteen!

PROMOTION



- Adding a new menu item? Try these tips for promoting:
 - Provide FREE samples before adding it as a permanent item
 - Use social media to let your customers know what healthy options will be available on game day!

PRICE

- Price water competitively to other drinks - you can make a bigger profit margin on water
- Decrease the price of healthy options whilst simultaneously increasing the price of unhealthy options
 - 15-20% price change; simultaneous price changes can reduce risk of profit loss
- Provide menu deals for your customers
 - multibuy or 2 for 1 deals
 - combo deals
- Make fresh on site where possible.



PRICE TIP!



healthy options

whilst



unhealthy options

PRODUCT



- Offer products which meet the needs of the customer
 - Fuelling options: muesli cups, toasties
 - Recovery options: chicken and salad wraps, burgers loaded with salad.
- If offering deep fried foods, sell smaller portion sizes only
- Increase availability of healthy options whilst decreasing unhealthy options.

Offer healthy options as default e.g. water in meal deals.



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