

DISPLAYING HEALTHY FOOD & DRINKS PROMINENTLY.

Promoting your healthier food and drink options is essential to popularise these items. Below are some strategies to assist your club to make sure healthy food and drinks are best sellers!

Placement of food product

The following are some simple tips to make sure your healthy food is visible:

- Place healthier foods at eye level or on the counter, as this makes them easier to see and reach (consider that eye level for children is lower than for adults).
- Place less healthy items at the back of the canteen or under the counter where they are harder to see and access.
- Place food warmers containing pies and sausage rolls in a less prominent position (or use these to warm healthier food items such as homemade pizzas, jacket potatoes or savoury mince rolls).
- If it is not possible to display healthy foods prominently due to limited space or the need to keep items at the correct temperature, take photos of the items and place them on your menu board or on the counter.

Checkpoint: which foods are prominently displayed in your canteen?

Stand in front of the canteen and at the counter with a few other people. What catches your eye?

TOP TIP

Indecisive customers will tend to buy options that are in their eye line, so it is important these options are healthier choices.

Product placement – drink fridges

The following are some tips to help promote your healthier drinks:

- Place healthy drinks at eye level in the fridge.
- Limit the number of shelves containing less healthy (red) drinks (e.g. soft drinks, sports drinks, iced-teas).
- If the fridge is opaque, display laminated images of the healthier drink options (e.g. water, low fat milk, 99% fruit juice).

The diagram below shows an example of how a healthy fridge can be stocked:



Diagram adapted from "A better choice – healthy food and drink strategy for Queensland Health facilities". Queensland Health, 2007.