

PROMOTING HEALTHY CANTEEN OPTIONS.



Ideas for presenting healthy food

- Use clear containers or wrapping to display food so the items can be seen
- Display sandwich and roll fillings outwards
- Display attractive photos of your food products
- Use food with plenty of colour (salads and vegetables).

Promotion

A health promoting canteen actively promotes better food and drink options. Below are a number of suggestions for promoting GREEN options.

New products:

- Provide free bite-sized taste testing for new healthy food items. This gives customers a great opportunity to taste new items that they may initially be hesitant to buy.
- Promote new healthy options on your Facebook page, Twitter and website, in newsletters and emails and on your club notice board.

Special offer:

- Have a 'game day deal'; including a 'healthy' meal, snack and drink option.
- Create a 'green' rewards card to encourage repeat customers to purchase healthier options. For example, such a scheme could offer 50% off the 10th healthy option purchased.



General promotion

- Brand your food. For example: give your items catchy names or name them after prominent sports people.
- Use stickers to indicate green choices on the menu board.
- Promote healthy eating messages in and around the canteen.
- Specials are a great way to show off new healthy menu options. Advertise your specials on the menu board and on Facebook prior to game day.

Get involved today!



INSPIRING A HEALTHIER SPORTING NATION

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