



Displaying Healthy Food & Drinks Prominently

Including healthier food and drinks to your canteen menu is a great first step. The next step is to promote them widely so that the healthy choices are also the popular choices. Below are some strategies to assist your club with this.

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

Placement of Food Products

- Place healthier foods at eye level, 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 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 home made pizzas, jacket potatoes or savoury mince rolls)
- Move less nutritious snack items away from eye level eg. place under the counter, bottom shelf of fridge etc.
- Place nutritious snack items on the counter to encourage their sale. This may also encourage some impulse buying of nutritious snack items when customers visit the canteen for a meal.

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 products are prominently positioned in your canteen?

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

Product Placement – Drinks Fridges

To encourage the purchase of healthier drink choices it is recommended that these items are placed at eye level where possible. Limit the number of shelves containing nutrient-poor drink items, such as soft drinks, fruit drinks, energy drinks, sports drinks and flavoured mineral waters. The diagram below may be of assistance when rearranging your fridge to better promote healthier drinks.

4-door	Door 1	Door 2	Door 3	Door 4
Top	Water	Water	Reduced Fat Milk	Sports Drink
Middle	Water	Water	Reduce Fat Milk	Water
Middle	Milk	Flavoured Water	Fruit Juice	Sports Drink
Bottom	Soft Drink	Soft Drink	Artificially Sweetened Soft Drink	Soft Drink /Iced Tea

Diagram adapted from "A Better Choice – healthy food and drink supply strategy for Queensland health facilities". Queensland Health, 2007.



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