

Community venues such as sporting clubs or recreation centres have a fantastic opportunity to promote healthy lifestyles. Give your venue the winning edge, by promoting meal deals that fuel your customers - before, during and after exercise. Meal deals are a great way to promote healthier options and avoid wastage.

'Fuel-up' deals

Just like a car needs petrol to run, the body needs food and drinks for energy. Before exercise:

- water is the best choice for hydration
- the body's preferred fuel is carbohydrates e.g. wholegrain breads and cereals, fruit and vegetables
- protein and some fats are important too, but too much can have a negative impact on performance.



'Top-up' deals

For exercise that is less than 90 minutes, extra energy from food during exercise is not generally required. It is important to stay hydrated and water is the best choice! Promote 'pre-game water' on your menu. For those who are hungry during exercise, offer pieces of seasonal fruit in individual serves or team packs.

'Spectator specials'

Spectators are bound to feel peckish, even on the sidelines. For parents, grandparents and other adults, tea and coffee is always a winner, especially if it is teamed with a mini fruit muffin. For siblings, offer a 'supporter pack' with a bottle of water and freshly popped popcorn, or cheese and cracker packs.

'Recovery' deals

After training, playing a game or other forms of activity, it's important to refuel and hydrate with water. Promoting menu items that are rich in carbohydrates and protein are best for recovery. For example, sushi, rice paper rolls, yoghurt and muesli, sandwiches, rolls, wraps or salads.

