



Fuel to Go & Play

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



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

- 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.



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 TIP!



- 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.



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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