



# 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



- 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.



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

# 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 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.



## PRICE TIP!



healthy options

whilst



unhealthy options

# 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.





**Contact the  
Fuel to Go & Play® team**

[www.fuelto.go.com.au](http://www.fuelto.go.com.au)

08 9264 4999

[fuelto.go@education.wa.edu.au](mailto:fuelto.go@education.wa.edu.au)

  @fuelto.goandplay



This booklet was produced by Fuel to Go & Play®

2023