

MARKETING THE HEALTHY CHOICES

Promoting healthy food is important for a successful canteen.

Use simple marketing techniques to get students excited about menu changes, encourage them to buy healthy food and keep income sustainable.

The aspects of marketing can be described by the 4 P's:
Product, place, price, promotion.

LET'S TAKE A LOOK AT 'PRODUCT'

Product means not only the foods that are sold, but also the image of the canteen as a whole.

- Find out what students want. Talk to your customers or carry out a survey.
- Create a positive image/brand for the canteen, e.g. give it a catchy name.
- Have cultural foods available such as sushi, chop suey, fried rice.
- Be creative with menu item names. E.g. 'x-ray vision carrots', naming broccoli as 'baby trees'.
- Use seasonal produce for freshness and quality.
- Use standardised recipes to ensure consistent sizes and portion control.



For more information visit www.fuelled4life.org.nz