

THE FOUR P'S OF MARKETING - PLACE

Place refers to the canteen environment and the way food and drink is presented. When planning the layout and look of the canteen, think about space, accessibility, cleanliness and appeal.

- Create a welcoming atmosphere using tables, chairs, plants. Think about indoor and outdoor spaces.
- Consider a vegetable or herb garden near the canteen.
- Involve the wider school, e.g. arts department to design a canteen sign.
- Place healthy choices at student eye level or at the front of counters/fridges.
- Make sure there is a well-stocked display of pre-prepared healthy foods.
- Rotate the position of healthy products for change.



For more information visit www.fuelled4life.org.nz