



MAKING A PROFIT WITH A HEALTHY CANTEEN

Making your canteen healthier doesn't mean you need to lose profit. Small, quick and easy changes can be made that cost nothing and will help you sell healthy options.

Having a healthy canteen will respond to the increasing demand for healthy options and keep your sales up!

PRODUCT

- Make healthy food and drink look good e.g. sell fruit kebabs instead of whole fruit.
- Purchase fruit and veg that are in season, it tastes better and is usually cheaper.

Discount healthy options, create meal deals or have weekly specials on different healthy options.

PRICE

PLACE

- Make healthy options more visible (e.g. at the top of the fridge or front of the counter).
- Move unhealthy options out of sight.

- Highlight healthy options on the menu board.
- Put stickers on healthy options.
- Offer meal deals or reward cards for healthy options.

PROMOTE