



# HOW TO REDUCE OCCASIONAL FOODS WITHOUT LOSING PROFIT

Reducing the number of unhealthy foods is just as important as promoting healthy options. Use these tips to help reduce the number of players and patrons choosing healthy, everyday options

- Move unhealthy options out of sight
- Increase the cost of unhealthy, occasional foods so they cost more than healthy, everyday options
- Increase the price of confectionary so it costs more than fruit and other healthy snacks
- Remove unhealthy foods from meal deals and specials
- Once unhealthy foods are sold, restock with healthy, everyday options
- Choose the 3 best selling items and remove all the other options
- Reduce the number of flavours of confectionary items (for example, sell only plain crisps and remove chicken and cheese and onion flavours)

Promote healthy options and add them to your menu or use in meal deals

Try using them as halftime snacks or give samples

