



HOW TO REDUCE SUGARY DRINKS WITHOUT LOSING PROFIT

Reducing the number of unhealthy, occasional drinks is an important way to encourage healthy, everyday options. Use these tips to help reduce the number of players and patrons choosing sugary drinks.

- Move unhealthy drinks out of sight (under the counter or to the back of the canteen)
- Increase the price of sugary drinks so they cost more than water
- Remove sugary drinks from meal deals and specials – use water instead
- Once sugary drinks are sold, order more water instead of restocking sports or soft drinks
- Choose the best 3 selling lines of sugary drinks and remove all the other options
- Reduce the number of flavours of sugary drinks (for example, sell plain and diet cola, and remove vanilla cola and cherry cola)

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

