

# Top marketing ideas for selling healthy food at your school

Food Smart Schools • another naq nutrition program

For more information visit [www.foodsmartschools.org](http://www.foodsmartschools.org) or email [info@foodsmartschools.org](mailto:info@foodsmartschools.org)

Effective marketing for the school tuckshop can create interest, increase profits and is a great way to encourage students to purchase healthy (GREEN) foods while at school.

## Make healthy food eye catching:

- **Consider repackaging existing products to increase their appeal to students.** For example, clear packaging allows students to see the bright and well-presented food.
- **Ensure that quality and quantity of food is consistent.** Having a consistent product maintains customers' expectations and opinion on your service.

## Keep it fun and colourful



## Use your displays to market healthy food:

- **Display healthy choices** on the counter or in a prominent location.
- **Eye level is buy level** - place healthy items at eye level to catch student's attention.
- **Make use of display fridges** – to display healthy food like fruit salad, wraps, sushi and yoghurt in a prominent location.
- **Display photos along with the price** of healthy food choices at eye level and on the outside walls of the tuckshop.

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## Menus:

- Widely **distribute your menu** - ask your school to **email** menu updates, seasonal specials and promotions to **parents**.
- Post **copies of the menu** on notice boards throughout the school and include on the school's website.
- Place healthy options at the **top of the menu**.
- **Describe the texture, temperature and taste of the food.** For example, *Catch of the Day Burger - Oven baked fish fillet with fresh lettuce, tomato and light mayonnaise on a wholemeal bun.*

## Social marketing:

- **Promote healthy options and specials** in social media and in the school newsletter.

## Taste testing of new foods:

- Provide food samples\* of new healthy foods to students, teachers and/or parents as a promotional strategy or to seek feedback.

\*Ensure you inform teachers of taste testing activities so they can double check allergy information.

## Use imaginative names and colourful posters to promote menu items



## Plan a theme day:

- **Plan a calendar** of promotions at the start of each year or term.
- **Work with teaching staff, the parent representative organisation or student representative council.**
- **Use posters and signage** in high traffic areas around the school.
- View Food Smart School's [theme day fact sheet](#) for ideas.

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## Pricing healthy foods:

- **Create 'meal deals'** to trial new healthy items or promote existing healthy options.
- Consider increasing the cost of AMBER items and decreasing the cost of GREEN items.

## Links with the classroom:

- **Ensure food items are appealing to students.** Conduct a survey or ask for feedback. Seek student involvement by asking teachers or the student representative council if students would like to facilitate the survey as a student project.
- **Link names of menu items with classroom projects.** For example, if younger year levels are learning about dinosaurs, feature a Dino Roll (toasted chicken, cheese and sliced pineapple sub).

## Brighten up the tuckshop:

- **Use colourful posters and photos** to brighten up the tuckshop. Students may be able to assist, contact your school's art or IT department.
- **Use props or decorations.** Purchase budget decorations or speak with the art department about creating some healthy food decorations for display in the tuckshop.

