

FRUIT 'N' VEG PLEDGE



QUICK WINS



These pledge ideas will help your customers choose fruit, vegetables and water more often.

PLEDGES SHOULD BE:

- ✓ Easy to implement
- ✓ Mostly zero or low cost
- ✓ Easy to communicate
- ✓ Mostly evidence-based

TAKEAWAYS.

➔ Promote your healthier options.

- *First, identify the menu options that aren't fried or processed. Then promote them, e.g. update your menu to include a burger with a salad, instead of chips.*

➔ Promote current menu items that contain at least 1 cup of veg.

- *You probably already have a few meals with 1 cup of fruit or veg, try promoting them and see how sales go.*

➔ Promote combo deals with water instead of soft drink.

- *You can promote this to encourage uptake of healthier combo deals.*
- *Already doing this? Try also shelving water at eye level, or displaying water at your point of sale.*

➔ Promote healthier meals on social media and in-house.

- *Your feed might be full of delicious hot chips and Chiko Rolls, but a lot of potential customers want a visual taste of the whole menu.*

➔ Display healthier items more prominently.

- *You can shelve water at eye level, use packaging that enhances fresh produce's natural colours, and display healthier items at the front of your space.*

Got an EVEN BETTER IDEA?
We're all ears! We'd love to work
together to make it a reality.

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