

Tommy & Me Cafe

Providing healthier choices for all ages

CHOOSE
healthier



Why we wanted to get involved

"I embraced the opportunity to provide healthier choices to customers as I try to live this philosophy with my own family. I wanted to be able to help parents take up healthier choices for their kids."

Michelle Musiello - Tommy & Me Owner

What we did

We met with the ACT Nutrition Support Service to discuss healthier choices. Two measures were developed to help our customers Choose Healthier. First, healthier options on the menu were identified and clearly labelled. Second, healthy snacks for young children were promoted in a reusable snack pack box.

The ACT Nutrition Support Service recommended offering a range of pick-and-mix healthy items that could be placed in the snack pack and advised keeping prices comparable with other menu items. Suitable food items representing each of the five core food groups were recommended resulting in a nutritionally balanced range.

The pick-and-mix items are colourful and appealing and were presented in sizes easy for toddlers to hold. Any leftovers can be taken home in the snack pack for later.

The promotion strategy was mainly in-house with menu boards and posters with images of active kids. We also utilised customer outreach mediums such as Facebook and our website.

About Choose Healthier

The Choose Healthier local business pilot project is a new and innovative way local businesses are tackling the challenge of obesity in our community and is part of the ACT Government's push towards a target of 'zero growth' for obesity under the Healthy Weight Initiative.

Rising levels of overweight and obesity represent one of the ACT's biggest health challenges, with almost two-thirds of adults and one in four children in the ACT overweight or obese.

The ACT Government has partnered with the Canberra Business Chamber and the ACT Nutrition Support Service together with local businesses to increase the availability and promotion of healthier food and drinks particularly where targeted at children.

About Tommy & Me Cafe

Tommy & Me Macgregor is a relaxed family friendly cafe that offers Mums, Dads and carers a cafe where they can relax over a great cup of coffee and fresh meal whilst the little ones are entertained with kid friendly craft and activities.

All meals and catering at Tommy & Me are designed by in-house chefs who work seven days a week and can even cater for allergies.

What happened

Overall café sales picked up during the pilot period. The healthier menu items were taken up and the novel Choose Healthier snack pack boxes were well received by customers with small children.

By providing healthier snacks suitable for toddlers, the café was better able to manage the problem they had experienced of customers buying a coffee for themselves but bringing in their own containers of food from home for their toddlers.

Lessons learnt

The café learnt that making small changes to recipes to make them healthier was easy to do. Importantly, the healthier menu items remained appealing to customers. Refreshing the Choose Healthier menu often will keep it interesting for our regular customers.

The presentation and storage of fresh foods needs to be considered carefully to keep them looking appealing in the display cabinet.

We know our regular customers enjoy our snack packs as they have come back for refills. External marketing would attract new customers of all ages so our café can play a greater role in shaping an environment where **making the healthier choice is the easier choice.**

“We have recently sold the cafe, and no doubt being part of the Choose Healthier pilot program aided in the sale - we have recommended to the new owners to continue with the snack boxes as our customers love them, they are easy for our chef to prepare and they are a great add on sale! It's simply good for business all-round.”



“Introducing the Choose Healthier menu was easy and customers loved the snack options.”

