



Menu Planning – Tips & Tricks

For many clubs, the money raised from the canteen is vital. Running a healthier and more profitable canteen has helped clubs fund new equipment and resources, improve facilities and attract new members.

A well planned menu is core to any food business. But its 'horses for courses' and we've got to be realistic. A sport canteen is not a café or restaurant. Think about:

- Do you have the facilities to make & store food between game days?
- Do you have the staff to sell the products?
- Do you have enough – or too many – products?

Healthier Choices Canberra is working with local Canberra café owner Dan, to help clubs run more profitable canteens whilst introducing healthier options.



"When you're at your sports ground, have a look around at your potential customers, there might be mums and dads, kids and teenagers. What can we provide for them that is HEALTHY and still gives us a PROFIT?"

- ➔ **Restructure your menu**
- ➔ **Offer healthier options**
- ➔ **Generate more profits**



HEALTHIER CHOICES

CANBERRA

SPORT CANTEENS

Planning your menu

Think of your menu in categories – this will help provide different options for your customers. Include hot and cold foods, hot and cold drinks, and low-cost snacks.

FOOD 	DRINKS 	SNACKS 
HOT	HOT	
COLD	COLD	

Introducing healthier options whilst maintaining a profit

Tip: Remember that every canteen is different. There are lots of healthier food and drink options for you to choose from.

Offer three – four menu items per category – including healthier options in each one.

Remember there are 3 or 4 healthier options that aren't fresh or made to order – for more ideas on where to buy non-perishable healthier options go **Healthier Picks: pre-packaged items suitable for junior sport canteens**

How can I be sure our menu and recipe items are making a profit?

We've made it simple! Using our Recipe Costing Tool, enter your ingredients and check its profitability.

What about low cost items?

For ideas of low cost non-perishable healthier options visit **Healthier Picks: pre-packaged items suitable for junior sport canteens**

Tip: It's important to provide an option at each price point e.g.

- \$1-3 – pikelets or mini muffins
- \$5 – granola cup or toasted sandwich
- \$7+ – healthy burger or meal deal

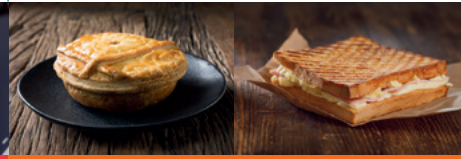
This will draw people in, entice impulse buys and satisfies different customers.

Quick menu swaps

Swap crisps for healthier popcorn or 'Messy Monkeys' (\$1.00-\$3.00)



Swap meat pies for hot toasted sandwich (\$5.00)



Swap egg and bacon roll for a healthy burger (\$7.00+)

