



## Promoting your canteen

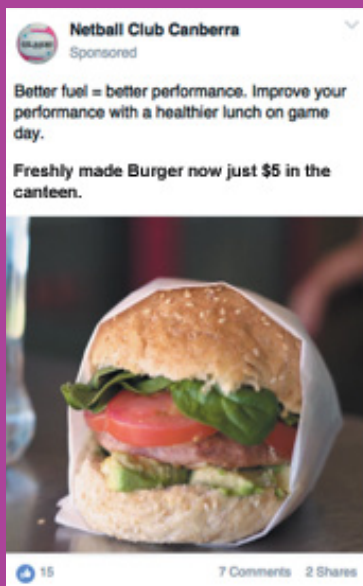
Promotion is super important for any successful food business.

Marketing and promotion can get people thinking about your canteen before they even arrive at the ground.

### Before game day:

#### Promote your canteen as a destination

Get people thinking about your canteen as a place for them to grab some breaky before the game, or a bite to eat at lunch.



Promote your canteen on your:

- team website,
- email newsletter,
- social media,
- team app.



For more information about marketing your canteen visit [www.act.gov.au/healthierchoicescanberra](http://www.act.gov.au/healthierchoicescanberra)





# HEALTHIER CHOICES

CANBERRA

SPORT CANTEENS

## On the ground:

### 1. Signage and blackboards in high traffic areas

- Have a big sign as customers enter the grounds and in high traffic areas.
- Make sure your customers know **where** the canteen is.
- Use signs to remind customers that the canteen raises money for the club.

### 2. Promote different price points and meal deals

- Your canteen caters to a range of customers – provide something for each member of the family.

### 3. Make healthier choices easier

- Healthier options go at the top of your menu board, this is where people look first.
- Make simple swaps like wholemeal burger buns instead of white burger buns or hot toasted sandwiches instead of meat pies.

### 4. Use creative, bold writing to sell healthier options

CRUNCHY, fresh,  
juicy, DELICIOUS,  
REFRESHING,  
crisp, chilly,  
WARM, HOT,  
COMFORTING



## TIP

**Free samples:** If you have perishable items that won't make it to next week – offer them as free samples.

“ You can buy this at our canteen next week. ”



HEALTHIER CHOICES CANBERRA

[www.act.gov.au/healthierchoicescanberra](http://www.act.gov.au/healthierchoicescanberra)

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