

HEALTHIER CHOICES

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Quick wins for better presentation

Good product placement and presentation will increase sales in your canteen.

Make the right products stand out in your canteen and put your best products first.



1. First impressions matter

Customers make decisions while they're waiting in line. Make sure your healthier choices are on display and look attractive, this is where you can really change people's minds.



2. Make sure healthier options are at the front and look inviting

Cafés always look more inviting if they look 'full' with food and drinks. If you have a pie warmer or glass fronted fridge, pack it so the healthier options are more visible. Try to keep your canteen display looking full by grouping items at the front counter and around where people pay.

Initiative of



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3. People make impulse buys at the counter

Put healthier, cheaper items next to where people pay. Customers are more likely to impulsively buy them. Think pikelets, fruit cups, small fruit muffins, healthier snack bars, popcorn, Messy Monkey's.

For a list of lower priced packaged items download *Healthier Picks: pre-packaged items suitable for junior sport canteens*

4. If customers can't see an item, they're less likely to order it

Mix up your canteen layout – do people still ask for chocolate bars or soft drinks if they can't see them? Or will they pick the water and healthier snack bar on the counter instead?



5. Emphasise your customers' support for the club

A simple sign or message at the counter can help manage customer expectations "We are raising money our club, please support our canteen".

TIP ↓ ↓ ↓

BOTTLED WATER FOR HIGHER PROFITS

Bottled water is more profitable than other drinks. Did you know people are willing to buy water if you're selling it cheaper than other drinks, especially if it's chilled.

