

Now that you have a healthy menu, how do you ensure that the products are sold?

Utilising effective marketing and promotion strategies helps to sell menu items and increase your profits. Marketing and promoting food increases awareness of products and will create a demand amongst students for certain menu items. Make sure you consider the staff and students who utilise the tuckshop, and their likes and dislikes to assist in marketing your tuckshop effectively.

Consider the four P's:



Price

Students love value for money. Providing meal deals is a great way to attract students to the tuckshop. Prices should, be set at a low enough level to be affordable for students, but should still consider profitability. Some pricing hints include:

- Comparison to prices in local food shops to show students the value for money they are getting;
- Adopting a pricing policy which is developed by members of the canteen and parents group.

Presentation and Packaging

Attractive packaging and presentation of food items will increase popularity and sales:

- Always ensure the tuckshop is neat, clean and organised;
- Utilise colourful menus, pictures and posters and food displays;
- Fresh ingredients look appealing. Wrap sandwiches, rolls, wraps and fruit salads in clear plastic wrap or place in clear containers with fillings facing outwards. Use recyclable packaging where possible;



Placement

The placement of items around the tuckshop is important to catch the attention of students:

- Place nutritious and appetising GREEN foods at the front of the tuckshop or at eye level;
- Ensure warm foods are kept warm and cold foods are kept cold;
- Take photos of foods and display them around the tuckshop if spacing is limited

Top Tip: Think about what influences your choices as a customer!

Promotion

It is important to increase awareness of products and menu items. Strategies include a mixture of advertising and other techniques:

- **Consider branding** – give food items and meal deals attractive and catchy names. Consider recent movie releases, famous people, popular TV shows and sports stars;
- **Theme days** are a great way to add variety to your usual menu. Consider this years Olympic Games or the different seasons to promote different products;
- **Conducting taste testing days** is a great way to promote new menu items and to see their popularity;
- **Ensure that you communicate your promotions.** Consider e-mail, posters, menu boards, flyers or visiting students in class;
- **Try to involve students where possible** – get them to consider items they might like to see on the menu, or design promotional tools for use in the tuckshop;
- **Competitions with rewards** such as money to spend in the tuckshop are a great way to generate interest. Get students to design logos, menus, new food ideas and names for meal deals;
- **Get your school featured** in the local newspaper to increase awareness and support. This could also be utilised to promote new menu ideas or food specials;
- If your menu meets the requirements of Smart Choices and you are awarded the Food Smart Schools review stamp, **promote this logo on your menu**, in the newsletter and within the tuckshop so students, staff and parents know how healthy and great your menu is!;
- **Have a Green Rewards card** to encourage students to purchase better options. For example, the scheme could offer 50% off the tenth purchase.
- **Include sufficient detail on menus**, such as opening hours, price lists, specials, and guidance towards the healthier items on the menu. Attaching menus in e-mails, handing out hard copies to students, and including them in the school newsletter are great promotional ideas.



Unsure About Your Menu?

Take the guess work out and have a Food Smart Schools Dietitian/Nutritionist complete an independent review of your schools menu. Schools are provided with a detailed written report with individualised menu feedback, including meal and snack suggestions, recipes and menu design.

For more information email info@foodsmartschools.org