

Do you have a new menu? It is important to communicate the new menu with everyone involved in your setting. Here are some tips on marketing a new menu.

## Marketing to Children

- Print the menu on **colourful paper and where possible use pictures**
- Consider **letting children name menu items**
- Have food **theme days**
- Include **room activities** on healthy eating
- Encourage children to talk to their families about the new foods they are trying

## Marketing to Families

- Conducting **taste testing** days. This is a great way to promote new menu items and so families are aware of what their children are eating
- **Email** the menu to families
- Have the menu on **display** in centre. Try to make sure it is colourful and eye catching
- Have a display at the entry to your centre with winter friendly **recipe ideas for families**

## Marketing to Staff

- Use a **strengths based approach**. Encourage staff to be positive about a menu change. Reassure staff that it can always be challenging introducing a new menu, but staying positive will help the children (and staff) adapt and enjoy the new menu items sooner
- **Taste testing** – encourage all staff to taste the meals and snacks. We encourage all staff to enjoy the same meals with children at mealtimes.
- Brainstorm ideas on how to incorporate **some of the new menu items into learning experiences within the daily program**. I.e. you could include learning experiences around how winter vegetables grow, taste, look like etc.

