

Concession Stands

In a recent survey, 56 per cent of respondents said they would buy more food from their local recreation centre if there were healthier options available.¹ To increase sales of healthier food and beverages, follow these **tips for creating healthier concession stands**.

Tips for Creating Healthier Concession Stands

Set a Target

Offer a minimum percentage of healthier options. Alter existing recipes to improve the nutritional quality of items prepared on site.

Promotion

Ensure marketing materials promote healthier options.

Placement

Place healthiest options at eye level on the counter.
Place less healthy options out of sight.

Strategic Pricing

Price healthier products at least \$0.50 less than comparable options.

Make Healthy Choices the Default Option

Bundle together healthier items for combos. Customers can request changes (e.g., substitute fries for salad).

Limit Hours of Operation

Limit hours of operation to peak times to reduce operating costs.

Pre-ordering

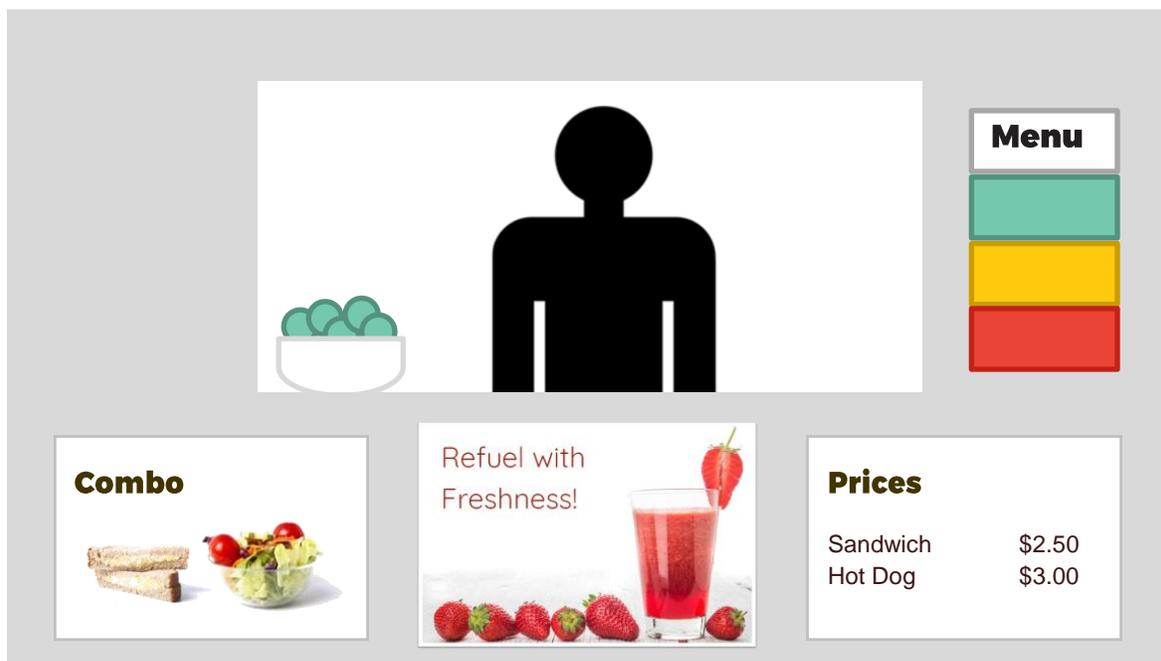
Set up a system so customers can order in advance.

Taste Testing

Let customers taste new products and provide feedback.

Serving Size

Offer the smallest available product size.



Providing Nutrition Information

Offer ingredients lists and nutrition information to encourage customers to make healthier choices. Alternatively, traffic light labels can be used to indicate the nutritional quality of food and beverages.

Traffic Light Labels:

Traffic light labels help customers quickly identify healthier choices. The nutrition standards for Ontario School Food and Beverage Policyⁱⁱ outline the criteria for healthier options.

Sell Most:

Products in this category are the healthiest options and generally have higher levels of essential nutrients and lower amounts of fat, sugar, and/or sodium.



Sell Less:

Products in this category may have slightly higher amounts of fat, sugar, and/or sodium than food and beverages in the "Sell Most" category.



Not Recommended (Not Permitted):

Products in this category generally contain few or no essential nutrients and/or contain high amounts of fat, sugar, and/or sodium (e.g., deep-fried and other fried foods, confectionery).

Food and beverages in this category may not be sold in schools.



Examples

Sell Most

Fresh fruit smoothie
Fruit cup packed in 100% juice
1% milk
Whole grain granola bar

Sell Less

Vegetable chips
Baked chips
Pretzels
Pudding

Not Recommended

Candy
Chocolate
Sugar sweetened beverages
Deep fried food

ⁱ Grey Bruce Health Unit. (2016). Grey Bruce Recreation Space Food and Drink Survey Report.

ⁱⁱ Ontario Ministry of Education (2010). Policy/Program Memorandum No. 150 School Food and Beverage Policy.



Food Retail Environments
Shaping Health:
Intervention Toolkit



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