



Promoting / Marketing Healthy Choices Within the Workplace

Here are some ways in which healthy food choices could be promoted within your workplace:

- **Easily Accessible** - Healthy choices should be in customers sight/easy reach – less healthy options at rear of serveries. For example put baked potatoes to the front and the chips to the back.
- **Decorate menu boards** or recipes with attractive illustrations of fresh fruit & veg / red healthy heart sign (highlight the healthy choices which are on offer).
- If possible, **price some or all healthy choices slightly lower**.
- Ensure service staff can **answer questions** about the content of each dish.
- Promote food items with descriptions which **appeal to senses** – winter warming soups, fancy fruit platters.
- **Decorate food attractively** – use fresh herbs – make presentation of healthy choices a priority among cooks.
- **Special offers** – buy a piece of fruit and get a coffee free.
- **2 for 1 specials** eg toasted sandwich + veg soup, filled roll + fresh fruit.
- Free fresh fruit or a free hot drink when you choose a salad sandwich.
- **Package deals** – offer complete meal of recommended foods at a lower price eg granary sandwich, fruit & a low fat yoghurt.
- **Tasting session:** Taste the difference – alter ingredients in recipes for example use semi skimmed milk instead of whole milk.
- **Free tasters** – try new menu ideas without buying - try fat reduced cheeses or unusual fruits.

- **Special promotions** eg a week of different breads.
- **Seasonal specials** eg reducing prices for desserts using fruits in season.
- **Provide copies of recipes** for customers to take home and make themselves.
- Take part in local **healthy eating campaigns**: publicise this on posters, leaflets, intranet, screensavers, payslips and through employee meetings.
- **Open a healthy workplace tuck shop.** Place a weekly fruit order with a local greengrocers. Get staff involved in the ordering.
- Provide **healthy recipes for packed lunches.**
- Run **information sessions** or workshops for employees on health education, nutrition and cookery.
- **Support employees** who are trying to eat healthily or lose weight.
- **Festivals & Food:** A light Christmas; Shrove Tuesday – healthy pancake with pears and strawberries.
- **Themed healthy eating day:**
 - Fantastic fruit promotions
 - Bread day: sandwich recipe competition
 - Green cuisine day: promote healthy veggie dishes
- **Run cookery demonstrations for employees.**

