

Display healthy foods and drinks in prominent places to encourage customers to purchase healthier options.

Customers' purchasing decisions can be influenced by how products are displayed.

You can play a big part in encouraging customers to purchase healthier foods and drinks, by displaying them in prominent areas of your retail outlet and in the most visible positions in fridges and bain maries and on counters and shelves.

This means that the healthier options should be placed in high-traffic areas and should also be given more shelf-space than less healthy options.

The figure below includes an example of a typical drinks fridge display (Display A) compared to a healthy drinks fridge display (Display B).

In Display A, half of the shelves are stocked with **RED** drinks, and only two shelves are stocked with **GREEN** drinks. Plain water is the only **GREEN** drink provided and it is positioned at the bottom of the fridge.

To meet the Healthy Choices guidelines, at least 50% of the drinks in this fridge need to be in the **GREEN** category (at least 5 shelves), and a maximum of 20% of the drinks can be **RED** (a maximum of 2 shelves). The healthier drinks need to be displayed more prominently.

In Display B, the number of **RED** drinks has been reduced to 20% and more **GREEN** drinks have been added so that half the fridge is stocked with **GREEN** choices. The healthier drinks are in the middle of the fridge where they are most likely to be seen.

**Display A: typical drinks fridge**

Door 1	Door 2
Soft drink	Sports drink
Soft drink	Sports drink
Soft drink	Diet soft drink
Plain water	Fruit juice
Plain water	Regular fat flavoured milk

**Display B: healthy drinks fridge**

Door 1	Door 2
Regular fat flavoured milk	250ml 99% fruit juice
Plain water	Plain water
Naturally flavoured sparkling water	Sparkling water
Reduced fat flavoured milk	Regular fat flavoured milk
Soft drink	Sports drink

Display A = 20% **GREEN**, 30% **AMBER**, 50% **RED**

Display B = 50% **GREEN**, 30% **AMBER**, 20% **RED**

The same principles can be applied to help you display healthier foods in your outlet. The figure below includes an example of a typical kiosk snack stand display (Display A) compared to a healthy kiosk snack stand display (Display B)

Similarly to the drinks fridge in the previous example, half the snacks in Display A are unhealthy **RED** choices, and there are only two **GREEN** choices available at the bottom of the stand.

Display A: typical snack stand		Display B: healthy snack stand	
Door 1	Door 2	Door 1	Door 2
Potato crisps	Potato crisps	Fruit bread	Tuna and crackers
Veggie chips	Muesli bars	Nut and dried fruit mix	Tubs of fruit salad
Assorted lollies	Assorted lollies	Mini fruit muffins (low fat and sugar)	Muesli bars
Nut and dried fruit mix	Tubs of fruit salad	Lightly salted popcorn	Chocolate bar

Display A = 25% **GREEN**, 12.5% **AMBER**, 62.5% **RED**

Display B = 50% **GREEN**, 37.5% **AMBER**, 12.5% **RED**

In Display B, half the snacks provided are from the **GREEN** category. There is more variety of healthier snacks and these are displayed at the top of the stand where they are most noticeable. There is only one **RED** choice available at the bottom of the stand.

To receive this document in an accessible format phone 1300 22 52 88 or email [heas@nutritionaustralia.org](mailto:heas@nutritionaustralia.org)

Except where otherwise indicated, the images in this publication show models and illustrative settings only, and do not necessarily depict actual services, facilities or recipients of services. Copyright © State of Victoria 2016