

There are many ways to make healthier foods and drinks more appealing for consumers. Use these ideas to help you get started

If **GREEN** items are more expensive, consider increasing the price of similar **RED** items so that the price of the healthier option is comparable.

To meet the Healthy Choices guidelines, healthier foods and drinks should be promoted and displayed in prominent areas and unhealthy foods and drinks should not be encouraged.

This means thinking about labelling, placement, pricing and promotion of foods and drinks in your food service or organisation.

Labelling

- Clearly label the foods and drinks you offer as **GREEN (best choices)**, **AMBER (choose carefully)** or **RED (limit)**.
- Make sure that an explanation of what each colour means is clearly visible.

Coloured dots (stickers) for labelling are inexpensive and can be purchased from most newsagents or office supply stores.

Placement

- Place **GREEN** items in prominent areas, for example:
 - at eye level on shelves, in fridges and in vending machines
 - at the front of cabinets and bain maries
 - in high traffic areas (e.g. reception desks, counters in waiting areas, entrances and exits of food outlets, beside cash registers, in dining areas).
- Display **AMBER** items more prominently than **RED** choices.
- Avoid placing **RED** items in prominent areas.

Pricing

- Try to make sure **GREEN** and **AMBER** items are affordable.
- Make **GREEN** items a similar price or cheaper than **RED** products in the same category (e.g. make a bottle of water a similar price or cheaper than a can of soft drink).

Promotion

- Promote **GREEN** options in visible areas such as counters, cabinets, fridges, vending machines, menu boards, staff notice boards, in lifts and via promotional stands and product displays.
- Present **GREEN** options attractively.
- Include **GREEN** options in special offers (e.g. meal deals, 'two for one' offers, loyalty cards).
- Avoid marketing **RED** options, and do not include these in special offers or upsizing promotions

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