

Healthy Profits Checklist

Ask yourself the following questions while you plan what changes might work for your food environment.

Your team and customers

- What ideas and feedback do your staff have?
- Who are your customers? What is the age and gender of your customers? Are they millennials or baby boomers? Are they city workers or manual workers? Are they parents with children? If it's a workplace is it service-orientated or manufacturing, or is it a mix? Are they regular customers or passing by?
- What does each type of customer eat and when? How does it vary through the day, week and year?
- Why do they choose what they do?
- What is important to your customers when they make food choices?
- What would make your customers excited about changes rather than feeling resistant?

Reinvigorating your food and drink offer

- Can you change your existing recipes to make them more nutritionally balanced? How many?
- Can you increase the amount of fruits, vegetables, pulses and beans in all/some meals and snacks?
- What alternative and more nutritionally-balanced menu options can you offer, that still meet your customers' needs?
- Can you reduce waste with free extras? For example, the size of milk portions with hot drinks or condiments?
- Can you provide a mix and match offer of sides for meals on the menu, or at the lunch counter, to increase seasonal variety and choice, while increasing fruit and vegetable consumption?
- Is it possible to make vegetables, pulses and grains a key feature with main meals, as specials and on your menu, rather than an afterthought?

- How can you make it easy for customers to avoid overeating? For example, providing food to share, bite-size choices or resealable containers for customers to take away food they have not eaten?
- How can you make eating in moderation and feel good foods the default choice on your menu, and more energy dense and bigger portions the active choice?
- What quick takeaway options can you provide, that are more balanced, while still being tempting to customers and keeping them full until their next meal?
- Can you reduce the number of high-fat, sugar and salt options on your menu? What snacks and desserts can you offer that are lower in fat and sugar but are still tempting?
- Can you reduce the portion sizes of high-fat, sugar and salt foods and increase the fruit and vegetable provision within your children's offer?
- Can you provide a mix and match children's offer to enable parents to choose the portion size their child needs and pick foods their children will like, while increasing their consumption of fruits and vegetables?
- How can you make drinking water automatic for your customers? For example, providing it on the table as standard, prompting them when asking for their order and providing a jug next to the till?

Placement, presentation and convenience of food and drink

If you are a buffet provider:

- Can you place plates at the end of the buffet, so customers view all the food before selection?
- Can you sit diners facing away from, or out of direct sight of, the buffet?
- Can you introduce smaller plates and serving utensils?
- How can you ensure that feel good food choices are placed first wherever customers join the buffet, in prominent locations, and intermingled with the high-fat, salt and sugar dishes?

General tips for all sectors:

- Can you change your food displays to put feel good food in the most prominent and convenient locations? Are they the easy and obvious choice?
- Can you increase the distance to get to less healthy options? Can they be put out of sight or only chosen if asked for?
- Can you move mobile displays and salad or fruit carts to prominent positions, where customers have to pass by them?
- What feel good choices can you display prominently at your till?
- Can you move high-fat, sugar and salt foods away from the till?
- What can you move around to place feel good foods and beverages at the front, at eye-level and in prominent positions within displays?
- Can you place fruit and vegetable options first on food counters, before the meat and carbohydrates, to increase how much customers choose?
- Can you place bottled water in the closest, convenient and most prominent position so it is chosen more than other drinks?
- What takeaway, self-service feel good options can you have ready prepared in pots for customers to pick and mix from if they are in a hurry?
- Rather than choosing between a sandwich or a salad, can you provide half a sandwich with a salad to create a balanced meal that is tempting to more customers?
- How can you remove physical barriers to selecting feel good foods? For example, are there enough serving tongs and a ramp so younger children and those with physical restrictions can reach the salad cart?
- Can you add lids and barriers to choosing energy dense options? Can you make it so customers have to ask for high-fat, sugar and salt foods but can self-serve feel good options?
- What changes can you make to ensure feel good foods are easy to eat, ready plated up and easy to pick up with easy-to-open packaging? Are you able to offer portable lids and resealing containers?
- Can you peel, chop and pre-prepare fruit to reduce barriers to eating them and avoid sticky fingers?
- Can you slice fruit and vegetables into bite-sized, easy-to-hold batons or pre-cut pieces that are appropriately sized for a child?

- Can you provide utensils, cutlery and serviettes with feel good takeaway options so customers don't get messy fingers?
- Can you provide salad and vegetables separately, to cater for all customer tastes?
- Can you optimise vegetable choice when serving in a canteen setting, so rather than having carrots or broccoli they can choose half a portion of each?
- What changes can you make to the colour and style of packaging, on salads and sandwiches for example, to make them more tempting to customers?
- What creative and attractive food presentations can you make to draw the eye and encourage more take-up?
- How can you use differing preparation methods to make fruits and vegetables more interesting? For example, spirals, batons, crinkle-cut or cookie-cutter shapes?
- What tasty extras and flavours can you add to feel good foods to make them more tempting? Small amounts of high-fat, sugar and salt extras are OK in moderation.
- How can you make high-fat, sugar and salt foods look less attractive, with plain packaging and boring presentation?

Shaping behaviour through menus

- How can you make it easier for customers to make choices? For example, limit choices to seven options per food category.
- How can you enable customers to get a peek at what food they're getting? Can you add photos of food options on menus, digital screens, through QR codes and/or links to your website?
- Can you change how you display prices to change perceptions of cost? For example, listing your prices in the same size and style of font as the dish immediately after the description, and listing the most expensive dish first so other options seem reasonable, including your feel good choices.
- Can you make your feel good options stand out on your menu? For example, bold text, different colours or styles and putting a box around the text.
- Can you follow the suggestions on positioning foods according to menu type in Chapter 4?
- Can you make a feature of vegetables, pulses and grains, with them taking pride of place on your menu, noting their great flavours and cooking methods used?

- Can you provide two feel good sides for a set price, instead of priced individually, to increase the variety and quantity of fruits and vegetables consumed?
- Can you limit the portion sizes of chips you provide and serve them alongside other vegetables, salad, grains and pulses as standard?
- Is it easy for customers to eat in moderation? Can there be a list of sides which includes plenty of tasty vegetable or salad options alongside a small pot of chips so customers can choose a pick and mix of any three of them?
- How can you use taste suggestibility to change food descriptions to make them sound more tempting?
- What branding and associations would attract your customers to feel good options?
- How can you highlight specials and customer favourites to attract customers to feel good choices?
- How can you highlight British, local ingredients and local suppliers in your menu?
- How can you communicate nutritional information in a way that customers understand? For example, red, amber and green (RAG) symbols, percentage of recommended daily allowance or exercise symbols indicating how long it would take to burn off the energy in the food.
- Can you use characters, stories and fun names to engage children and promote options?
- Can you use visual cues to nudge customers towards feel good choices and extra portions of vegetables and salads? For example, dish of the day signs, a list of specials, theme weeks and point-of-sale materials.
- How can you make feel good choices the default option within meal deals?

Other ways to influence the purchasing experience

- What stories can you tell to get customers to feel differently, not just think differently, about your feel good food? For example, stories about suppliers, your ethos and dishes, evoking nostalgia with tradition or excitement about unusual ingredients from around the world; messages about how the food will make you feel or benefit you; or stories and characters that will fire children's imaginations.
- What training methods are best to support staff to verbally nudge customers towards feel good choices? For example, promoting specials, upselling extra sides of vegetables or recommending customer favourites.

- How can you utilise your staff as positive role models and make them aware of the effect voicing their opinions about food can have on what customers choose?
- Within school settings, how can you raise awareness with other students when role models eat feel good foods?
- How can you let customers know that everyone else is selecting feel good choices so they are more likely to follow the trend? For example, sharing which are the most popular dishes or capturing and sharing positive feedback about dishes.
- How can you use rewards to give some extra motivation to make feel good choices? For example, discounts, reward cards, stickers and special reward tables in school settings.
- How can you introduce taste adventures for children, so trying new and different foods is exciting instead of scary? Remember it can take up to ten tries to start liking a food!
- How can you use food tasters to introduce new menu items, promote feel good choices, or up fruit and vegetable consumption with pots for a bargain price at the till?

Measuring success

- What is a measure of success for your business? What needs to happen and how can you continually improve and encourage even more feel good food consumption?

Measure success and build on it. Include your team and customers and, when you get amazing results, shout loud about your successes to them and to us at Feel Good Family!