

Healthy Profits: An exercise to reinvigorate your food and drink offer

Guidance to completing the template			
Name of menu item	<i>e.g. sandwich, salad bar, cake, pasta Bolognese and garlic bread, roast chicken potatoes carrots and peas, fruit salad, whole fruit</i>		
Menu section (circle answer)	Main meals and vegetables Salad bar Fruit and dessert Sandwiches Breakfast Snacks Other:		
<input type="checkbox"/> Feel good balanced option <input type="checkbox"/> Could be modified to become a feel good option <input type="checkbox"/> Unhealthy option	Customer's reason for choosing this item <i>Hungry, want something filling, convenient, tasty, quick, takeaway, comforting, habit/not adventurous, what everybody eats so want to fit in.</i>	Alternative menu item options that could be introduced <i>Consider why customers choose this item and think of alternatives. Option with more fruit and vegetable content, and lower in fat, salt and sugar.</i>	How recipe could be changed to make it more nutritionally balanced <i>Reduce meat content; add more fruits or vegetables to recipes reduce fat and sugar.</i>
How to modify portion size for age <i>Tray of lasagna split into more (but smaller) portions for younger children.</i>	How to modify portion size for eating in moderation <i>Reduce portion size of unhealthy food in a serving and combine with fruits and vegetables as standard (e.g. less cake served with fruit).</i>	How to make packaging and serving easy, accessible and quick <i>Ready served in pots, self-serve, chopped/peeled, pre-prepared, serving tongs, salad cart, step so younger children can reach cart.</i>	How to present foods so attractive and fun <i>Attractive, fun presentation (e.g. creating design with fruit, using spiraliser). Separate out mixed salads into separate bowls.</i>
Placement to make feel good items first, accessible, visible <i>Make feel good options more obvious, move salad cart, put vegetable options first.</i>	How to highlight on menu <i>Put feel good items first, bold text, add colour, use catchy names, dish of the day, 'feel good' option, use branding and characters.</i>	Delicious descriptions and fun catchy food name ideas <i>Ideas of how to make food sound delicious and use catchy fun names for menus and posters.</i>	How verbally promote (the story) <i>Say it is a popular dish that everyone likes, dish of the day, link to branding and storytelling, associate with special powers.</i>
Actions required (by whom and when) <i>E.g. Purchase serving pots, change menus, create posters for dish of the day.</i>			
Potential barriers and solutions to making changes <i>E.g. Finances to pay for serving pots – speak to management and school to see if funding can be identified. Time to prepare food – prepare in advance, choose simpler but effective methods, identify funding for a little extra staff time.</i>			

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