



Handout about the Healthy Profits book

How to promote healthy choices that grow your food business

Want to sell more healthy foods but are worried how it may impact your business? Looking to provide a great Continuing Professional Development opportunity for your staff, which will also benefit your business and customers? If so, Healthy Profits is perfect for you.

Straight off, we are not the fat police! But we all know that, across the globe, both obesity and malnourishment are widespread. The fact that we eat too many high-fat, salt and sugar foods, and not enough fruits, vegetables, beans, pulses and grains is well documented. It's not just weight that causes health problems, however, as not consuming the right balance of nutrients has an effect too, even if you are technically a healthy weight. Foods higher in fat, salt and sugar and large portions are the default option. We have to make an active choice if we want something more nutritionally balanced. It's the norm these days to have to choose between making very poor food choices or extremely good choices, and eating in moderation is a challenge. No doubt you have found this too.

So, you may well be thinking, "it's not my problem that people have no willpower," and we would agree with that. But, could you make it easier for your customers to eat less? Or help them to make balanced choices, meet customer demand, and still turn a profit? We say, absolutely.

So, if you have been thinking about how to help your customers select better food choices, then join the global movement to shape your food environment for health and wealth using our book, Healthy Profits. We show you how, through the application of practical behavioural science, this can be a profitable choice for your food business.

Our book introduces you to easy-to-implement and low-cost ideas from the latest research. It will help you to:

- Nudge customers towards healthy choices by shaping how you present food;
- Use clever marketing to drive demand for healthier foods;
- Increase customer motivation to select your healthy food offer and come back for more.

We show you how to use tools such as taste suggestibility, menu design, choice architecture and reward schemes, as well as giving insight into the latest customer trends. Our book is packed with ideas of how you can reinvigorate your food and drink offer, strengthen customer loyalty and bring in new customer segments whilst maintaining profits and improving margins through lower-cost ingredients and waste reduction.

We have also supplied a handy checklist to help simplify your decision as to which opportunities are relevant for your food environment, while real-world examples and case studies illustrate how these strategies work in a variety of contexts, from gastropubs to work canteens; primary schools to hotel buffets.

You can buy a copy of our Healthy Profits book at <https://feelgoodfamily.co.uk/book/healthy-profits-book/> and visit our website www.feelgoodfamily.co.uk to find out more about us. By buying our book you get exclusive access to useful resources like our Healthy Profits checklist, case studies and action plan templates to name just a few!

Follow us on social media where we regularly share tips and ideas:

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 Facebook [@healthyprofitsfgf](https://www.facebook.com/healthyprofitsfgf)

 Instagram [@healthy_profits](https://www.instagram.com/healthy_profits) as Tracey sails around the world finding out how feel good healthy foods are promoted overseas.

 LinkedIn <https://www.linkedin.com/showcase/healthy-profits/>

If you want more support, email us at info@feelgoodfamily.co.uk and we will get right back to you. Our accredited [Healthy Profits workshop](#) is also available if you want to develop a tailored plan for your business with support from us. Get in touch for more details.

Feel Good Family is a social enterprise dedicated to making it easier for us all to eat better food. For every book sold we will be making a donation to the Trussell Trust, which provides emergency food and support to people in crisis across the UK.

Start growing healthy profits!