



Healthy Options WA

MAKING HEALTHY CHOICES EASIER

Tips for placement and promotion of Green items

Promoting Green food and drinks makes it easier for customers to make healthy choices.

Green

It is well known that the placement and promotion of food and drink items can significantly impact which products customers choose and the volume of sales in retail outlets and vending machines.

Australian research shows that promoting healthier products over unhealthy ones leads to shifts in consumer choice and does not necessarily lead to profit loss¹.

The placement and promotion of food and drinks in retail outlets and vending machines must comply with section 3.1.1 and 3.1.2 of the MP 0142/20 Healthy Options WA Food and Nutrition Policy (the Policy). Refer to the following documents for an example of a compliant vending machine and retail outlet.

- [Compliant vending machines](#)
- [Compliant retail outlet](#)

This supports WA health system entities to lead the way in making healthy choices the easier option for staff and visitors to their facilities.

The Policy uses a traffic light classification system based on nutrient criteria that supports recommendations in the Australian Dietary Guidelines (2013). Under this system all food and drinks are classified as Green, Amber or Red (healthiest to least healthy, respectively).

To assess if your retail outlet or vending machine meets the Policy requirements for placement and promotion, you can refer to the following assessment tools:

- [assessing food and drinks in retail outlets](#)
- [assessing food and drinks in vending machines](#)
- [manual self-assessment of retail outlets and vending machines](#)

Handy hint

To increase sales of Green items, make them more accessible by placing them in prominent positions that will be seen by customers

¹ *Trials testing changes in the placement of beverages in retail outlets at The Alfred Hospital, Victoria, resulted in approximately 36,500 fewer sugary drinks being sold each year, while maintaining financial viability for retailers (see <https://www.alfredhealth.org.au/about/healthy-communities/healthy-food/drinks-trials>).*

Placement

Where food and drink are placed (or displayed) influences consumer selection. Relocating food and drinks, such as: moving Green items to the top rows of vending machines or fridges and moving Red items to the bottom; removing Amber and Red items from counter tops; and placing only Green items immediately at entrances and exits of a retail outlet, can influence customer choice without taking away their options.

The following will meet the requirements of the Policy:

- Position only Green items (and remove any Amber or Red items) within arm's reach of the point of sale (cash register).
- Re-arrange items in fridges, freezers, shelves, free standing displays, vending machines or any other type of display unit so that only Green items are at the top or middle section and Amber and Red items are on the bottom.
- Place only Green items on display in fridges, freezers, shelves and other display units that are immediately next to entrances and exits to retail outlets.
- Place only Green items (and remove any Amber or Red items) on reception desks or tables in waiting areas.
- Allocate more shelf space to Green food and drinks to increase visibility, and ultimately increase their sales.

Example of a fridge offering and displaying Green food and drink items in the top and middle sections.



Promotion

To meet the requirements of the Policy, only **Green** food and drinks may be promoted. The below are ideas of ways to increase the promotion of Green food and drinks.

Promotion of Green food and drinks

Signage

- ✓ advertise Green items in meal deals
- ✓ advertise Green items in daily and/or weekly discounted specials (rotate items frequently)
- ✓ vending machine decals should be for Green items only e.g. water, fruit, vegetables

Food and drink items

- ✓ introduce themed days for meals that promote a variety of Green options to customers such as chicken curry with rice (Indian), tuna nicoise salad (French) and pad Thai stir-fry (Thai)
- ✓ offer taste testing for new menu items to determine which items may be popular with customers
- ✓ see-through packaging or no packaging (where possible) makes it easier to promote Green options

Price

- ✓ price Green food and drinks lower than Amber and Red food and drinks to increase their appeal and encourage customers to purchase Green options
- ✓ implement customer loyalty cards for purchasing Green food and drink
- ✓ offer discounts on Green food and drinks via specials and meal deals

Additional ideas for promoting Green items

- ✓ advertise Green menu items and meal deals on customer tables, at the point of sale, on fridges, freezers, vending machines and display units
- ✓ place posters and menu board specials advertising Green items throughout the premises e.g. staff lunch rooms, notice boards, lifts, bathrooms and other high traffic areas