Checklist for promoting your menu

- Consider the nutritional value of food and drinks e.g. green items should dominate the menu and be prominently displayed in the canteen
- Check the classification of canteen premises for the level of food preparation permitted by the local council
- How many days is your canteen open? Are your amber savoury commercial items restricted to no more than 2 days?
- Consider the number of students who attend the school and how many use the canteen
- How many people work in the canteen each day? If you are relying on volunteers to support you each day and they are unable to make it, could you still prepare most or all of the items offered each day?
- Skills required to prepare food - Australia is such a multicultural society, tap into the skills in your school community e.g. invite parents to come into the canteen to make fresh sushi
- Consider the purchasing system that best suits your school e.g. pre-ordered recess as well as lunch; just lunch; or perhaps self service
- How will the food be served? e.g. sent to classrooms or sit-down cafeteria
- Will foods be offered before school and if so should this be limited to pre-made items such as yoghurt and fruit or simple items like warm milo and fruit toast?
- Consider on average how much money students spend on lunch and snacks, you don't want to price yourself out of the market and you may need to get creative e.g. it is much more economical to make your own soup rather than buying a commercial variety
- The reason this book does not contain any prices is because you need to work out your own prices based on the overhead costs specific to running the canteen at your school
- "Express" - have a locked box outside the canteen for less disruptions and quick drop off of orders - see Settlers Primary School
- Before adding new items to the menu, conduct a taste test of the product. This will help to promote them and is the most efficient way to trial new flavours with students
- If you are using products that are not listed in the Star Choice™ Buyer's Guide you can contact WASCA for them to be assessed and colour coded.

The ultimate tool for menu planning!

The ultimate tool for menu planning. The Star Choice™ Buyer's Guide makes it easier for schools to stock and promote healthier choices of a wide range of food and drinks and is colour coded to either green or amber. The registration of products by WASCA is in conjunction with the FOCiS National Product Registration Program. The FOCiS Nutrient Criteria has been set as the benchmark for the Department of Education's *Healthy Food and Drink* policy. The Star Choice™ Buyer's Guide is sent to all schools in January and July and can also be accessed on the WASCA website:

www.waschoolcanteens.org.au

Solutions for Healthy Canteen Menus
BUYER'S GUIDE

St*r Choice
registered products

Colour coded GREEN and AMBER to assist compliance with the WA Department of Education's Healthy Food and Drink policy

Essentials for your menu

As you look through this book you will notice that there are many different menu styles used by schools. We believe the 'must have' information that all menus should include are:

Contact details

1. School name! You would be surprised at how many menus we see that don't have this
2. Canteen supervisors name. This makes it much more personal than just the name of the school
3. Phone number - either a direct line to the canteen or school
4. An email address if you have one, parents can be very busy and sometimes find it easier to send an email about volunteering rather than picking up the phone
5. The opening hours as well as the opening days
6. Key (legend) to distinguish which items are green and which are amber.

Colour coding

Many parents are still unsure about the traffic light system of categorising food and drinks. You can assist the school community to make a healthy choice by colour coding your menu. This may also increase your sales of green items. You could simply type a 'G' next to green items or an 'A' next to amber items, or use green or amber coloured font.
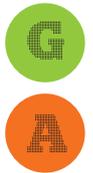
You may also wish to state that the menu complies with the Department of Education's *Healthy Food and Drink* policy.

Pricing

Your menu should list the price of all items. All canteens are different, you will need work out your own prices based on the overhead costs specific to the running of your school canteen.

Spelling and grammar

The menu is likely to be your first form of 'advertising' the canteen. Therefore, it is really important that the menu does not contain spelling mistakes or grammatical errors. We understand that many menus have fun and creative names for items and that's ok, and even a great marketing technique, however all other information must be spelled correctly. Remember spell-check is not automatic in some programs (e.g. Microsoft Excel) so we would encourage you to ask someone to double check for spelling errors.

Font – choose a font style and stick with it! It's ok to use a 'fancy' font for your headings, however using the same font for the rest of the menu makes it much easier to read and gives the whole menu a more professional look. Include pictures to make it more interesting.