

PROMOTION IDEAS FOR YOUR CANTEEN

Theme days, promotions and advertisements either around the school or in newsletters are a great way to promote the canteen and engage further with the school community.

There are plenty of ideas here to get you started.

Large events and theme days

Theme days are a great way to trial new healthy items and expose students to new foods. Plan theme days well in advance, either at the start of the year or school term, making sure you link in with the school calendar of special events. Plan for a successful theme day by having extra helping hands available to prepare food and decorate the canteen.

Theme day ideas

- **Heart week:** foods good for the heart, e.g. tuna, sushi, berries, vegies or red foods including apples, tomatoes, red capsicum and strawberries
- **Book week:** name healthy meal deals after books such as Harry Potter, Dr. Seuss, Possum Magic
- **Harmony week - food festival:** design a menu to reflect the different cultural demographics at your school. Print the flags of countries represented as decorative posters or bunting
- **Healthy bones week:** offer high calcium dairy products such as yogurt, cheesies, low fat ice cream in cones, fruit smoothies and plain or flavoured milk
- **Sports day:** burgers loaded with salad for energy, frozen orange quarters and pineapple rings, bottled water to rehydrate, or a triple decker sandwich called a high jump. Offer a 'Gold medal' special (bread roll cut in half with melted cheese and a reduced fat flavoured milk) or a 'Javelin special' (peeled banana, dipped in lemon juice and frozen with a bottle of water)
- **Mexican/Greek/Italian/Australia day**
- **Ride/Walk to school day:** big breakfast including cereal, toast, baked beans, fruit toast, scrambled eggs, pikelets, fruit, yogurt, 100% orange juice and milo
- **Biggest morning tea:** fruit platters with low fat yoghurt dips, vegetable platters with salsa, small fruit muffins, pikelets and popcorn, don't forget to invite parents.



Theme day ideas (continued)

- **Make your own sandwich day:** wholemeal bread or lavash wraps filled with a variety of salad, reduced fat cheese and lean meats. 'Wrap and roll day'
- **St Patrick's day:** sandwich filled with shredded lettuce, cucumber, avocado and sprouts (mayo or light cream cheese optional) served with kiwi fruit or green grapes and a spearmint milk or apple juice
- **Valentine's day:** in a high school offer a "red hot deal" such as chilli chicken and salad wrap plus a strawberry yogurt and a slice of watermelon
- **Clean Up Australia day:** reduce packaging waste and promote recycling in your canteen on this day to support the environment. Link with environmental lessons in the classroom. Ideas include: only serving foods with no packaging (e.g. veggie sticks + hommus or fruit salad served in square ice cream cones, asking students to bring their own cups for soup, serving more over-the-counter snacks using paper napkins as plates), encouraging all students to use recycling bins and dispose of their litter
- **ANZAC day:** damper with a salad bar, small ANZAC cookies



- **Easter holiday:** hot cross buns, hard boiled eggs, oval shaped pikelets
- **Christmas:** decorate the canteen and yourselves! Offer festive foods, 'Santa subs' = lean ham or turkey + roast vegetables + cranberry sauce or low sodium, mini Christmas puddings (healthy fruit cake made as muffins)
- **Last day of term 'stocktake sale':** mix up the menu with whatever is left over – "we want to sell it not count it!"

Everyday promotions

Smaller daily promotions or deals are a great way to keep students interested without too much extra effort or cost. Don't forget to take photos of any event or promotion as WASCA loves to show other schools what amazing things are being done.

Menu ideas

- Meal deals or specials e.g. winter warmer combo at recess (milo and half a cheesie)
- Reach into the can for a surprise - students who buy a particular food or meal deal reach in to get the chance to draw a lucky ticket
- Use 'frequent customer' cards which are linked to rewards or free items
- Put a sticker on a small number of the food items being promoted and provide a free lunch to the students who find the stickers
- Use sensory words to describe items on the menu e.g. 'mouth-watering, delicious'.



Around the school

- Display specials and new food items on strategically placed noticeboards around the school or counter top
- Present at assembly - let students, staff and parents know that food offered for sale in the canteen looks and tastes great, is nutritious and offers good value for money
- Allow students to announce special days and new food items at the school assembly
- Run a competition to name the canteen or a new menu item
- Include canteen updates and nutrition facts in the school newsletter or on the school website – give an update on the green/amber percentage when a menu assessment is done by WASCA. See our separate fact sheet for some great newsletter ideas
- Run poster competitions to promote a certain food, meal deal or special
- Run classroom tasting sessions to get student feedback on a food item being considered for the menu
Integrate a curriculum activity with the canteen – for example; the art department (design posters); computing and graphic art students (menu design); economics students (analysing the canteen profit percentages); language students (write their lunch order in the language they're studying). yogurt and a slice of watermelon

In the canteen

- Brighten up the canteen and make it more appealing e.g. using school colours, posters, banners, pot plants, attractive menu and specials boards and murals in or outside the canteen
- Review the food display/front counter from the customer's perspective and see what needs to be changed to make it more appealing and easier and quicker to select food items
- Prominently display the menu on an easy to read menu board.



Merchandising

- Merchandising simply refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase.

Strategies include:

- Interactive displays that use scent, sound, and motion technology
- Counter-top displays in unique shapes
- Shelf signage
- Free tasting sessions and in-store demonstrations
- Giveaways and samples
- Well planned, eye-level product placement
- Well-stocked shelves and displays.



The fruit and vegetable display at the 2018 WASCA Food Forum is an example of merchandising!

Props, decorations and other goods

Cash & Carry: various locations, criteria, benefits

eBay: <https://www.ebay.com.au/>

Gone Bazaar - Canning Vale and Joondalup: <https://gonebazaar.com.au/>

Ikea, Innaloo: <https://www.ikea.com/au/en/store/perth/>

Kmart: <https://www.kmart.com.au/>

Shops for shops – Osborne Park: <http://www.shopforshops.com/>

Thingz Gifts: <http://thingzgifts.com.au/>


Free promotional material: various organisations will provide merchandise and promotional material for events that link to a particular message. WASCA will often advertise school and canteen related competition or events where there are free items available. For example, Cancer Council WA conduct a promotion in September each year that links to fruit and vegetable promotions.



Supporting healthy choices

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