

Section 5: Marketing Your Canteen

Why Market your Canteen?

- To increase the school community's awareness of the canteen and what food is offered for sale.
- To increase the sale of a variety of healthy food choices to the school community.
- To increase student's awareness of the variety of healthy food options available for sale from the school canteen.

What Canteens need to do?

- All canteens need to show evidence and details of one marketing activity each term by completing the accompanying forms (total of three marketing activities a year).
- In a school year each terms marketing activity needs to be different.
- Section 4 (the Canteen and the Classroom) and section 5 (Marketing your canteen) may seem similar. You need to show evidence of different activities in each of these sections (three per section, a total of six activities for both sections).

Guidelines for Marketing your Canteen

The following points need to be met to be included as a marketing activity in the Cool CAP accreditation program. The marketing activity needs to:

- Promote foods that are consistent with the Australian Guide to Healthy Eating (1998), the Dietary Guidelines for Children and Adolescents (2003) and the School Canteen Handbook (2007).
- Promote healthier food choices that are available from the school canteen.
- When promoting a Meal Deal, the meal must not include more than 1 AMBER ready to eat food; it must include: two types of different vegetables, one type of fruit, one type of dairy food, a GREEN or AMBER drink and no RED foods;
- Each Marketing activity needs to be recorded on a separate activity sheet explaining the activity in detail.
- Evidence of each activity eg: photos, written/art work, surveys need to be included.



Marketing Ideas for your Canteen

1. Design a canteen menu

Hints:

- Menu needs to be clear and easy to understand, show it to canteen staff, students and teachers before distribution.
- Fresh fruit, salads, salad rolls, sandwiches, wraps and canteen cooked meals, need to be the first items on top of your menu.
- Do not list high fat and/or sugar items such as pastry lines, cakes, biscuits or confectionary in a prominent position on your menu.
- All foods sold including counter sales must be listed on your menu.
- Use inventive names for food items e.g. Barney banana smoothie.
- Ask classes to assist with designing the menu and graphics.

Note: Evidence needs to include the old and new version of your canteen menu

2. Display your menu on a large menu board

Hints:

- Position the menu board in a prominent spot that is easy to see.
- Make your menu board appealing and enticing e.g. fruit is written inside a drawing of a pineapple; add comical drawings of food items throughout the menu.

Note: Evidence includes photos of your menu display

3. Decorate your canteen

Hints:

- Children love colour, make your Canteen inviting and interesting.
- Decorate your canteen with food posters, baskets of fruit, fruit & veggie sculptures, student's artwork, wear bright aprons.
- Change your displays regularly.
- Remember Food Safe does not allow posters, hanging items to be inside the canteen space.

Note: Evidence includes photos of your displays

4. Run competitions

- Run competitions such as naming the Canteen; naming menu items designing a canteen logo; posters etc.

Note: Evidence includes a copy of the competition and samples of entrants

5. Promote the canteen through the school newsletters

- Keep parents, teachers and students informed of new products; special meal deals and new snack ideas, through regularly contributing to the school newsletter.

Note: Evidence includes a copy of the school newsletter



6. Offer Meal Deals

These are a fun way to trial new menu items as well as promoting healthy food choices e.g. combine a main meal choice with water, milk or juice and a piece of fruit.

Canteen Accreditation aims to support children to try new foods and expose children to a variety of foods. To achieve Canteen Accreditation the contents of the Meal Deal must include:

- Two types of different of vegetables e.g. lettuce and tomato, capsicum & peas
- One type of fruit e.g. slice of pineapple, fruit in a smoothie (excludes juice)
- One type of dairy food (cheese, yoghurt or milk)
- A GREEN or AMBER drink
- No RED foods

Note: Evidence includes a copy of the meal deal

7. Theme Days and Weeks

Themes are an interesting way of introducing new foods to the canteen menu.

Ensure theme days promote healthy food choices.

Themes may include:

- Particular foods such as 'Jacket potato day'; 'soup day' or 'fruit days' promoting the sale of fruit in season; colour theme days
- Multi-cultural days.
- Promoting health events such as Heart week, Nutrition week, and Healthy Bones week.
- Promoting sporting events such as Olympic / Commonwealth games, Football Grand final, swimming carnival, athletics carnival.
- Promote special events in your school where the menu choices can be incorporated in the themes such as drama events, debating week, walking school bus promotion.

Note: Evidence includes a copy of the menu based on the theme and photos of the event or theme.

8. Free Taste testing

- Try new recipes and introduce free taste testing of new foods e.g. kiwi fruit, veggie slice or fried rice.

Note: Evidence includes photos of students taste testing.

9. Promote Food Safety

- Ensure all canteen staff wear aprons, hats and gloves.
- Be a good role model to students by taking pride in your canteen.

Note: Evidence includes photos of staff wearing appropriate food safety equipment

10. Promote student involvement

- Encourage students to get involved in the canteen; they are your greatest marketing tool. They can be involved in serving; food preparation; washing up, cooking; and ordering.

Note: Evidence includes photos of students assisting in the canteen.



