Healthier Vending and Snacks

The consumer demand for healthier products is creating opportunities for growth in vending.

- Offering foods and beverages with more nutritional value can increase sales from customers looking for healthier options.
- Use this guide* to help choose vending options that support the health and wellbeing of students, staff, and visitors in settings like:
 - recreation centres
- workplaces
- healthcare facilities
- middle/ high/ post-secondary schools
- other public buildings
- Follow the **4Ps of Marketing** (Product, Placement, Promotion, and Pricing) to maximize revenue and make the healthy choice the easy choice for consumers.
- Vending is just one part of the eating environment. When possible, try to make changes in all areas of your facility where food is offered or sold, such as:
 - o cafeterias

celebration

o canteens

o gift shops

catering

o lunchrooms

Sample tools and templates to support activities

- Communication Plan
- Patron Surveys and Letter
- Request for Proposal
- Sample Guideline
- Tracking Sales and Trends
- Vending Inventory Tool
- Vending Environment Scanning Tool
- Working with Vendors

Find these resources and more by visiting the Healthier Vending Toolkit.





If you have questions about these tools or need additional support, contact: publichealth.nutrition@ahs.ca



4Ps of Marketing: Product

A Guide to Healthier Food & Drinks

Sell More

Foods/ Snacks

- Baked apple chips
- Baked chips or rice crisps
- Baked crackers
- Canned fruit cups, no sugar added.
- Baked snap pea crisps.
- Chicken or tuna salad, or hummus and crackers (kits)

- Dried fruits
- Dry roasted nuts or seeds
- Fruit and nut bars
- Fruit sauces
- Granola bars
- Individual cheese portions, yogurt (refrigerated machine)
- Jerky (lower sodium)
- Pemmican
- Protein bars
- Popcorn or pretzels
- Roasted seaweed snack
- Sugar-free gum
- Trail mix

Drinks

- Milk, yogurt, plant-based beverages such as soy (including high protein)
- Plain, sparkling, or flavoured water (no sugar added)
- · Unsweetened teas, cold brewed coffees

Sell Less (and in smaller portions)

- Baked goods (≤ 350 calories)
- Candy, gummies (≤ 30 g)
- Chocolate Bars (≤55 g)
- Regular chips (≤ 40 g)
- 100% fruit or vegetable juice (≤ 355 mL)
- Diet soft drinks (≤ 500 mL)
- Regular soft drinks or iced tea (≤ 355 mL)



Not Recommended

Energy drinks

- Kombucha
- Vitamin enhanced water or drinks

These items may not be safe for some people.

* Your organization may follow other guidelines such as the <u>Alberta Nutrition Guidelines</u>, <u>Alberta Nutrition</u> <u>Guidelines for Children & Youth</u> or Alberta Health Services <u>Healthy Eating Environment Guidelines</u>. Check with your organization for guidance.



4Ps of Marketing: Placement

- First in Sight = First in Hand. Customers are more likely to buy products that are easy to see.
- Cluster healthier products together at eye level; between the waist and top of the head (green squares).
- Dedicate an entire row or machine to one type of healthy product, such as water, baked chips, or crackers.



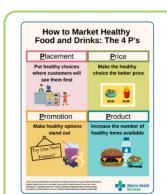
4Ps of Marketing: Promotion

- Survey your customers to help inform product choices and to identify potential barriers.
- Communicate changes through posters and media to help increase buy-in to change.
- Promote healthier items with taste tests or samples.



4Ps of Marketing: Pricing

- Make the price of all items easy to see.
- Price healthier items competitively (the same or less than less healthy items).
 Offset this with an increase in price of less healthy items.



Check out infographic posters on the 4P's: How to Market Healthy Food and Drinks.

