

Putting promotion on the menu at Wauchope High School



According to Robyn, the canteen supervisor, the key to keeping canteen sales high in a secondary school is to vary the menu, present food well and to promote.

Recently Robyn found that sales of salad rolls had dropped off so they were temporarily replaced with an open roll with chicken and avocado. To attract students, the roll is sold in an open dish covered in plastic wrap. To offer a change from toasted sandwiches, focaccia has recently been introduced. Small variations in the menu attract sales with minimum effort and prevent students from becoming bored with the same choices.

To minimise preparation and maximise time usage, Robyn has designated Thursdays as the 'Weekly Specials Day'. Students know that on Thursdays the canteen freshly prepares a hot food dish such as lasagne or chicken stir fry with rice and students check the noticeboard for the "Special of the Day".



Fruit boats and Pear & Strawberry UFOs – Rockdale Public School

Changes to the menu are advertised on a noticeboard, on signs in the canteen and in the school newsletter. Robyn has also made changes to fit the daily routine of the students.

She has found that many students get off to an early start, often travelling for an hour or so on buses in the morning. As a result they are very hungry by recess and looking for foods that are filling and good value for money. The canteen provides oriental rice several days a week to meet the demand of growing teenagers at recess.

Present food well and promote specials

The canteen has also held a number of successful Special Days. On 'Super Salad' day tossed green salad with chicken, potato salad, pasta salad, fruit salad and coleslaw were offered. This day was particularly successful with younger students. Milkshake day was also popular even though milk is already the most popular drink item. Students assisted in the canteen on that day because of the time required to prepare milkshakes.

In term 1 Pancake Day provided the opportunity to sell a 'pancakes and milk' snack deal. Due to the success of this day, Robyn plans to sell pancakes at other times in the year.



Rockdale Public School Canteen highlighted the importance of calcium containing foods for strong bones and teeth with a 'Drink milk for healthy bones' display on the wall beside the canteen. Milk sales increased considerably during the promotion period.



Promotion, the St John's Park Public School way!

It's important to have an ongoing program of promotion according to Lisa, the canteen manager from St John's Park Public School. "You have to keep active to keep sales moving along", she says.

At St John's Park, free samples of new food items are given out to initiate sales. Lisa generates interest by buying in a small amount of a new item, continuing to offer it for sale in the canteen and making sure that it is visible when students come to the counter. "Students see others trying the new food, and will ask about it and gradually sales increase" says Lisa.

Free samples help initiate sales

The St John's Park menu includes specials that are continually changing. A different hot item is offered each day for breakfast and recess. Daily special signs were made by laminating colourful pictures of fresh fruit and vegetables. White board markers are used to record the daily specials.

Fruit and other specials are displayed on the counter so that they are the first items the students see when they come to the canteen. To make the counter interesting and attractive, colourful buckets are used to display these foods.

A popular 'meal deal' promotion at St John's Park has been the State of Origin meal deal which included a reduced fat meat pie, milk and piece of fruit as well as the chance for students to win a football poster. Fruit salad served with a paper umbrella has also been popular with students.



Attractive easy-to-read menu layout – Kambora Public School



If you are short on promotional ideas ask for help in the school newsletter. Some of the parents may have an interest in this area and be happy to lend a hand. Also swap ideas with other canteen managers at network meetings, training courses or through personal contacts.

PROMOTIONAL IDEAS



The Sydney Markets colourful fruit and vegetable characters are a hit with primary students and boost fruit and vegetable sales in the canteen.



Fun straw dispenser. Brighten up the canteen to make it a more appealing place to visit.

Link promotion with classroom activities. Displays of students' work are a colourful reminder of key nutrition messages and help to support the healthy canteen menu.



EGG-CELLENT IDEA: MOUNT AUSTIN PUBLIC SCHOOL, WAGGA WAGGA

Mount Austin Public School in Wagga Wagga found that boiled eggs with smiley stickers were very popular.

