

# 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:
  - cafeterias
  - celebration
  - canteens
  - gift shops
  - catering
  - 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](mailto: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 ( $\leq 350$  calories)
- Candy, gummies ( $\leq 30$  g)
- Chocolate Bars ( $\leq 55$  g)
- Regular chips ( $\leq 40$  g)
- 100% fruit or vegetable juice ( $\leq 355$  mL)
- Diet soft drinks ( $\leq 500$  mL)
- Regular soft drinks or iced tea ( $\leq 355$  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 [Alberta Nutrition Guidelines](#), [Alberta Nutrition Guidelines for Children & Youth](#) or Alberta Health Services [Healthy Eating Environment Guidelines](#). 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.



**How to Market Healthy Food and Drinks: The 4 P's**

<p><b>Placement</b></p> <p>Put healthy choices where customers will see them first</p>	<p><b>Price</b></p> <p>Make the healthy choice the better price</p>
<p><b>Promotion</b></p> <p>Make healthy options stand out</p>	<p><b>Product</b></p> <p>Increase the number of healthy items available</p>

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Check out infographic posters on the 4P's:  
[How to Market Healthy Food and Drinks.](#)