Marketing Healthy Foods

Menu
Quality
Service
Surroundings

All need to be inviting in order to sell.
Is the food good?
Is the food fresh?
Is the place clean?
Does the staff care about me?
Provision # 1: Customers choose healthier when nutrition facts are posted at point of service.
Health savvy customers want to know the same information they get on the labels at the grocery store.
We enter custom recipes into “Nutritionist Pro” by Axxya Systems,
Then print a label that also includes ingredients. I add the price as well.
Provision # 2: The more healthy choices available, the more customers will choose.
Include seasonal produce

“End of Summer Fruit Pie” contains strawberries, blueberries & plums.
Fresh Corn on the Cob
Orange Glazed Acorn Squash
Placing fresh fruits at the registers increases sales.
We place baskets of bananas in more than one place.
The fresh fruit bar at breakfast includes sliced fresh fruits and pink grapefruit.
Customers love fresh cut fruit in desserts.
Combine fresh fruit with a grainy muffin as a “dessert”.
Add fresh fruit to an entrée salad.
Many colorful raw vegetables are featured on the salad bar.
Calories per ladle of salad dressing are right on the ladles.
Offer a “Vegetable Plate” for a special price.
Make sure purchasing specs wheat bread as “whole grain” and reduced calorie bread with fiber.
These whole grain rolls for the deli and grill are proofed & baked on site.
We use brown rice in most of our recipes that call for rice.
This corn tortilla has brown rice in the “Spanish Rice”
Grains like quinoa, bulgur & barley are served in hot and cold items.
Grains are offered with traditional salads on the salad & deli bars.
Made from scratch muffins served daily have many healthy ingredients.
When featured as part of an entrée salad, customers enjoy “Flax Muffins”
The flax muffin recipe is used in this “Carrot Cake”.
We offer a variety of beans in recipes.
Homemade salsas with fresh cilantro are featured in several recipes.
Vegetarian Bean Soups are sold at reduced prices.
Fruit & Yogurt Parfaits are made with equal parts light yogurt, fresh fruit and reduced calorie pudding.
We bought smoothie blenders from Target
Smoothies are made with equal parts light yogurt, skim milk & fruit.
Boneless skinless chicken breast is on the menu daily in some form.
We substitute applesauce for the fat in most of our baked goods.
The “Meal Deal” has only 500 calories and is a special price.
A favorite summer “meal deal” with strawberry pie, fish taco & skim milk.
The Breakfast Meal Deal has only 300 calories.
Our Veggie Pizza on a homemade wheat crust is lower in calories & salt.
The Veggie Pita Pizza has _ the calories of the other pizzas and is offered at a reduced price.
The Fresh Strawberry Pie is made with diet jello & a homemade crust.
Physicians requested that we carry only small bags of chips.
Some deli sandwiches are offered in “1/2 servings”.
Small corn tortillas are used for wraps, enchilada casseroles & tacos and baked, not fried.
Physicians requested that we use low sodium diced tomatoes in soups.
Offering veggies, fruits, grains & low calorie options on every line.
Helped Pete the Painter loose 72 pounds.
For more information contact Cindy Gay, RD, LD: gayc@wvuh.com
Robert C. Byrd Health Sciences Center
West Virginia University Hospitals