

Healthy Profits

**How to Profitably Sell
Healthy Products
in Your Store
or Restaurant**

**Myrna Greenfield
& Ciaran Foley**



Agenda

- What are healthy foods?
- Learn what your customers want
- How to market and display healthy foods
- New ideas for your own business (Q&A)

Do YOU Like Healthy Foods?



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Which Foods Should We Eat?



Photo by [hunschool](#), Creative Commons

What's Popular?



Photo by [GFexpro](#), Creative Commons

Ready, Fresh, Now



Why Don't People Buy Healthy Food?



Avoid the “H” Word (Healthy)

DO Use Words Like:

- Fresh
- Delicious
- Local
- Gluten-Free
- Vegan
- Natural
- Juicy
- High-protein
- Dairy-Free
- No Preservatives
- Non-GMO
- High-fiber
- Anti-oxidant
- Ancient grains



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The Corner Store



What Do Your Customers Want?



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Reach Out to Your Community



Healthy Snack of the Week

Cambridge in Motion
presents
this week's healthy snack suggestion:

**Clementine & whole wheat English muffin
with peanut or soy butter**

As a community, we can work together to promote health.
Send your child to school with a healthy snack!

As needed, add a small frozen gel pack or frozen drink to keep foods from spoiling



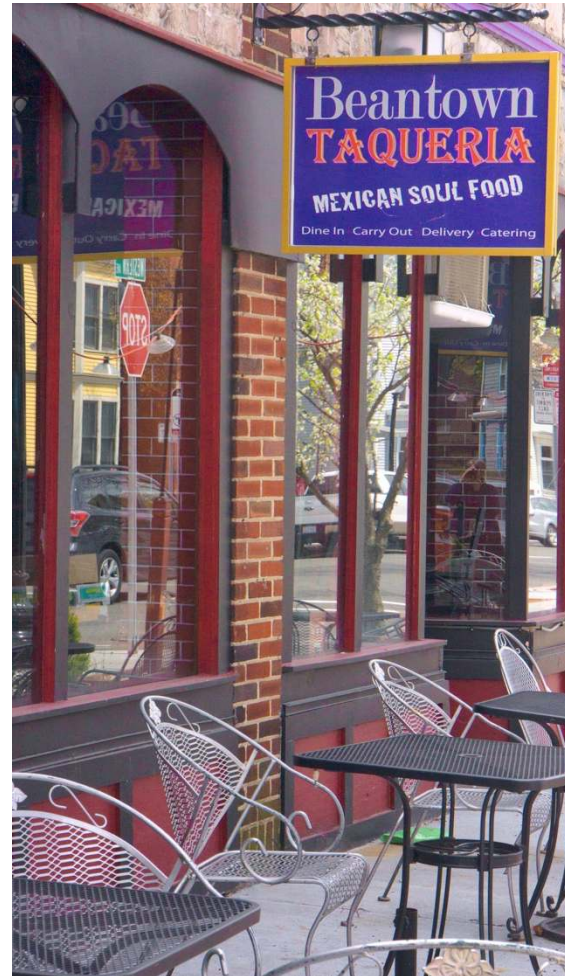
a Mass in Motion Initiative sponsored by the Massachusetts Department of Public Health

CAMBRIDGE PUBLIC HEALTH DEPARTMENT



Cambridge Health Alliance

Neighborhood Restaurants



Calories on Menus?



Photo by [King Chung Huang](#), Creative Commons

Meal Appeal



[Photo](#) by [Michael T.](#), Creative Commons

Restaurant Menu Trends



Healthy Foods Can Lead to Healthy Profits



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How to Market and Display Healthy Foods



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Give it Eye Appeal



Seasonality



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Keep Displays Full



Is There a Monster in Your Produce?



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Do the Work for Them



Offer Foods They Can “Grab and Go”



“Facing” Products



[Photo courtesy Danone.](#) © Thomas Haley

Maximize Shelf Space



Signage



Cross-merchandising



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Displays and Sampling



Good Lighting Sells Products



Window Displays



Photo by [J. Wells](#), Creative Commons

Window Displays - 2



Photo by [Dan4th Nichols](#), Creative Commons

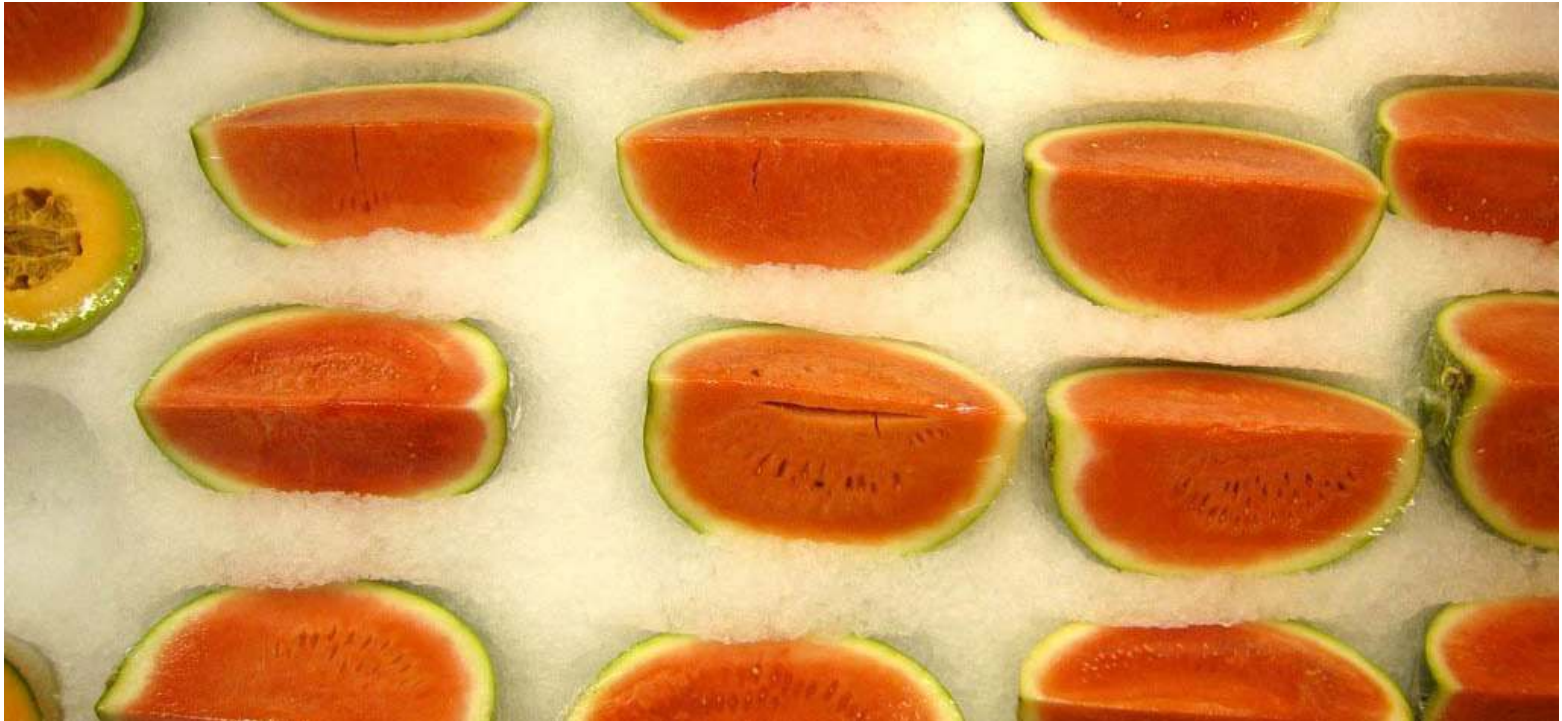
Ethylene Gas



Yummy Tomatoes

Photo by [Swong95765](#), Creative Commons

Refrigerate or Not?



Melons

Photo by [Lynn Friedman](#), Creative Commons

Storage and Backstock



Image by [stu_Spivack](#), Creative Commons

Staff Training: Customer Service



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Savvy Employees Teach Customers



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Promoting Healthy Food at Neighborhood Restaurants



Menus Can Promote Healthy Food



What's On the Kids Menu?



Photo by [TGKW](#), Creative Commons

Food Allergies



Photo by [Kristi Bonney](#), Creative Commons

The Right Setting Makes Healthy Food Appetizing



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Discussion

- How can you make it work for your business?