

Healthier Vending and Snacks in AHS

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.
- Follow the **4Ps of Marketing** (Product, Placement, Promotion, and Pricing) to maximize revenue and make the healthy choice the easy choice for consumers. Check out How to Market Healthy Food and Drinks at <https://www.albertahealthservices.ca/nutrition/Page17170.aspx>.
- Vending is just one part of the eating environment. We are aiming to have healthier eating environments at all locations where food is sold at a site.



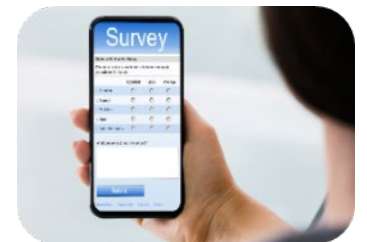
4Ps of Marketing: Placement

- 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 to one type of healthier product (e.g. baked chips) or a full machine with just flavoured waters.



4Ps of Marketing: Promotion

- Survey your customers to help inform product choices and to identify potential barriers.
- Communicate changes 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.



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 (≤ 150 calories)
- Chocolate Bars (≤ 150 calories)
- Regular chips (≤ 250 calories)
- 100% fruit or vegetable juice (≤ 355 mL)
- Diet soft drinks (≤ 500 mL)
- Regular soft drinks or iced tea (≤ 355 mL)

Do Not Sell

- Large portions of chips, candy, chocolate
- Large portions of baked goods > 350 calories
- Sugar sweetened beverages > 355 mL
- Beverages > 500 mL except for water or sparkling water with no sugar or sugar substitute
- Energy drinks, kombucha, vitamin enhanced water or drinks. These items may not be safe for some people.

For more information, see the [Nutrition Guidelines for Foods and Beverages in AHS Facilities](#) and [Healthy Eating Environment Policy](#) at www.ahs.ca/hee.