

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

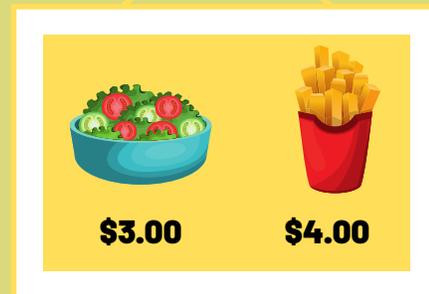
## Placement

Put healthy choices where customers will see them first



## Price

Make the healthy choice the better price



## Promotion

Make healthy options stand out



## Product

Increase the number of healthy items available

