

3 STEPS TO A HEALTHIER CONCESSION STAND

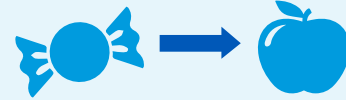
STEP 1 Help kids fuel-up on healthy snacks:

HEALTHY ADDITIONS



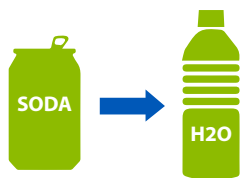
- Applesauce without added sugar
- Baggies of bite-size veggies such as baby carrots or sugar snap peas
- Low-fat dairy like cheese sticks or Greek yogurt cups
- Whole grain pretzels or pita chips with hummus

HEALTHY SWAPS



- Yogurt with banana or granola instead of donuts
- Whole or sliced fruits such as bananas, apples, or clementines instead of candy and sweets
- Popcorn without butter instead of chips or butter popcorn
- Whole grain bread instead of white bread

STEP 2 Help kids choose water instead of sugary beverages:



Place water at eye level to make sure it's easily seen.

Sell smaller sizes of sugary drinks like sodas, sports drinks, and sweetened iced teas. Trade out 20 oz. bottles for 12 oz. cans.

Over time, remove soda from the menu and replace with unsweetened sparkling water in a variety of flavors.

STEP 3 Promote healthy items:



Pricing: Sell healthier items at a price lower or equal to unhealthy items.

Placement: Display fruits, vegetables, and other healthy items at the front of your stand. Move unhealthy items to a less visible location.

Advertising: List healthier options at the top of menu boards. Use social media, newsletters, or loudspeaker announcements to further promote the items.

Tips for getting started:

- **Talk with players and parents** to find out what healthy items they would like to see for sale and offer free tastings of new items.
- **Ask the coach or sports director** to announce new food and beverage options to kids and parents and have them emphasize the importance of fueling up with healthy foods throughout the season.
- **Approach your local grocery store** about donating fruits or vegetables. You can offer to recognize the store's donation with a sign or other promotional materials.
- **Include non-food items** for sale, such as stickers or water bottles as an alternative to food and beverage items.
- **Engage concession stand staff** and make sure everyone is on the same page. Get their input on logistics and promotion.

