

7 Tips to Grow Sales of Better-For-You Options



Through commitments with the Partnership for a Healthier America (PHA), NACS, convenience retailers and distributors are transforming how the industry builds awareness and sales around healthier options. Here are seven tips that retailers can consider when setting goals to attract more customers to their healthier food and beverage options. How does your store measure up?

1. Increase options

Healthy foods go beyond fresh fruits and veggies. Options found in the salty and alternative snacking categories can also satisfy a customer's craving for a healthier snacking option. NACS and PHA developed a Healthier Product Calculator to help retailers develop better-for-you product sets. convenience.org/calculator.



2. Boost produce sales with Sesame Street characters

NACS collaborates with the eat brighter![™] program to promote fruit and vegetable sales at convenience stores. Nine Sesame Street character images can be used directly on packaging and marketing materials and signage at various places throughout the store or at the fuel island. Learn more at convenience.org/eatbrighter.



3. Increase foodservice variety

If you offer meal combos, rather than the traditional chips and soda, offer the options of fruit and water, too. If possible, have substitutions or versions of lower-calorie options for foodservice items available.



4. Cross-merchandise better-for-you offers

Make it easy for customers to pick up fresh snacks or low-calorie/low-sugar beverage offers with prepared foods. Consider adding better-for-you product displays adjacent to pick-up counters or near the register area.



5. Hydrate your customers

Water has recently topped the chart as the #1 beverage of choice in single-serve beverages. There are tested techniques to increase sales of bottled water, including enhanced waters and sparkling waters. Marine Corps Exchange increased their water sales by 11% just by changing their planogram. Highs of Baltimore learned ways to increase sales of water at their stores, too. Read their case studies at convenience.org/pilottests.



6. Community Engagement

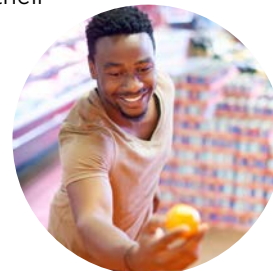
There are more than 153,000 convenience stores in the United States that give back locally in the communities where stores are located and employees live and work. Building awareness of your store's healthy offers can start in your own backyard:



- + **Engage with local schools** to provide fresh fruit (bananas, apples), snacks and beverages during athletic events and tournaments.
- + **Donate unsold perishable food items** like packaged salads, fruit cups and veggies to local food banks; visit feedingamerica.com to locate the nearest food bank in your operating area.
- + **Create a customer donation campaign** with proceeds going to health groups such as PHA or local nutrition or hunger action groups.

7. Support employee programs for healthy eating and lifestyle

Employees will reward you with their loyalty when you take actions to care about their health and wellbeing. Offer a discount to employees on fresh produce each shift. Some retailers even offer a free piece of fruit daily to all employees working each day. For corporate functions, consider adding healthier options to catered functions. Offer discounts on gym and wellness center memberships or even start a daily step count challenge!



Here's an Idea! Small operators can have a big impact on their community: Watch how Jared Scheeler of The Hub Convenience Stores in Dickinson, North Dakota, collaborated with local high schools and a state college to bring more healthy options to stores and expand private-label water: convenience.org/Ideas2Go

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