



Smarter Workplace Cafeterias

Smarter Workplace Cafeterias:

- Provides multiple choices of **vegetables, fruits, whole grains, lean protein, and low fat or fat free dairy.**
- Provide fruit in multiple locations. Fruit is displayed in fruit bowls or baskets, not stainless steel pans.
- Offers only healthy items such as fruit, veggie sticks, or water by the check out.
- Offers a **quick-moving 'healthy express'** checkout line for customers not buying chips or desserts.
- Keeps unhealthy a la carte items (such as chips and desserts) away from the main flow of traffic.
- Places the salad bar (if available) in the main line of traffic.
- Offers **healthy items as the default** (brown rice vs. white rice; whole grain bread vs. white bread).
- Makes water the most visible and plentiful beverage available. **Provides and promotes free, cold tap water.**
- Prices unhealthy items (such as soda and ice cream) higher than healthy items (such as water and fruit).
- **Prices are made available** at the point of decision.
- Only advertises healthy food, (i.e. no soda or dessert advertising).
- Offers the healthiest food at the beginning of the serving line.
- Use **descriptive naming** for healthy food items such as 'immune boosting sautéed spinach'.

Do you have a Smarter Cafeteria?

Smarter Cafeterias make the healthy choice the easy choice by using special marketing, pricing, and placement strategies. These gentle 'nudges' naturally lead customers to make healthier decisions.





References:

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