

# 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.

