

VENDING MACHINE PRODUCT PLACEMENT



Bringing in healthier alternatives to popular unhealthy snacks can seem challenging. Caring for their health is an important part in creating a happier and more productive team.

Below are some guidelines to consider when switching and ditching those unhealthy vending products.

PROMOTION, PLACEMENT, AND CALORIE DISPLAY

Promotion

Only products that meet the EatWell Healthy Snacks guidelines should be promoted.

Promotions can include subsidies for purchasing healthy options.

Promoting healthy choices to get staff buy-in should include the following:

1. Survey employees to find out what they like.
2. Organize a taste-testing event to let employees try new options.
3. Email employees when a new healthy option is available.
4. Place the items at eye-level.

Placement

Healthy food and beverages should be placed in positions with the highest selling potential, mainly at eye-level (**see planogram on next page**).

The snacks that are considered healthy should be labeled with an EatWell Approved label.

Calorie Display

Calorie information should be available for those interested in reviewing the snacks before purchasing. This information can be listed in a folder or binder and attached to the vending machine.

To comply with EatWell Healthy Snacks guidelines, 50% of all snacks offered must meet EatWell Nutritional Guidelines.



Wellness **AtoZ**

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The planogram below has 32 possible spaces for snacks with the 16 highlighted spaces as the ideal product placement locations.



Wellness **AtoZ**