

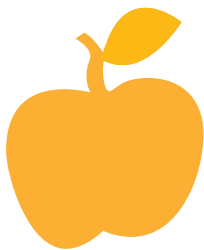


Better-for-you pricing strategies

Ways you can use price to drive choice

If you've worked hard to make better food items available, you want to make sure your employees are picking them. You can achieve this with better-for-you subsidy and discount pricing strategies such as these:

- **Lower the price of better-for-you items:** Select items and make them the pick of the day, month or week by discounting the price (e.g., salads, vegetable-rich entrees and side items, and whole fruits).
- **Raise the price of less healthy options:** Have employees pay a premium for higher-calorie choices, such as fried foods or high-fat items.
- **Offer a bonus with purchase:** Offer a better-for-you item such as a piece of whole fruit or a side of vegetables for free or at a reduced price with the purchase of any better-for-you item.
- **Package food items together:** Create a better-for-you meal by pairing items that create balance and ideal calorie levels.
- **Offer smaller serving sizes at a discount:** Offer entrees and beverages in sensible portion sizes to promote moderation. Discount these items to encourage selection.
- **Allow better-for-you substitutions at no additional cost:** Offer side salads, vegetables or fruit at no additional or reduced cost, instead of sides like French fries or potato chips.



PRICE STRATEGIES WORK!

Research shows reducing the price of better-for-you snacks increases consumption. On average, a 25 percent price reduction can lead to a 39 percent sales increase, while a 50 percent reduction can lead to a 93 percent sales increase.

For more tasty tips and useful resources, visit yumpower.com.