

Tips for Making Healthy Appealing

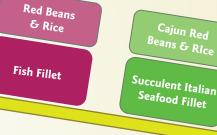
You can **encourage your customers** to make healthier choices that are good for them and for your bottom line.

Make the healthy choice the easy choice

Parents at Disneyland[®] and Walt Disney World[®] preferred healthier sides and drinks that were included in their child's meal over paying extra for fries and soda.

Create appealing names

- Descriptive items sell better Customers say that a few descriptive words on the menu can make the food seem to taste better
- Guests also tended to rate the more descriptive foods as better value and higher quality, even though they were not



Descriptive names sell 27% more

Make a healthier item special

- Calling out an item as a "**chef favorite**" or "**traditional favorite**" can increase sales of the item by 28%
- Show a photo of one of the healthier dishes. We eat with our eyes first—then our mouths

Design the menu to highlight the healthier items

- List the healthy options first at the top of columns. These items typically sell by 25% more
- Place healthy high margin items in **bold**, **color or in boxes**
- For more menu design tips, <u>click here</u>

Create a relaxing dining environment

Customers at restaurants with **dim light and soft music** rated the food as better tasting and their overall dinner experience as more pleasurable.

Peters, J. C., Beck, J., Lande, J., Pan, X., Cardel, M., Ayoob, K., & Hill, J. (2015). Using Healthy Defaults in Walt Disney World® Restaurants to Improve Nutritional Choices.

Wansink, B., & Love, K. (2014). Slim by design: Menu strategies for promoting high-margin, healthy foods. International Journal of Hospitality Management, 42, 137-143.

Wansink, B., Painter, J., & Van Ittersum, K. (2001). Descriptive menu labels' effect on sales. The Cornell Hotel and Restaurant Administration Quarterly, 42(6), 68-72.