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

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, click here

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.