Smarter Snacking

PRESENTED BY GREAT LAKES REFRESHMENTS
Great Lakes Refreshments values the health of each organization and their employees. Smarter Snacking is a program to assist with creating a culture of health. The initiative aims to increase the availability of healthy options in food and beverage vending machines. All healthy options will be specially labeled.

The following toolkit serves as a guide to begin serving healthy items within the workplace. It includes nutrition standards, product placement guidance, promotional materials, and employee engagement ideas.

Great Lakes Refreshments partnered with Cornell Cooperative Extension of Niagara County and Population Health Collaborative to develop the Smarter Snacking initiative. The healthy vending toolkit and resources were made possible through New York State Department of Health’s Local IMPACT grant. Smarter Snacking used guidance from the New York City Vending Food Standards and American Heart Association Guidance on Vending Machines to create the toolkit.
Nutrition Criteria

Below is the nutrition criteria to determine Smarter Snacking approved snacks. Aim for at least 50% of food and 50% of beverage vending options to be healthy.

**Food Standards (per package)**

- **Calories:** no more than 200
- **Saturated fat:** no more than 1g
- **Trans fat:** 0 grams trans fat
- **Sodium:** no more than 240mg (Pretzels are okay)

**Plain nuts & nut/fruit mixes**

Preferred serving size for nuts is 1 oz but no more than 1.5 oz

Choose products with the lowest amount of sodium.

**Beverage Standards**

- **Water** (plain, sparkling and flavored): No more than 10 calories per serving
- **Fat-free or low-fat (1%) milk and milk alternatives**
- **Juice** 100% fruit or vegetable juice
- **Other beverages:** no more than 10 calories per serving
Healthy Vending Policy

Research has demonstrated that there is an association between dietary intake and chronic disease such as diabetes, heart disease and cancer. As a result, company name is committed to providing an environment supportive of healthy eating habits for all employees.

In order to promote an environment that is supportive of healthy choices, company name will follow the guidelines below when stocking the snack and beverage vending machine.

Each vending machine will be filled with at least 50% healthy snacks and/or beverages. Healthy is defined by the following nutrition standards:

Nutrition standards for food:
- No more than 200 calories per label serving
- No more than 1g of saturated fat
- Nuts, seeds, and nut butters are exempt
- Zero grams trans fat
- No more than 230mg of sodium per label serving
- Pretzels are okay
- Plain nuts & nut/fruit mixes
  - Preferred serving size for nuts is 1 oz. but no more than 1.5 oz.
  - Choose products with the lowest amount of sodium.

Nutrition standards for beverages:
- Plain, non-flavored water must be stocked
- Milk must be fat-free or low-fat – non-flavored or chocolate
- Juice must be 100% fruit or vegetable juice
- Other beverages: no more than 10 calories per label serving

Approved by: ____________________________  Effective Date: ____________________________
Plan-o-gram

Creating a plan-o-gram specific to each organization is a crucial merchandising tactic for sales and profit. Plan-o-grams play an important role in introducing healthy items in the vending machine. **Product placement** is key to influencing sales on products. Smarter Snacking-approved items should be placed at eye level or in the most visible location. Placing products at eye level draws the most attention and will increase the likelihood of the healthier items being purchased. **Labeling** Smarter Snacking products makes it clear to the consumer about which products follow the nutrition criteria. Remaining **consistent** with the plan-o-gram and labeling eases stocking for vendors and becomes second nature for customers. They will continue to purchase healthy options due to the clear, concise product promotion.

**Placement**

**Labeling**

**Consistency**
Plan-o-gram

Use this layout to plan healthy products in your vending machine!

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Promotion and Communication

- Label healthy options with green markers or stickers.
- Display poster and window clings on or near vending machine. The poster displays nutrition criteria and a list of Smarter Snacking-approved items. Sample poster on next page.
- Email employees. Communicate with employees about the healthful changes being made in the vending machine.
- Feature Item. Work with the vendor to discuss new food or drink products. Use the employee newsletter or intranet to promote these items. Include health claims and nutrition for employees to review.

Window Cling

**Smarter Snacking**

*Look for the green indicator for healthy snacks in the vending machine!*

**Nutrition criteria per package:**
- No more than 200 calories
- Saturated Fat: No more than 1g
- Trans Fat: 0 grams
- Sodium: No more than 240mg
- Pretzels acceptable
- Preferred serving size for nuts is less than 1.5 oz

Green Vending Product Pusher
Smarter Snacking @ [company name]

Check out better-for-you snacks in the vending machine!

Nutrition Criteria:

- Total Calories < 200
- Saturated Fat (g) < 1g
- Trans Fat (g) 0
- Sodium (mg) < 240

HEALTHY employees are HAPPY employees here at [company name]!

The following foods and drinks fall within the above nutrition standards to help you meet your health and wellness goals!

Examples:
- Nature Valley Bars
- Fiber One Bars
- Luna Bars
- Kind Bars
- Black Bean Chips
- Nuts and trail mix
- Pop Chips, SkinnyPop
- Water
- Aquafina Flavored Water
- Propel Water
To: All Staff

From: Executive & Wellness Team

Subject: Our Commitment to a Healthy Workplace

We value the health of each of our employees and want to provide an environment in which you can thrive. We are committed to fostering a culture of health in our workplace where healthy choices are the easiest choice. We will be making healthy changes to foods and beverages offered in the food and beverage vending machines.

In collaboration with Great Lakes Refreshments, we will be initiating a “Smarter Snacking” healthy vending program. The program lists nutrition criteria with promotional materials to introduce healthy items into the vending machines.

Making these changes will take time and cooperation. Our goal is to provide you with the option to choose healthier items during the workday. This is one step we are taking to create a healthier work environment that will benefit us all.

Keep an eye out for new signage and labels near the vending machines.
Ideas for Employee Engagement

- **Offer taste testing events.** Provide samples of healthy items and have employees “try before they buy”
- **Suggestion box.** Encourage employees to suggest their favorite healthy products and what they would buy from the vending machine.
- **Survey Employees for feedback.** Sample survey on the following page.
- **Host a “Grand Opening”.** The event will debut the new labeling system and healthy options. This provides an opportunity for employees to become familiar with the labeling and to ask questions.
- **Subsidize healthy options.** Provide Smarter Snacking products at a reduced price as a wellness benefit to your employees.
Sample Employee Vending Survey

1. Which shift do you work?
   ◦ First
   ◦ Second

2. How often do you use the vending machine?
   ◦ Everyday
   ◦ Once per week
   ◦ Twice per week
   ◦ Once per month
   ◦ I do not use the vending machine

3. What items are you most likely to purchase from the vending machine?
   ◦ Beverages
   ◦ Chips
   ◦ Cookies
   ◦ Candy
   ◦ Granola or protein bars
   ◦ Sandwiches
   ◦ Breakfast items

4. What would you be willing to pay for one item from the vending machine?
   ◦ $0.75-$1.00
   ◦ $1.00-$1.50
   ◦ $1.50-$2.00

5. Name one item you would purchase in the vending machine: (fill in the blank)
# Smarter Snacking Approved List

<table>
<thead>
<tr>
<th>SNACKS</th>
<th>BEVERAGES</th>
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<tbody>
<tr>
<td>Baked chips</td>
<td>Water</td>
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<tr>
<td>Veggie straws</td>
<td>Propel flavored, electrolyte water</td>
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<tr>
<td>Popcorn</td>
<td>Aquafina flavored or sparkling</td>
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<tr>
<td>Trail mix/ mixed nuts</td>
<td>Bai drink</td>
</tr>
<tr>
<td>Granola bar</td>
<td>100% orange juice</td>
</tr>
<tr>
<td>Breakfast bar</td>
<td>100% apple juice</td>
</tr>
<tr>
<td>That’s It bars</td>
<td>Unsweetened Pure Leaf Teas</td>
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<tr>
<td>Kind bars</td>
<td>Low-fat milk</td>
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<td>Sunflower seeds</td>
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<td>Food Should Taste Good chips</td>
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<tr>
<td>Tuna pouches</td>
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<tr>
<td>Sugar free gum/mints</td>
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</table>

Contact your vendor for a full list of Smart Snacking approved items.
Resources

American Heart Association Healthy Workplace Food & Beverage Toolkit
http://www.heart.org/idc/groups/heart-public/@wcm/@fc/documents/downloadable/ucm_465693.pdf

Center for Science in the Public Interest

Center for Disease Control Healthy Food Environment
https://www.cdc.gov/obesity/strategies/healthy-food-env.html

Harvard T.H. Chan School of Public Health

New York City Food and Beverage Standards