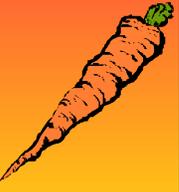




Quick Tips for Simple Changes

1. Add fresh fruit to canned or frozen.
2. Put fresh produce at the front of the line.
3. Pre-portion cooked vegetables.
4. Put baskets of whole fruit near cashier.
5. Use static clings and other signage.





Quick Tips for Simple Changes



6. Make fruits & veggies the most attractive.



7. Decorate with posters.

8. Jazz up menu item names.



9. Display a sample reimbursable meal.



10. Offer taste tests.