



Making veg fun

Get kids to enjoy eating more veg by focusing on how tasty they are rather than their health benefits. Try the tips below so your menu items not only taste great, but sound delicious too!

Use colourful language

Create appeal by focusing on how delicious and enjoyable the dishes are. Use words that describe:

- **Flavour** – How does it taste? What ingredients are in it? How was it prepared?
- **Experience** – What is fun about the dish? What makes it interesting? Where does it come from?

If you have 'carrots and hummus' on your menu, try naming it as 'Crunchy carrot dippers with home-made hummus'. It's the same menu item but with a little creativity, it now sounds more appealing!

Appeal to kids

For primary aged kids, use words that they are familiar with and find interesting. Make your menu items sound fun by using names from:

- **Characters, superheroes, TV/films** – Think about what's popular with your students. For example, Bluey Veggie Burger, Hulk Fritters, Wiggles Wrap.
- **Students** – Get students involved. Ask for suggestions or hold a competition to name your menu items and create excitement.

Lost for words? Use these examples and get creative!

Taste: sweet, spicy, tangy, zesty, zingy, savoury, hot, cold, fresh

Looks: rainbow, bright, colourful,

Feel: silky smooth, crunchy, chewy, fluffy, crusty, flaky, crumbly, creamy

Sound: sizzling, popping, crunchy

Preparation method: homemade, slow-cooked, pan-fried, freshly-baked, traditional, freshly made

Great descriptors: Delicious, mouth-watering, flavourful, yummy, roasted, marinated



This project has been funded by Hort Innovation, using the vegetable and onion research and development levies and contributions from the Australian Government. Hort Innovation is the grower-owned, not-for profit research and development corporation for Australian horticulture. The project is underpinned by the Canteen Consortium members from Healthy Kids Association, Western Australian School Canteen Association, Queensland Association of Tuckshops, School Food Matters (Tasmania) and ACT Nutrition Support Service.