



Menu Architecture

With a few small changes to your menu, you can promote vegetables as a great and tasty option!

Make vegetables the easy choice

- Put tasty veggie-packed dishes **towards the start of the menu**. This encourages students to try it before they scan the rest of the menu and see something else they might like.
- Use words like 'POPULAR' and 'GREAT CHOICE' next to the items to help parents/carers and kids decide.
- **Price items with vegetables favourably** so they are likely to be purchased.

Make veggie-packed items appealing

- Children like to know exactly what they are going to eat. Include high-quality photos of your real veggie-focused menu items to make them appealing.
- Use bold or colourful font, and a fun description to make these items stand out from the rest of the menu.
- Check out the **Making veg fun** fact sheet for creative ways to name your items.

Boost the veggies on your menu

- Make salad vegetables the default fillings in sandwiches and burgers. You can include lettuce, cucumber, tomato or carrot. People are less likely to opt-out than to opt-in fillings.
- Use veggie-based sauces that are versatile across many dishes. For example, tomato-based sauces with grated carrot or zucchini can be used on pizzas and in pasta dishes.

HAVE AN ONLINE ORDERING SYSTEM?

You can still use many of these tips! Ask your provider if you need help with making changes. If you serve primary students, remember that you're also promoting your menu to parents/carers who are often placing their orders.



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