



FAST FUEL

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Policy

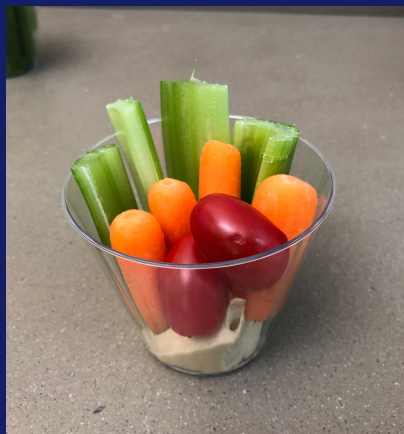


Why a policy means good, profitable business for your concession stand

Concession stands are a great opportunity to raise money. Profitable concession stands are strategic about 4 P's: product, price, promotion, and placement. Policies ensure consistent implementation of the 4 P's and are sustainable season to season, year to year.

What should Fast Fuel policies focus on?

- Product
- Price
- Placement
- Promotion



Regardless of who is behind the concession counter, a policy will keep the operation running smoothly while **sustaining profits** and maintain the healthfulness of products offered.

Policy Language

Policies should be worded specifically enough so healthful options meet set guidelines. Including measurable standards are also a benefit to achieve healthfulness and profitability!

For example: "50% of snack items will be 200 calories or less."



Give me a policy!
With a side of health!

Sample Policy

Product



- Include any requirements of food sold in the concession stand to meet Fast Fuel guidelines, like whole-grain.
- Identify how much of your inventory should be Fast Fuel options.
- >> Example: *"Fifty percent of the products provided at [Name] concessions will meet Smart Snack Guidelines."*
- More Product info: Fast Fuel Toolkit - **page 7**



Price

- Be specific yet broad enough for price changes that might occur.
- >> Example: *"Fast Fuel snack items will be marked 25% lower than items that do not meet Smart Snack Guidelines."*
- More Pricing info: Fast Fuel Toolkit - **page 11**



Promotion

- Be specific to your concession stand and the promotion material used.
- >> Example: *"Color-coded signs will be used to highlight nutritious, more healthful choices."*
- >> Example: *"Promotional posters should only feature images of Fast Fuel options."*
- More Promotion info: Fast Fuel Toolkit - **page 14**



Placement

- Be creative with your placement of Fast Fuel options to catch the eye of your customers.
- >> Example: *"Bottled water should be placed on the top shelves. Sugary beverages should be placed on the bottom shelves."*
- >> Example: *"Fast Fuel snack options should be placed closest to the cash register in easy to access bowls."*
- More Placement info: Fast Fuel Toolkit - **page 16**

For more examples, see page 27 of the Fast Fuel Toolkit!