



# Tips for Making Healthy Appealing

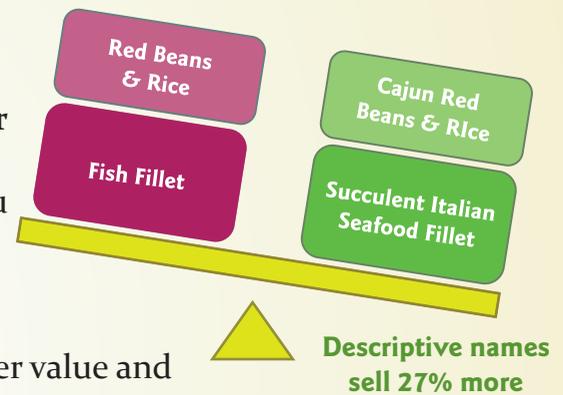
You can **encourage your customers** to make healthier choices that are good for them and for your bottom line.

## Make the healthy choice the easy choice

Parents at Disneyland® and Walt Disney World® preferred healthier sides and drinks that were included in their child's meal over paying extra for fries and soda.

## Create appealing names

- **Descriptive items sell better**  
Customers say that a few descriptive words on the menu can make the food seem to taste better
- Guests also tended to rate the more descriptive foods as better value and higher quality, even though they were not



## Make a healthier item special

- Calling out an item as a “**chef favorite**” or “**traditional favorite**” can increase sales of the item by 28%
- Show a photo of one of the healthier dishes. We eat with our eyes first—then our mouths

## Design the menu to highlight the healthier items

- **List the healthy options first** at the top of columns. These items typically sell by 25% more
- Place healthy high margin items in **bold, color or in boxes**
- For more menu design tips, [click here](#)

## Create a relaxing dining environment

Customers at restaurants with **dim light** and **soft music** rated the food as better tasting and their overall dinner experience as more pleasurable.