



School: Oakleigh State School

Type: Primary

Years: Prep-6

Enrolment Count: 500

Tuckshop hours: 10:50-11:15am & 12:50-1:15pm

Tuckshop days: Monday (Sushi Only), Tuesday & Thursday

Tuckshop operation: Parents and Citizens Association

Tuckshop staff: Part time convenor and 2 to 4 volunteers

Oakleigh's goal:

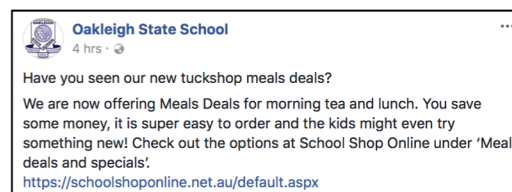
To increase sales, specifically 'green' menu item sales for both online orders and over-the counter sales.

What did we do?

- Introduced a new weekly meal deal targeting 'green' menu items.
- Advertised the meal deal on Facebook, in the school newsletter and on the online ordering system.
- Redesigned the general menu to include appealing item descriptions.
- Added apple slinkies to the menu as an exciting 'green' item addition.
- Taste test of apple slinkies in the student eating area to let them know they could now buy them from the tuckshop.
- Redesigned the over-the-counter menu to include bright images of the 'green' menu items.
- Moved 'green' menu items to the top of both menu item lists so that students and parents read these items first.


Meal Deals

To increase the overall, spend Oakleigh introduced a weekly meal deal promotion using their most popular and profitable menu items. To keep the parents aware of the new meal deal, a post was advertised on the school Facebook page (see right) and the weekly deal posted in the school eNewsletter and online ordering system.



Over the Counter Menu

Before:



Oak Café - Over the counter sales
(effective January 2018)

Ice blocks

Lemonade Icy twist	\$1.30
Callipo	\$1.10
Bulla cup	\$1.60
Quelch	\$0.70


Drinks

Poppers	\$1.60
Breaka Flavoured Milk	\$1.90
Slushies	\$1.50

Snacks – if available


Popcorn (plain)	\$1.00
Chocolate Muffin	\$1.50
Oak brunch slice	\$1.50

After:





Oak Café



Snacks

 Apple Slinky	\$1.20	
Popcorn	\$1.00	
Healthy Choc Muffin	\$1.25	

Frozen Treats


 Frozen Pineapple Ring	50c	
Quelch	70c	
Lemonade Icy Twist	\$1.30	
Mini Callipo	\$1.10	
Bulla Ice-Cream Cup	\$1.70	

Drinks

 Water	\$1.00	
Plain Milk	\$1.00	
Homemade Slushies	\$1.50	
Breaka Milk	\$1.90	
Juice Poppers	\$1.60	

Standard Menu

Below:



Oak Café
Term 1 2018

Order by 8:30am at
<https://schoolshoponline.net.au/default.aspx>

Monday - Sushi

- Chicken & Avocado sushi roll (GF)
- Honey soy chicken sushi roll
- Teriyaki chicken sushi roll (GF)
- Tuna mayo sushi roll (GF)
- Avocado & cucumber sushi roll (GF)
- Chicken Teriyaki Bento Box (GF)

Limited quantity available

Friday - My Lunch Club

<http://www.mylunchclub.com.au/>

Order by Thursday 8pm for delivery Friday morning.

Pick up from the tuckshop between 8:30 and 8:45 am.

Tuesday & Thursday

All-day Snacks

- Chocolate Muffin
- Brunch slice
- Fruit Salad

Morning Tea Only

- Garlic Bread
- Filled Potato Skins
- Hummus, rice crackers & carrot sticks*
- Toasted Cheese Sandwich (Tuesday only)
- English Muffin Pizza's (Thursday only)

Drinks

- Slushies (made on site)
- Poppers
- Breaka Milk
- Plain Milk
- Water

Frozen Treats

- Quelch
- Lemonade Icy Twist
- Mini Callipo
- Bulla ice cream cup
- Frozen pineapple ring *

Lunch Only

Sandwiches & Salad

- Garden Salad
- Wraps and Sandwiches
- Toasted sandwiches

Options include:-

- Vegemite
- Cheese
- Tomato
- Salad
- Tuna
- Roast Chicken
- Ham

Hot Lunches
Made on site

Tuesday

- English Muffin Pizza's
- Fried Rice with Ham (GF)
- Vegetarian Fried Rice (GF)


Thursday

- Bolognaise (GF available)

* new menu item to be introduced during term 1

Volunteers are a key part of operating the tuckshop. If you can help, please let us know. Either drop into the Tuckshop or email Tuckshop@oakleighss.eq.edu.au

After:



Oak Café
Term 1 2018

Order by 8:30am at
<https://schoolshoponline.net.au/default.aspx>

TUESDAY & THURSDAY

All-Day Snacks

- Apple Slinky
Crunchy apple spiral
- Popcorn
Freshly popped
- Oak Super Brunch Slice
An Oak Café favourite!
- Fruit Salad
Fresh and colourful selection of seasonal fruits
- Chocolate Muffin
A delicious chocolate muffin with a healthy twist

Morning Tea Only

- Garlic Bread
Toasted bread roll with garlic butter
- Filled Potato Skins
Two crunchy potato skins topped with Ham and Cheese or Hawaiian style
- Hummus, Rice Crackers & Carrot Sticks
Crunchy crackers and carrots served with tasty hummus
- Toasted Cheese Sandwich (Tuesday only)
Mildly cheese toastie made with wholemeal bread
- English Muffin Pizzas (Thursday only)
Two delicious wholemeal muffins topped with Ham and Cheese, Chicken, Cheese and BBQ Sauce or Hawaiian style

Drinks

- Water
- Plain Milk
- Breaka Milk
- Juice Poppers
- Homemade Slushies

Frozen Treats

- Frozen Pineapple Ring
- Quelch
- Lemonade Icy Twist
- Mini Callipo
- Bulla Ice-cream Cup

Lunch Only

Sandwiches, Wraps & Salad
Delicious sandwiches, wraps or salads served with your chosen ingredient options. A healthy lunch choice!

- Garden Salad Tub
- Wraps and Sandwiches
- Toasted Sandwiches

Options include:

- Cheese
- Tomato
- Salad
- Tuna
- Roast Chicken
- Ham
- Vegemite

Hot Lunches – Made on site

Tuesday

- English Muffin Pizzas
Two delicious wholemeal muffins topped with Ham and Cheese, Chicken, Cheese and BBQ Sauce or Hawaiian style
- Fried Rice with Ham (GF)
Oven baked fried rice with ham and rainbow vegetables
- Vegetarian Fried Rice (GF)
Oven baked fried rice with rainbow vegetables

Thursday

- Bolognaise (GF available)
Traditional home-made bolognaise with frozen veg and delicious pasta
- Chicken & Macaroni Bake

Apple Slinky
Crunchy apple spiral

Popcorn
Freshly popped

Oak Super Brunch Slice
An Oak Café favourite!

Fruit Salad
Fresh and colourful selection of seasonal fruits

Chocolate Muffin
A delicious chocolate muffin with a healthy twist

tuckshops



Apple Slinky Taste Test

Oakleigh State School introduced apple slinkies to their standard and over the counter menu as an appealing 'green' menu item for students.

To market this new item to students, the slinky machine was used on the front counter of the tuckshop where students lining up for purchase could see slinkies being produced. A taste-test was also conducted in the student eating area showing the students how fun slinkies were and also allowing students to taste a small portion to increase their interest.

Did it work?

Following the new marketing techniques, Oakleigh had an instant increase in sales. The convenor and volunteers reported having some of the busiest days they had ever experienced, whilst productivity in the tuckshop remained efficient and calm with meal deals allowing for mass production of certain menu items.

Introducing meal deals using newer menu items (like Oak Brunch Slice) also further increased the popularity of those items when seen purchased by other students in the eating area. One particular day where the daily meal deal included popcorn as a snack, over the counter sales of popcorn doubled that of a regular day, most likely due to students seeing the snack eaten by their friends.

Over the period of trialling the marketing strategies, Oakleigh's total green items sold increased from 61% to 70% of their overall sales in just a few weeks. There was a particular increase in green items sold following introduction of meal deals to the tuckshop.

Key tips on marketing in primary school tuckshops:

- Aim your marketing strategies at parents and guardians, as they will be the ones making the major purchases, either by ordering online or filling out an order bag.
- Make use of the features available on online ordering system to keep the parents interested. Show photos of your menu items, add appealing descriptions and use the Smart Choices ratings to promote 'green' choices with corresponding labels.
- When marketing directly for student purchases, use brightly coloured images and fun and exciting words or themes (see the QAST theme ideas resource)
- Meal deals are a great option for busy parents, whilst increasing the overall spend at your tuckshop. Meal deals can be marketed as "lunch sorted" without having to scroll through and select multiple items.
- Taste-tests can be great in advertising a new product or one of your less-popular menu items. Everybody loves free things and allowing students to try a sample for free will increase the likelihood of future purchase rather than having to spend money to try something for the first time. Don't forget to check for any allergies first!