



### **-Why Should Retailers Host an Event?**

- *Drive Footfall in Store*
- *Higher Community profile, which leads to good customer relationship building*
- *Increase in Healthy Living product sales*
- *Responsible Retailing- help to educate children and adults in a maintaining a healthy diet*

# **Big Breakfast (in school)**

## **What does the Day involve?**

- Sample breakfast served to the whole school between 9am-11.45am
- Each class will visit the dinner hall in 15 minute slots.
- Pupils will sample three different breakfast options. (*Toast & Banana, a healthy biscuit cereal & milk and fresh fruit*)

## **Support Given by SGF Healthy Living Team (HLP)**

- HLP will make contact with local Primary School if required
- HLP will run the full event on the day and co-ordinate the pupils at all times.

## **Outcome**

- Pupils are supplied with a voucher to redeem in store for a limited time (*Vouchers supplied by HLP*) for a bottle of water or piece of fruit. Footfall can be tracked by vouchers redeemed.

## **Store to Supply**

- All food for the pupils to sample
- Plates, bowls etc (*full list supplied to store by HLP*)
- Two members of staff to assist on the day
- Bottle of water and/or a piece of fruit per voucher redeemed instore