



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*

Healthy Living Day (Instore)

What does the Day involve?

- Whole Primary school visiting the store from 9.30am-2.30pm
- Each class will visit the store in 20 minute slots.
- Pupils split into 2 groups. First group sample fruit (supplied by store), Second group do a treasure hunt around the store finding the healthier products highlighted by the Healthy Living Team.

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 in store, to ensure no disruption to customers.

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

- Fruit for pupils to sample
- Bottle of water and/or a piece of fruit per voucher redeemed.