



## Drink Fridge Planogram

How drinks are displayed can influence consumer behavior and consumption. To increase the chance of people choosing water, consider changing how the drinks are displayed in fridges.

Aim to achieve the following breakdown using the traffic light system (for more information refer to Healthy Choices food and drink classification guide).

<http://heas.health.vic.gov.au/healthy-choices/guidelines/traffic-light-system>

Recommendation only

**Green** – 70% (still and sparkling water, flavoured waters with no added sugar)

**Amber** – 20% (diet drinks 375ml, 100% fruit juice with no added sugar up to 250ml)

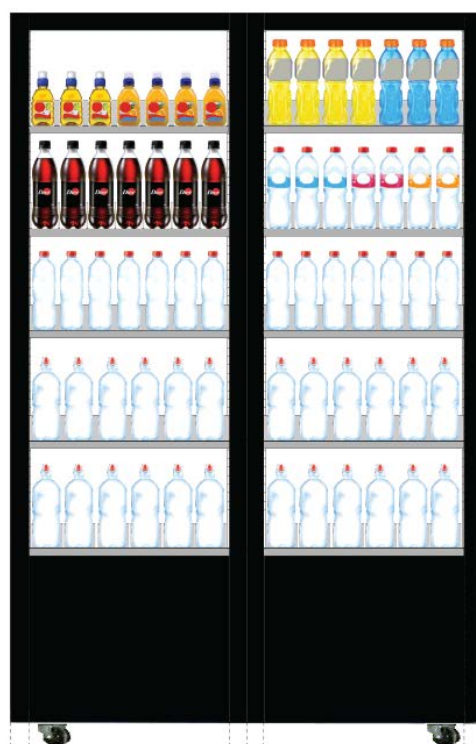
**Red** – 10% (sports drinks, large fruit juices, iced teas, soft drinks, energy drinks)

These layouts put **RED** and **AMBER** drinks out of eye level

### Suggested planogram for behind counter



### Suggested planogram for in front of counter



*The above information and images have been kindly provided by YMCA Victoria*