

NUDGE NUDGE.

What is it?

Nudge Nudge is our **healthy eating initiative** which encourages students to make more **nutritionally balanced choices** through the use of subtle 'nudging' techniques. This is as a part of **Chartwells' Sustainability strategy** as we encourage the uptake of plant-forward dishes.

Why is Nudge Nudge important?

- At Chartwells we want to help students to develop **healthy eating habits**
- **1 in 3 children** entering secondary education are **obese or overweight** which can lead to diet-related illness



Nudge Nudge dishes

- Our nutrition team have identified dishes which have gone the **extra mile nutritionally and sustainably**
- These dishes are identified with our **Nudge Nudge logo**

How:

To subtly Nudge students into making more nutritious choices we will be using **recognised behavioural 'nudging' techniques** which can be seen below.

1. **Nudge Nudge logo** on menus & dish tickets
2. **Healthy eating cue posters**
3. **Dish positioning & counter layout**
4. **Nudge Nudge dish tasters**

New Nudging Techniques will be introduced throughout the menu cycle so keep an eye out!

