“Healthy Choice, Easy Choice is a campaign to encourage cooperation across the food chain, promoting healthier food choices. If you see our logo, it means this supermarket is working with us to make healthy snacks more visible in-store, using marketing strategies to promote healthier choices while ensuring consumers retain full freedom of choice.”



WHAT IS IT ABOUT ?

Your **consumer experience** is influenced by:

- CHECKOUT OFFERS
- EYE-CATCHING DISPLAYS
- PRODUCT PLACEMENT

The **Healthy Choice, Easy Choice** initiative helps make the healthy choice the easy choice by providing:

- HEALTHIER OPTIONS AT CHECKOUTS

WHO ARE WE ?

This initiative is a cooperation between **Healthy Food Healthy Planet**, a movement focused on transforming food systems in Europe, and **SAFE Food Advocacy Europe**, representing and protecting consumers in the EU. Together with retailers, **we are helping create shopping environments that better support your well-being**.

Learn more about us:

www.safefoodadvocacy.eu



THE SCIENCE BEHIND IT

We are not operating in the void. **Real-life experiments in the Netherlands or in the UK show that placing healthier items more prominently can promote healthier choices and give consumers real freedom.**

HEALTHY CHOICE, EASY CHOICE

safe
Safe Food Advocacy Europe

Healthy Food Healthy Planet