**Healthy Product Launch Toolkit for C-Stores**

**A step-by-step guide to planning, launching, and growing your healthy product section for maximum profit and customer loyalty.**

**1. Healthy Product Selection Checklist**

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| --- | --- | --- | --- |
| Product Type | Example Products | Do You Stock? (✓) | Notes / Brands to Try |
| Protein Snacks | Protein bars, jerky, nuts |  |  |
| Plant-Based & Vegan | Vegan jerky, lentil chips |  |  |
| Low-Sugar & Low-Carb | Keto bars, sugar-free sodas |  |  |
| Whole Grains & High-Fiber | Granola bars, popcorn |  |  |
| Fresh & Prepped Produce | Fruit cups, veggie packs |  |  |
| Functional Foods & Beverages | Probiotic drinks, teas |  |  |
| Allergen-Free & Gluten-Free | Gluten-free chips, snacks |  |  |
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**2. Product Sourcing & Certification Log**

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| Product Name | Supplier | Certification(s) (Organic, Non-GMO, etc.) | Locally Sourced (Y/N) | Order Date | Notes |
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**3. Healthy Product Display Planning Sheet**

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| Display Location | Fixture Type | Featured Product(s) | Signage/Labels Used | Restock Frequency | Owner’s Notes |
| Near checkout | Endcap/shelf | Protein bars, vegan snacks | “Better-for-You Snacks” | Daily |  |
| Cooler section | Dedicated cooler | Kombucha, protein shakes | “Low-Sugar Drinks” | Daily |  |
| Entryway | Table or cart | Fresh fruit, veggie packs | “Healthy Grab & Go” | 2x/day |  |
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**4. Staff Training Script Bank**

* “Did you know we now offer plant-based and gluten-free snacks?”
* “Our healthy snack section has protein bars and low-sugar options—want me to show you where?”
* “If you’re looking for a quick energy boost, try our new functional drinks in the cooler!”

**5. Customer Feedback & Testimonial Tracker**

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| Date | Customer Name | Product Tried | Feedback/Quote | Add to Social Media? (Y/N) |
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**6. Healthy Product Launch Promotion Plan**

| **Channel** | **Message/Offer Example** | **Launch Date** | **Owner** | **Status** |
| --- | --- | --- | --- | --- |
| In-store signage | “Try our new Better-for-You Snacks & Drinks—Now Available!” |  |  |  |
| Social media | “Check out our healthy section—tag us in your favorite snack!” |  |  |  |
| Loyalty app | “Earn double points on all healthy product purchases this week!” |  |  |  |
| Email newsletter | “New: Healthy products for every lifestyle—shop today!” |  |  |  |

**7. Results Tracking & Review**

| **Week/Month** | **Top-Selling Healthy Items** | **# of New Shoppers** | **Customer Repeat Rate (%)** | **Margin on Healthy vs. Traditional (%)** | **Next Steps / Adjustments** |
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**8. Certification & Trend Reference Sheet**

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| Label/Trend | What It Means |
| USDA Organic | Strict organic growing/processing standards |
| Non-GMO Project Verified | No/little genetically modified ingredients |
| Certified Gluten-Free | Tested and safe for those with gluten sensitivities |
| Clean Label | Simple ingredients, no artificial additives |
| Functional Ingredients | Includes probiotics, adaptogens, or added fiber |
| Sustainable Packaging | Uses recycled/eco-friendly materials |
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**9. Optional Enhancements**

* **Visual Guide:** Create a display map or infographic (inserted image or diagram)
* **Social Media Video Script:**  
  “Welcome to our new Healthy Products Section! Here you’ll find high-protein snacks, plant-based options, and fresh grab-and-go produce—perfect for your busy day. Try something new and let us know your favorite!”
* **Gamify Your Launch:**
  + Run a “Healthy Snack of the Week” contest—winner gets a free product.
  + Offer loyalty points for trying three different healthy products in one visit.