

# Check out the checkouts!

When young people and children go to the supermarket with their parents, they usually get bored. By the time they get to the checkout queue, they're totally fed up!

Supermarkets know that they can trigger more sales of snacks if they display chocolate, crisps, sweets and drinks at the checkout. If a kid nags for a snack at the checkout, their mum or dad is likely to give in and say yes.



A real supermarket checkout in 2004, covered in snacks and sugary drinks

Imagine that you have been hired by a supermarket to increase the sale of snacks, especially to young people and children. You decide to recommend that they display more snacks at the checkout. Get a separate piece of paper and write a letter to the supermarket manager explaining your recommendation. Don't forget to include:

- A list of what sorts of products will appeal to different ages of customers.
- Different places and ways to display the products to attract attention.
- An explanation of why you think these methods will work.

Now imagine that customers send in letters complaining that the supermarket is encouraging children to nag for unhealthy snacks. The products add extra fat, sugar and calories to the children's diets. And anyway, mums and dads hate it when their kids nag for stuff. Get another piece of paper and write down what you think the supermarket should do. Here are some questions to start you off:

- Should the supermarket ignore its customers and make no changes?
- Should the supermarket remove unhealthy snacks from their checkouts?
- Should the supermarket display healthier products at the checkouts?

