

EAT WELL FEEL GOOD AT FLOAT CAFE

Survey Results

EAT WELL FEEL GOOD

Ballarat

Thank you to our members and guests who completed our recent survey regarding the food and drink options at Float Cafe. We understand you come to BALC to be active in a variety of ways, so it is important to us that you have the food and drink you need to fuel that activity. Together with Float Cafe and Ballarat Community Health, we're putting your requests into action.

SURVEY DETAILS:



Survey open
8 July -
5 August
2024



3 face to
face sessions
conducted



757
surveys
completed

THE GOOD NEWS:



Great
coffee



Fantastic
customer
service



Good variety
of food and
drink options

AREAS FOR FUTURE FOCUS:

YOU ENJOY THE OPTIONS CURRENTLY AVAILABLE

You told us a lot, 365 times in fact, that you enjoy the current options and didn't have any requested changes. We are making sure your favourite items remain on the menu - coffee, sandwiches, wraps, toasties, cakes and slices are here to stay! The cafe will continue to have a variety of these available daily for you.



OVER 70 SUGGESTIONS FOR NEW MENU ITEMS

We're adding new menu items and expanding the current range. Check out the display cabinet, showcasing new and improved healthy options inspired by seasonal produce. We're introducing new sandwich and wrap fillings, different bread varieties, more fruit, tasty salads, and yoghurt and granola.



LESS UNHEALTHY OPTIONS AVAILABLE

There were items you told us you'd like to see less of, such as processed and fried foods, confectionary and sugary drinks. We will reduce the number of chocolate and confectionary available, provide more water and less sugary drinks, and provide healthy new grab and go snack items.



TOP 5 FACTORS THAT INFLUENCE YOUR PURCHASING BEHAVIOUR

Cost, Convenience, Quality, Healthiness and Taste are the 5 factors that influence your purchasing behaviour. We are ensuring a variety of options are available at all price points. Did you know we make most of our menu items in-house from quality, fresh ingredients? Come and try out our great new range!

