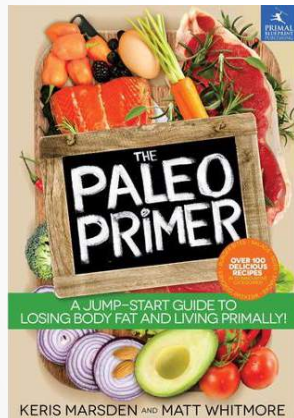
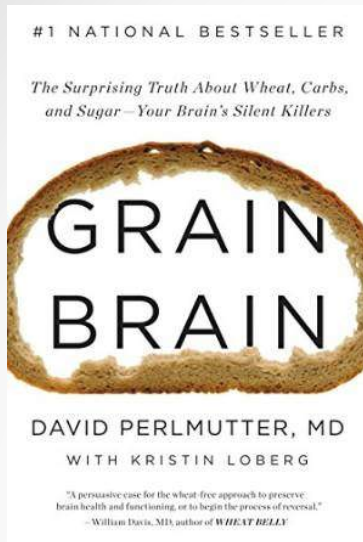


Challenges & Opportunities with Whole Grains in the Retail Environment

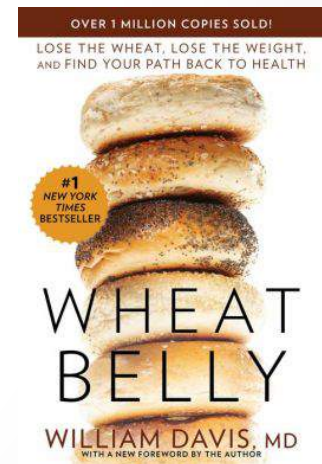
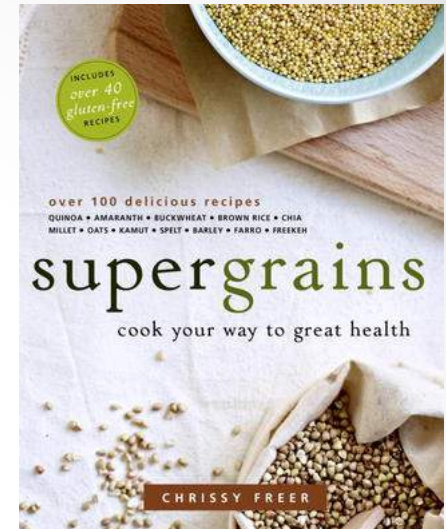
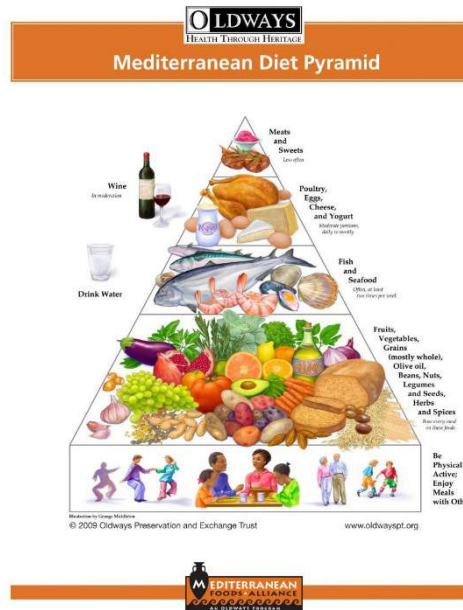


Shari Steinbach, MS RD
Meijer Healthy Living Manager



Challenges

Confusing diet advise:



- “Nutrition is a wonderful playground for people who want to manipulate fear” - Beth Skwarecki, science writer and educator

Challenges

In store confusion:



- **At least 45,000 products in each supermarket**
- **Shoppers want help navigating the aisles**

Challenges

Lack of culinary confidence:



- **Consumers want to cook more home meals**
- **Desire meal planning assistance and easy recipes**
- *"I want my store to have a nutritionist to help me plan out how exactly to eat healthier. Laying out a meal plan will help so I don't have to think and take the time to make a decision."*

Challenges

Perceived Cost:



- Top reason people don't eat healthier – Cost
- Seeking out ingredients and meal ideas that are affordable and offer a value

Challenges

Acceptability:



- Second reason people don't eat healthier – hard to change
- However, the 2015 Food & Health Survey (IFHC) documents that 56% of those surveyed are trying to consume more whole grains and 55% are trying to eat more fiber.

Opportunities at Retail

- Offer help navigating the stores
- Offer education and resources for cooking skills and meal planning
- Provide easy recipe and assembly meal ideas
- Educate on budget friendly shopping tips



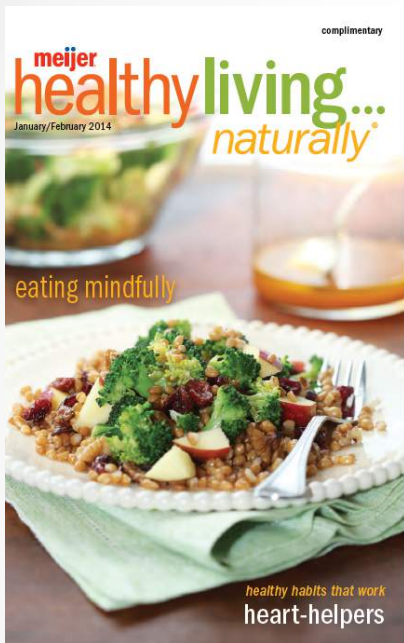
Meet the Supermarket Dietitian

- **The goal of the Supermarket Dietitian is to increase sales and promote customer loyalty by creating and communicating health solutions and product knowledge to shoppers.**
- **They serve as community nutrition influencers**
- **They meet consumers where they are – at the stores – in an environment to encourage and educate.**
- **They stay up on trends to proactively react to consumers' needs.**
- **May be Corporate, Regional or In-Store**

Corporate Dietitian

- Work with buyers on product selection and promotions
- Consult with prepared foods team
- In-store recipe cards
- Meal planning programs (weekly menus)
- Create seasonal food solutions (BTS, Summer Cookouts)
- Educational booklets
- Provide website content
- Social media messaging/Pinterest
- Ad copy
- Demo company education
- Vendor partnerships
- Couponing/Healthy Rewards Program

Corporate Dietitian



calling all cauliflower
cooking with chef steve

The new darling of the "plant forward" movement, cauliflower has become a functional favorite. Aside from being a nutritionally rich ingredient, cauliflower lends itself to many recipes and culinary uses. Here are some of my favorites:

Hearty meat substitutes: Chop cauliflower into small pieces either by hand or pulsing in a food processor. Place the cauliflower on a baking sheet, drizzle with olive oil and roast at 400°F for 20 minutes or until well browned. Use the browned cauliflower to make chili.

Thickening agent for soup: Simmer cauliflower with a handful of basmati rice. Once the cauliflower and rice are cooked, puree. Use as a base for creamy soups.

Pan-seared cauliflower "steaks": Cut cauliflower into 1-inch slices straight through the core, leaving the entire head intact. Drizzle with olive oil, lemon and your favorite spice mixture before cooking in a grill pan or sauté pan. If the steaks are not quite tender, put them in the oven at 400°F for 5 minutes. Cauliflower "steaks" taste like cauliflower on a box grater or using a food processor until fairly thin pieces are formed. Sauté grated cauliflower in a hot pan with your favorite spice until tender.

the dietitian cooks

Maribel Alchin, MBA, RD, LDN and Personal Chef

meals in a bowl

Trade in a plate for a bowlful of healthful, flavorful goodness.

Choose a whole grain. Save time by using quick-cooking whole grains like quinoa, millet or instant brown rice. Whole grains have many nutrients, including several B vitamins, vitamin E, magnesium, iron and fiber. High-fiber whole grains are associated with reduced risk for heart disease.

Load up with a rainbow of veggies. Add 1 cup of fresh, frozen or canned vegetables. Look for

"No-Salt-Added" or "Reduced Sodium" canned vegetables. Each serving of vegetables provides antioxidants, fiber and potassium, which support a healthy heart.

Power up with proteins. Top each bowl with 3 ounces of lean protein, such as chicken, fish, beans, tofu or hard-boiled egg. Adding protein will reduce feelings of hunger and increase satiety.

Choose a whole grain	Load up with a rainbow of veggies	Power up with protein	Seasonings/ Sauces/Herbs
Millet (cooked in Swanson® Natural Goodness® 33% Less Sodium Chicken Broth)	Sautéed red bell pepper, garlic and Earthbound Farm® Organic Kale Italia	Hard-boiled eggs	Spicy hummus
Ronzoni® Healthy Harvest® Penne Rigate	Meijer Frozen Broccoli, Carrots & Cauliflower Mix	Chicken breast strips	Italian salad dressing, McCormick® Perfect Pinch® Italian Seasoning
Minute® Ready to Serve! Multi-Grain Medley Rice	Green onions, tomatoes, avocado, no-salt-added canned corn	MorningStar Farms® Chipotle Black Bean Crumbles™	Chopped cilantro

10 meijer healthy living... naturally



April 3, 2013

it's in the bag

an unmistakably **weis** blog on food and life.

Search Results for: spinach

Skinny Pizza

Pizza is a quick and easy meal everyone loves. Making it at home allows you to make simple ingredient swaps that help trim calories, fat and sodium. Follow these steps to a skinny pizza. Shrink the Crust For a slimmer...

Continuous reading →

POSTED BY HealthyLiving | POSTED 3-17-2013 | [Leave a comment](#)
CATEGORY: Healthy Bites Archives
TAGS: "batter", "water", apple sauce pizza, healthy bites, healthy pizza, registered dietitians, Weis (Deshazo), Weis (Deshazo), weis supermarkets

Powerhouse Foods

Featured Recipe and Video: Creamy-Ginger Quinoa

Continuous reading →

POSTED BY HealthyLiving | POSTED 3-17-2013 | [Leave a comment](#)
CATEGORY: Healthy Bites Archives
TAGS: "weis", healthy bites, quinoa, quinoa grain quinoa, Weis (Deshazo), weis markets, weis supermarkets

My Weis sign in
not registered? join us!

Where's my Weis?
store locator
type in zip code

100
weis

go to weis main site

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Corporate Dietitian

Educational Materials



old



Store Brand Product Development and Promotion

Giant Eagle's Registered Dietitians can help you find solutions to your nutrition challenges—read on to learn more.

How can our dietitians help you? Do any of these sound familiar?

- You've tried to lose weight ... without success.
- Your doctor told you that you need to lower your cholesterol.
- You've been diagnosed with diabetes, high blood pressure or cancer and don't know where to turn for diet and nutrition information.
- You've had a heart attack—and want to avoid having another.
- You get frustrated trying to figure out the information on a food label.
- You're tired of conflicting news stories about what you should or shouldn't eat and don't know who to trust for the straight story.

If you answered YES to any of the statements above, you may benefit from talking more with one of our registered dietitians about your specific needs.

What is a registered dietitian?

A registered dietitian (R.D.) is a licensed professional who is an expert in food and nutrition, and promotes good health through proper eating. Dietitians are your most reliable source of accurate nutrition information and can help you create a total eating plan that works for you and your lifestyle. Balance, variety and moderation are the keys to healthful eating!

R.D.s also advise on food and nutrition to prevent and control disease

The initials—R.D.—indicate that the practitioner has completed an accredited 4-year educational program, 1,200 hours of supervised practice and passed a national exam.

What services do Giant Eagle registered dietitians offer?

Personalized nutritional counseling as it relates to:

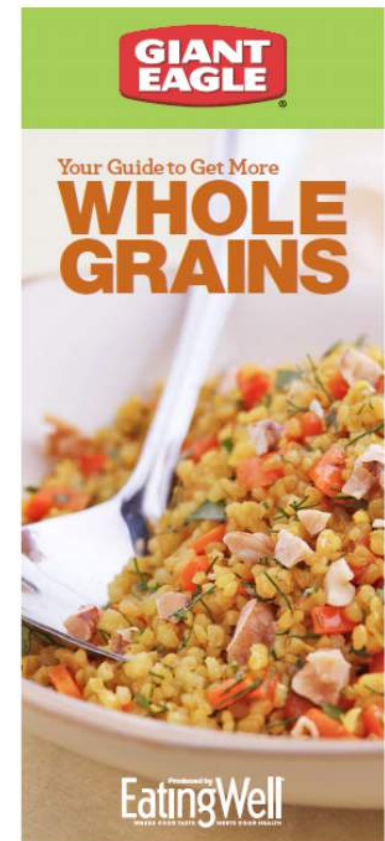
- Weight control
- Sports nutrition
- Disease management (diabetes, cancer, celiac disease, osteoporosis, heart disease, high blood pressure, digestive problems)
- Menu planning
- Food label counseling

HAVE A QUESTION?

Contact our Dietitian and Wellness Coaches

All of Giant Eagle's® dietitians are available to meet one-on-one with individual customers and team members to perform nutritional analysis, determine ideal nutritional intake and recommend foods on individual needs. They offer a wide variety of group classes, store tours and food demonstrations on a regular basis to all Giant Eagle® customers and team members to make nutrition easy and accessible.

Learn more online at GiantEagle.com
or contact our nutrition team directly
at nutrition@gianteagle.com



Corporate Dietitian



our Fresh, Hearty and Delicious Whole Grain Breads



12 Grain & Seed Bread



Multigrain Raisin Walnut Bread



Multigrain Tuscany Bread



Whole Grain Oat Bread



Prairie Bread



Ukrainian Bread



Whole Grain Wheat Bread

Freshly baked daily in-store!

MARKET DISTRICT

Fresh, Delicious Whole Grain Bread

Why It's Good For You




EAT 48g OR MORE OF WHOLE GRAINS DAILY

What does the Basic Stamp mean?
Products carrying the Basic Stamp contain at least 8g (a half serving) of whole grain per labeled serving, but may also contain some refined grain.

What does the 100% Stamp mean?
Products carrying the 100% Stamp contain no refined grains - all grain ingredients are whole grains - and have a minimum of 16g (a full serving) of whole grain per labeled serving.

GIANT EAGLE

TG026718KSH-A



GIANT EAGLE

Regional Dietitian

- Local media segments
- Business to business presentations
- Cooking demos/classes
- Health expos and Women's shows
- Special diet programs
 - Diabetes
 - Gluten Free
 - Heart Disease
- Training of key health influencers
- Web videos
- Blogs
- Social media posts

Regional Dietitian

Promoting Acceptability





**living well
eating smart®**



Big Y's Wellness Team
Registered Dietitians,
Carrie Taylor, RD, LDN (left) and
Andrea Samson, RD, LDN (right)



Celebrating Whole Grains Month

Identify whole grains, look for the Whole Grain Stamp!

- The **Basic Whole Grain Stamp** highlights products with at least half a serving (8 grams) of whole grains, as well as whole grain products containing added bran, germ or refined flour.
- The **100% Whole Grain Stamp** highlights products with at least a full serving (16 grams) of whole grains per serving, as well as products containing only whole grain grain-ingredients.

Get on the whole grain bandwagon...

- Choose foods made with whole grain ingredients like 100% whole wheat and quinoa.
- Trade traditional grain-foods for whole grain varieties such as 100% whole wheat pasta.
- Be inspired by the Whole Grains Council. Visit their website at www.WholeGrainsCouncil.org for delicious recipes and helpful tips.





Have A Nutrition Question? Write Big Y's Wellness Team at livingwell@bigy.com.

Become a fan! Follow us on [facebook](#) and [twitter](#).

Regional Dietitian

Article on Promoting
the Mediterranean
Diet, May 2105



At community events throughout the month, Tina Miller, MS RD, Meijer Dietitian plans to offer consumers Mediterranean food samplings, especially **whole grains**. "This provides consumers the opportunity to 'try it before you buy it,'" she says, adding that the offer gets consumers more comfortable with previously unfamiliar products and hopefully overcomes some of the barriers to purchase.

Regional Dietitian



Monthly TV Segments

Weekly Web Videos



In Store Dietitian

- Store tours
- Demos
- Cooking classes
- Meal planning
- Dietitian picks
- New product promotions
- Cross merchandising
- Seasonal solutions (BTS, Holidays, Summer Salads)



In Store Dietitian



**39% increased basket size
with sampled items.**

IN Marketing, 2015



**Dietitian's Pick increase
sales by 10-15% on
average**

United Supermarkets, 2015

In Store Dietitian



Partnerships





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