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 (IFIC) 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

Educational Materials

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.

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 got 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 achieve 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

Your Guide to Get More Whole Grains

EatingWell

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

Celebrating Whole Grains Month

Identity 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.

Have A Nutrition Question? Write Big Y’s Wellness Team at livingwell@bigy.com. Become a fan! Follow us on Facebook and Twitter.
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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