

# Leveraging the Consumer Influence Power of Retail Dietitians

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# About Me



# Retail is Ideal for Health Promotion

Opportunity for  
Repeat  
Messaging

Brings  
Competitive  
Advantage

Shoppers Loyal  
to a Retailer

Consumers Make  
Most Decisions  
at POP

Retailers can  
Provide Brand  
Neutral Message

Retailers can Tell  
Total Store  
Message

# Retail Approach to H&W

# Omnichannel Shopper Engagement



# Store Design



Fresh Thyme markets are the first to give produce center stage, positioning the expanded department in the center of the store footprint.

Hy-Vee is one retailer who offers a store-within-a-store health market, primarily focused on natural, organic, and special dietary needs.



# Credibility: The Fine Line Between Science, Values & Consumer Choice



## Assign Benefit

- Low Sat Fat
- High Fiber
- Low FODMAP
- Heart Smart



## Avoid Benefit Assignment

- Organic
- Clean Label
- Cage-free
- Cleansing

Retailers committed to offering choice to H&W shopper.



# Raley's O-N-E Market



**ORGANIC + NATURAL + EDUCATION**







*Food as Medicine goal:*


To cut the cost of healthcare by \$58 billion by 2025. It plans to do this by helping to reduce the number of people with diabetes (by 18 million), obesity (20 million) and food insecurity (8 million), while adding 15,000 healthier products to its shelves.



# DISEASE MANAGEMENT



# WELLNESS



## This week's picks & meal inspiration

Brought to you by the ShopRite Wellness Team

SHELBI & STEPHANIE, SHOPRITE REGISTERED RD

FOLLOW AS WE GO LIVE ON SOCIAL @ShopRite @ShopRiteStores

### Monday

**Grilled Everything Fajitas**  
A restaurant favorite goes all grilled for maximum flavor.

[SHOP RECIPE](#)

### Tuesday

**Nashville Hot Chicken Sliders**  
This tasty trend makes a spicy start to the week!

[SHOP RECIPE](#)

### Wednesday

**Quinoa Burrito Salad Bowl**  
Top with leftover chicken for an easy weeknight meal.

[SHOP RECIPE](#)



## Shoprite Educational Series: Packing a Healthy Lunch

40 views • 8 months ago

Parsippany's Video on the Go

0:09 Hi there everyone i am barbara galvin i am a registered dietitian and i work at sunrise shoprites which are shoprite uh ...

13:26

## Wellness Keys

These easy-to-recognize "dots" on our Wegmans products and recipes show you how each food fits into your lifestyle and wellness planning at a glance. Each dot alerts you to important nutritional information. Some are for everyone, like Heart Healthy or High Fiber, while others like Gluten-Free or Lactose-Free, are meant for people with specific medical needs.

### Allergens

Contains or may contain (we specify which of the following) Crustacean Shellfish, Eggs, Fish, Milk, Peanuts, Soy, Tree Nuts, Wheat.

Note: The allergen key is only used on Wegmans Brand packaged products, not on recipes. It appears on the back or side panel near the ingredient statement.

### Gluten Free

Ingredients are not derived from wheat, rye, barley or oats, and the final product must have <20 ppm gluten from unavoidable gluten present due to inadvertent cross contact. Used on products and recipes.

[Products](#)

[Recipes](#)

### **GLUTEN FREE with Oats**

### Gluten Free with Oats

Ingredients are not derived from wheat, rye or barley. Contains certified gluten-free oats. The final product must have <20 ppm

### Heart Healthy

Low in fat and less than 1g saturated fat, 480mg sodium and 20mg cholesterol per standard serving of an individual food. Contains at least 10% of the daily value of at least one of the following: vitamin A, C, calcium, protein or fiber. Used on products and recipes.

[Products](#)

[Recipes](#)

6:30pm - 8:30pm • 2h

## Tuesday Thai Night

**Traverse Mountain • Ashley Quadros MS RDN CD, Chef Freyka Nuñez Del Prado • \$50 • 1 seats remaining**

Bring excitement and global flavors to your Tuesday night dinner table! Join Chef Freyka and Dietitian Ashley as they guide you through preparing a dinner inspired by the unique culinary traditions of Thailand. Thai cuisine is packed with fresh produce, aromatic herbs, and bright flavors to liven up your taste buds. You'll practice tips ...

[See More >>](#)



6:00pm - 8:00pm • 2h

## Summer Salads and the Perfect Chicken

**Station Park • Chef Jake Drifill, Heather Lieber RDN CD • \$65 • 8 seats remaining**

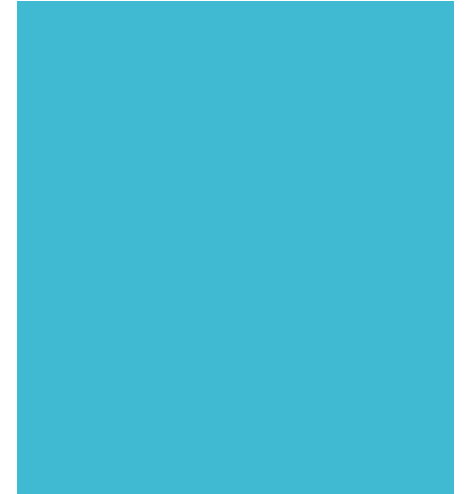
There's more to salads than iceberg lettuce and ranch! Join Dietitian Heather Lieber to create three hearty salads including whole grains, crisp veggies, nutritious fats and proteins, and homemade vinaigrettes. To top our salads off, Chef Jake will ...

[See More >>](#)





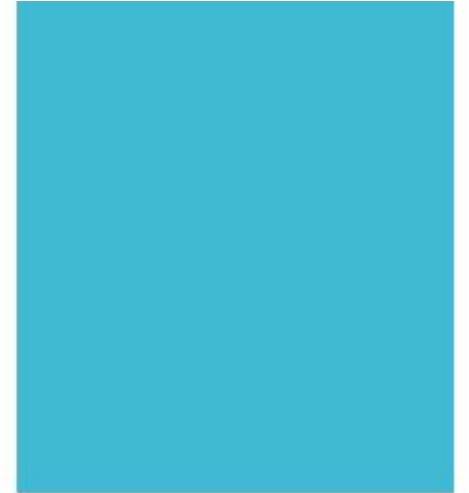
# Employee vs. Shopper



# One Shopper vs. The Masses

Some retailers believe a focus on individual consults creates a loyal shopper for life.

Others prioritize the opportunity to leverage the trust consumers assign to health professionals by reaching a broader audience of current and potential shoppers.



# Individual Consultants are Trending High at Retail



**We have a chat for that**

Live online advice from our Registered Dietitians!

[Learn more](#)

## Registered Dietitians



Our Registered Dietitians provide affordable nutrition care, whether you are trying to manage a condition or shop for your health. Book your one-on-one consultation where it's most convenient – at H-E-B while you shop, or from the comfort of your home. We offer in-store and virtual appointments.

[Book now](#)

Your insurance may cover your visit 100%. We accept over 70 insurance plans. If you're not sure about your coverage, our team can help.



# Marketing Dollars

# Wellness Your Way

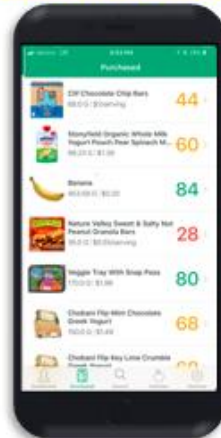
# Festival



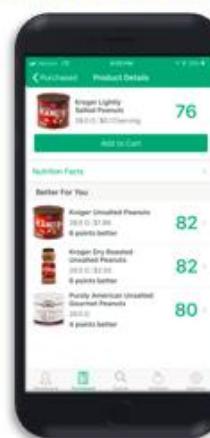
presented by



EVALUATE WHAT YOU BUY



MAKE A CHANGE



TRACK OVERTIME



# Television Advertising

Family Meals Month



# Taking it to the Streets... Literally





# Fitness Partnerships



ShopRite of Greater Morristown, NJ.



Hy-Vee started a partnership with Orangetheory in 2017.



# The Role of the Retail RD

# Programmatic Roles of Corporate Functions

## Topical Expertise

Dietitians

Pharmacists

## Functional & Execution Expertise

Marketing

Communications

Buying

Human  
Resources

Corporate  
Responsibility

Store Associates

Executive  
Leaders

Store Design

Private Label



# Retailers with RD Programs

Today, seeing movement towards consultants and “nutritionists” at some retailers.

## Top 20 Retailers by Sales (2020)

- Walmart
- Amazon
- **Kroger\***
- Costco
- Target
- **Albertsons**
- **Ahold Delhaize**
- **Publix**
- **C&S Wholesale Grocers**
- **Loblaw**
- **H-E-B\***
- Sobey's
- United Natural Foods
- **Meijer**
- Aldi
- **Wakefern**
- Trader Joe's
- BJ's Wholesale Club
- **Hy-Vee\***
- **Wegmans**

## Other Retailers Committed to H&W

- BigY
- Coborn's
- Festival Foods
- Fresh Thyme
- Food City
- Hannaford\*
- Harmons
- Ingles Markets
- Natural Grocers\*
- Price Chopper
- Raley's
- Schnuck Markets
- United Supermarkets
- Weis Markets

\*Largest retail RD programs.

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# Levering Expertise & Credibility of Dietitians



**Store**  
Hy-Vee  
Wakefern  
Loblaws  
Natural Grocers  
Hannaford



**Regional**  
H-E-B  
Albertsons  
Wegman's  
Coborn's  
Giant



**Corporate**  
Ingles Market  
Redner's  
Price Chopper  
Raley's  
Schnuck's

# Common Responsibilities of retail RDs

- Creditable Spokesperson
- Consumer education
- Community outreach
- Drive health and wellness strategy
- Training of department heads
- Manage point-of-purchase attribute systems
- Influence merchandise assortments
- Partner with food vendors/manufacturers
- Recipe development
- MNT
- Employee health and wellness
- Private label – labeling, regulatory affairs, nutrition strategy



# Pandemic Impact on Retail RD Programs

- Shift to digital and social shopper engagement on health and wellbeing
- Increase in telenutrition and teleconferencing with shoppers
- Retail RDs assumed scientific advisor roles for COVID-19 shopper communication and C-suite education
- Quick pivot to address pandemic trends: immune health & cooking at home
- Health and wellness integration into e-commerce
- Resurgence of attribute labeling at shelf edge
- Increased need for downloadable nutrition education handouts, consumer fact sheets, coupons and videos
- Downsizing of retail RD programs

# Pandemic Pivot

## Create a Healthie account


Our helpful smiles are still in the aisles, but now you can also connect with a Hy-Vee registered dietitian from the comfort of your own home! Introducing Healthie, an online platform that allows you to safely connect with a Hy-Vee dietitian for nutrition services using your computer, tablet, or smartphone. Creating an account on Healthie is simple. Once you're in, you can schedule an appointment, chat with a dietitian, create goals, track your progress, and so much more.



[Find a Dietitian to Sign up](#)

### Nutrition Made Easy!™ Podcast

**From Our Nutrition Experts & Community Partners**

Listen in for insightful discussions on how to fill your cart for health, wellness, and taste!

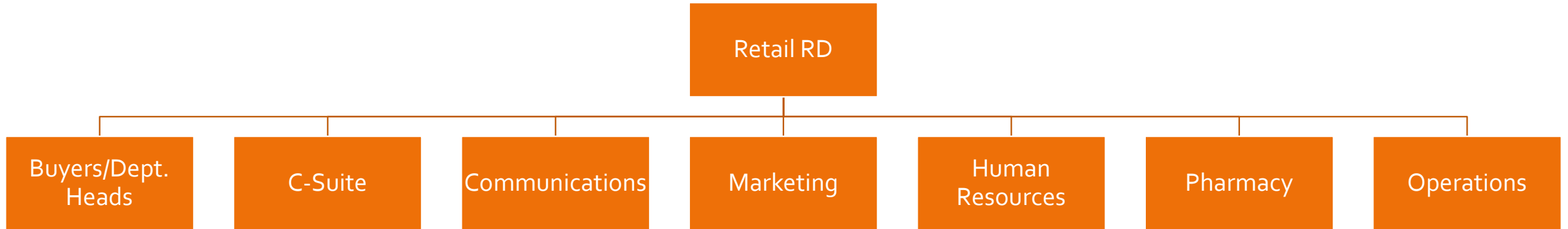




**Nutrition Made Easy! Podcasts**

Our podcast features Giant's nutrition experts and provides insightful discussions on how to fill your cart for health, wellness, and taste!

Also available on your favorite podcast app – just search *Nutrition Made Easy!*



# Retail RDs Partner Extensively



# Dietitian & Pharmacist Joint Programs

## Meet ShopRite's Health & Wellness Team AT SHOPRITE OF FLEMINGTON



**Get to Know Your ShopRite Pharmacist**



**Supervising Pharmacist:  
Kristin Santana,  
R.Ph.**

ShopRite will transfer your prescription for you!

- Personal one-on-one prescription counseling
- Educational information on disease state management and prevention
- Over the counter product recommendations
- Prescriptions filled while you shop or delivered free of charge right to your home (some restrictions may apply)
- Health screenings and flu shots

Pharmacy Phone: (908) 782-2554  
Pharmacy Fax: (908) 782-9138  
Pharmacy Hours:  
Monday thru Friday 8am to 9pm  
Saturday 8am to 8pm  
Sunday 8am to 4pm

We accept most insurance plans.

**ShopRite**  
is your one stop shop  
for all your  
Health & Wellness needs.

**We offer FREE...**

- Individual and family nutritional counseling
- Shopping Tours
- Product information and demonstrations
- LiveRight with ShopRite Kids Programs
- In-store health screenings

For more information, or to inquire about an event call Susan at (908) 782-2553



**Meet Our On-Site Registered Corporate Dietitian**



**Susan LangSaponara**  
Registered Dietitian  
908-782-2553  
susan.langsaponara@walmart.com

Susan LangSaponara is a Registered Dietitian and leading expert in the area of food and nutrition. As ShopRite of Flemington's Retail Dietitian, Susan develops nutritional programs for customers, store associates and the community.

After graduating from the Cornell University, she spent two years with the Diabetes Health Center developing and presenting nutrition programs on diabetes and weight loss to the Hispanic community in Hudson County. Additionally, she worked with local schools developing wellness programs and presenting nutrition education for parents and students.

The ShopRite of Flemington is proud to provide Susan's services, free of charge, for all your health and wellness needs.

*Healthy Eating just got easier at the ShopRite of Flemington*



**Meghan Locantora and Lisa Kress.**  
Registered Dietitian and Pharmacist.  
**609-953-7700**

**ShopRite® New Program!**

**Did you know that we have an In Store Health and Wellness Team?**

Welcome the New Year in good health with our Health and Wellness Team.

**We provide FREE services:**

- ✓ In store health screenings and events
- ✓ Nutrition counseling
- ✓ Community wellness programs
- ✓ Visit [www.zalliesfreshkitchen.com](http://www.zalliesfreshkitchen.com) for our Live Right calendar of events.



# Fresh Thyme Produce Pairing

Results should an average sales lift of more than 400% and volume lift of more than 600%, 1.2 million social media impressions and 80K consumers reached through traditional media.

- Cross-merchandising on non-produce items in produce dept. with a solution bunker display
- Store contests to encourage displays
- In-store signage
- Promotion in Crave Magazine
- Offers in weekly circular
- Website home page banner ad
- Traditional media segments by retail RDs
- Facebook Live segments with retail RDs





# Fresh Thyme Produce Pairing



**FRESH-THYME**  
FARMERS MARKET  
Healthy food. Healthy values.




WEEKLY AD   MYTHYME REWARDS & COUPONS   SHOP   HOME DELIVERY

**VEGGIE Vessels**  
A delicious dinner for everyone!

[View Recipe](#)

**MADE WITH WALNUTS!**

**PICK UP THESE KEY INGREDIENTS**

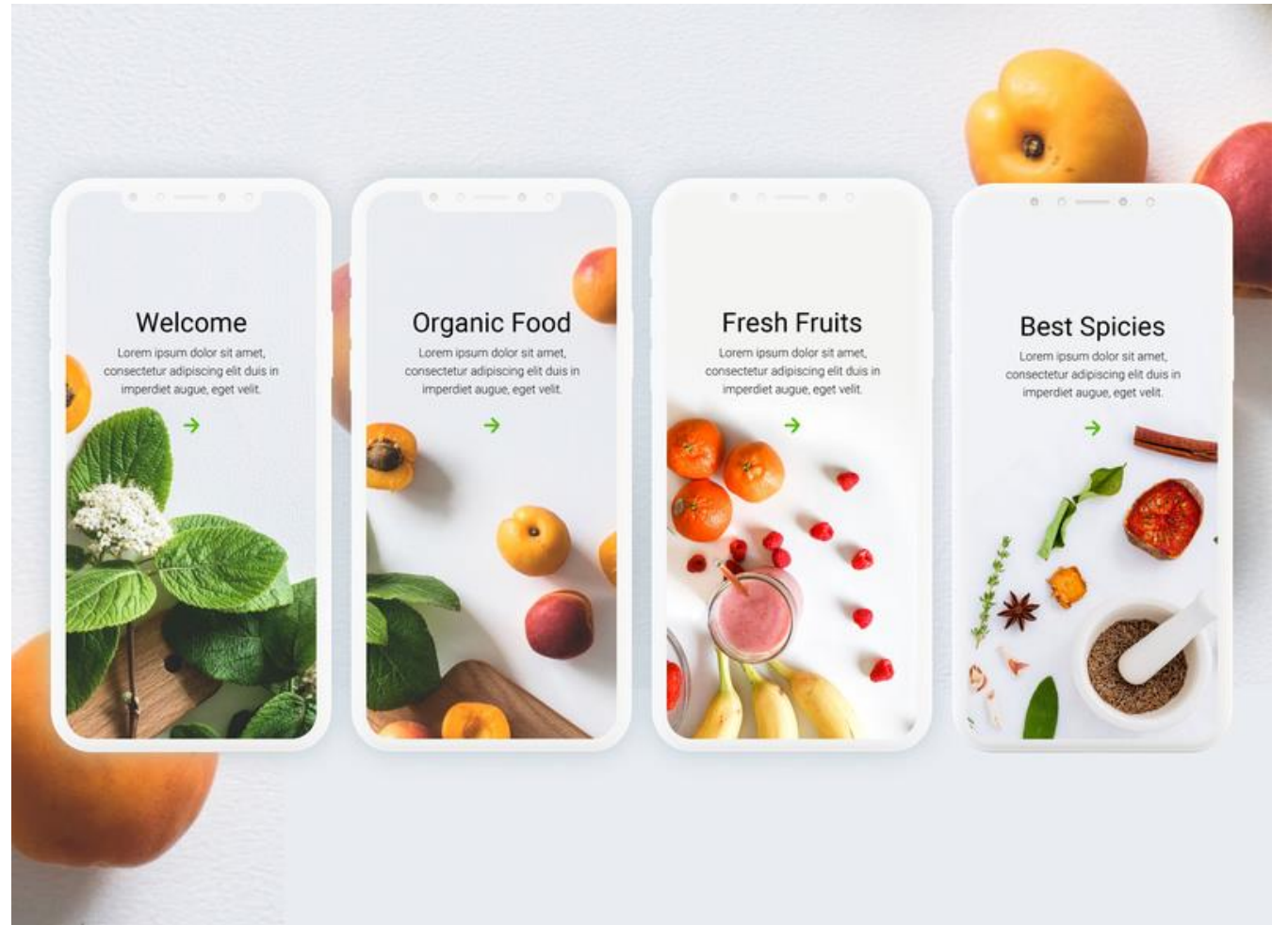
		
Russet Potatoes 8 lb. bag <b>\$1.99</b> ea	Walnut Pieces & Halves <b>\$6.99</b> lb	Fresh All Natural Pork Tenderloin <b>\$2.99</b> lb

Prices valid 5/15/19 - 5/22/19 at your local Fresh Thyme Farmers Market



# Emerging Trends in Retail Healthy Living



















# Industry Gap





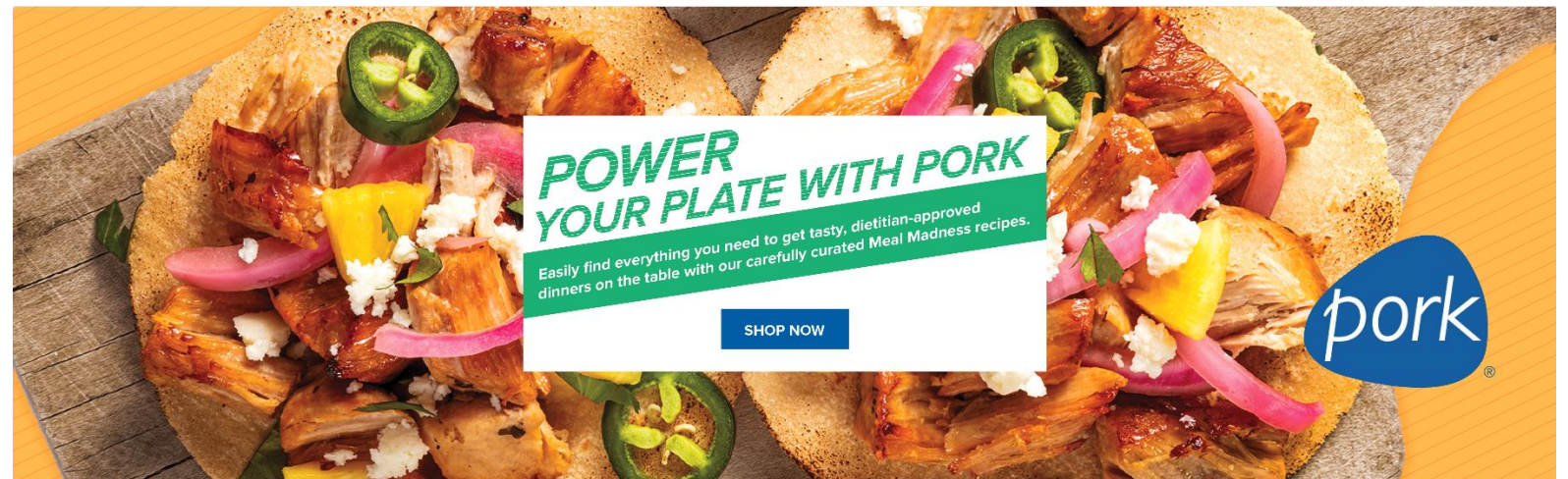
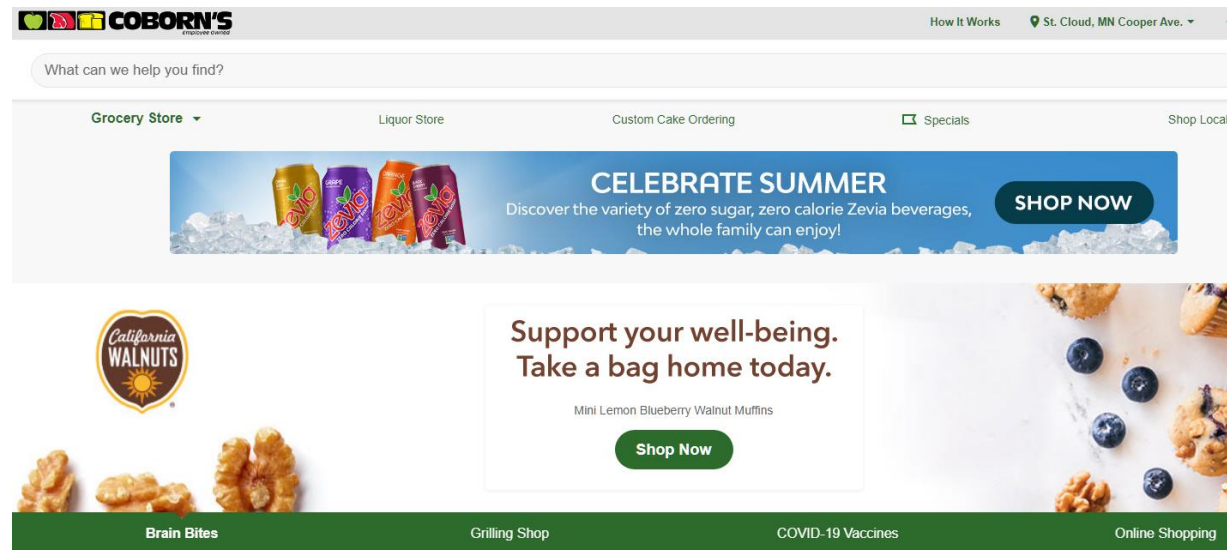
# Harmon's Health & Wellbeing Integration in E-commerce

## Dietitians Choice: Plant-Based Eating

 <p>Avocado 1 ea. Produce</p> <p>Price 3 for \$5.00 (\$1.67/ea.)</p> <p>ADD TO CART</p>	 <p>Broccoli Crowns, 1 ea. (Avg. 0.5lb) Produce</p> <p>Price \$0.75 / ea (\$1.49/lb)</p> <p>ADD TO CART</p>	 <p>Strawberries 1 lb Produce</p> <p>Price \$3.99 / ea (\$3.99/lb)</p> <p>ADD TO CART</p>	 <p>Large Honeycrisp Apple, 1 ea. (Avg. 0.63lb) Produce</p> <p>Price \$2.20 / ea (\$3.49/lb)</p> <p>ADD TO CART</p>	 <p>Zucchini Squash, 1 ea. (Avg. 0.38lb) Produce</p> <p>Price \$0.45 / ea (\$1.19/lb)</p> <p>ADD TO CART</p>	 <p>Russet Potatoes (Avg. 0.71lb) Produce</p> <p>Price \$0.49 / ea (\$0.69/lb)</p> <p>ADD TO CART</p>	 <p>Green Beans Produce</p> <p>Price \$2.49 / lb</p> <p>ADD TO CART</p>	 <p>Harmons Carrots &amp; Celery Sticks, 1 pkg. (Avg. 0.97lb) Produce</p> <p>Price \$3.87 / ea (\$3.99/lb)</p> <p>ADD TO CART</p>	 <p>Organic Green Kale 1 bunch Produce</p> <p>Save \$0.49 64-69¢/ea 2 for \$3.00 (\$1.50/bunch)</p> <p>ADD TO CART</p>
 <p>Earthbound Farm Organic Spring Mix 5 oz. Produce</p> <p>Price \$3.99 / ea (\$0.80/oz.)</p> <p>ADD TO CART</p>	 <p>Golden Pineapple, 1 ea. (Avg. 4.17lb) Produce</p> <p>Price \$4.96 / ea (\$1.19/lb)</p> <p>ADD TO CART</p>	 <p>Harmons Traditional Guacamole, 1 Large pkg. (Av... Produce</p> <p>Price \$11.32 / ea (\$10.99/lb)</p> <p>ADD TO CART</p>	 <p>Papa Pita Bakery 7 inch Greek Pita Flat Bread, Pre-... Aisle 8</p> <p>Save \$1.00 64-69¢/ea \$2.19 / ea (\$0.37/ct.)</p> <p>ADD TO CART</p>	 <p>Silk Soymilk, Original 64 fl. oz. Dairy</p> <p>Price \$3.69 / ea (\$0.06/fl. oz.)</p> <p>ADD TO CART</p>	 <p>Azumaya Tofu, Extra Firm 16 oz. Produce</p> <p>Price \$2.39 / ea (\$0.15/oz.)</p> <p>ADD TO CART</p>	 <p>Minute Instant Whole Grain Brown Rice 14 oz. Aisle 11</p> <p>Price \$2.49 / ea (\$0.18/oz.)</p> <p>ADD TO CART</p>	 <p>Harmons Premium Extra Virgin Olive Oil, Harmons... Aisle 12</p> <p>Price \$12.99 / ea (\$0.77/fl. oz.)</p> <p>ADD TO CART</p>	 <p>Shiitake Mushrooms, Bulk Produce</p> <p>Price \$5.99 / lb</p> <p>ADD TO CART</p>



# Coborn's Health & Wellbeing Integration in E-commerce



# Wegman's Health & Wellbeing Integration in E-commerce

## Building *your list*

### Find what you need and compare options even before you shop

When you select a recipe, you can add all the ingredients—or only the ones you need—right to your list from the recipe. The recipe and ingredient amount for that recipe will be included as a note in the list.

#### Timesaver Tips

Building your list maps out an in-store route for your shopping trip, with department and aisle locations for each item. **Create and save lists** to use again and again.

Save time with “**My Items**” feature, which shows recently and frequently purchased items.

Sending someone else to the store? Email your completed list to them.

#### Nutrition Info

Find nutritional information on recipes and restaurant foods before you shop. As you search for Wegmans recipes or products online or in the app, you can:

View nutrition info on all recipe ingredients.

Get **nutrition info** on our Ready to Eat Restaurant Foods.

#### Recipe Tips

Buying ingredients for a special recipe? Enter the recipe's name in the “Add Note” section (you can even list the amount needed of that item to help you stay organized).

Use filters (along left navigation bar) to search for specific brands, organic, *Food You Feel Good About*, Wellness Keys, and more.





# A Focus on Kids Programs



## Kids at Home Cook



**Welcome!** We are so glad you could join us! We're excited to launch this new program to get your kids active in the kitchen. We hope that you and your kids can make time to make some of our recipes in your own kitchen on a regular basis.

**Share Photos of Your Little Chefs!**  
We get inspired by our youngest chefs – share a photo of your little chef making their masterpiece and tag us on social media! We are on Facebook and Instagram (@CobornsGrocery)

[f](#) [i](#) [You Tube](#)

## Baby's 1st Foods Cooking Class

Hy-Vee dietitians will be hosting virtual 'Baby's First Food's Cooking' classes throughout the month of July. During class, your Hy-Vee dietitian will address how to introduce your baby to foods and demonstrate both baby led weaning and puree recipes.

Cost \$10

[Find a Dietitian to Sign up](#)

## Fuel Your Fertility Store Tour

Learn the basics of eating to support your fertility, whether you are planning for pregnancy or simply want to maintain a healthy cycle. Plus, get shopping tips and product recommendations to help add more nutrition to your cart.

[Find a Dietitian to Sign up](#)

## Prenatal & Postpartum Store Tour

Learn the basics of eating for all stages of pregnancy, including postpartum, as well as the best foods to build a healthy baby. Plus, get shopping tips and product recommendations to help add more nutrition to your cart.



## Strawberry Banana Popsicles

[Print](#)

Yield: 6 popsicles

Serving Size: 1 popsicle

### Ingredients

- 1 Cup Frozen Strawberries
- 1 Fresh Banana
- 1 Cup (of individual cup) of Vanilla Greek Yogurt
- Water, as needed

### Instructions

1. Wash hands and fresh produce thoroughly before getting started.
2. In a food processor or blender, combine all of the ingredients and mix until smooth. Add water until you reach your desired consistency.
3. Pour the smoothie mix into popsicle molds and place in the freezer until fully set. Approximately 4-6 hours.

# Leveraging H&W at Retail



## Information Capture

- Product and Brand: H&W brands and messaging, consumer insights, priority retailers
- Industry: Trends, competitive H&W messaging and programming
- Policy and regulatory: Dietary Guidelines

## Strategy Development

- Tier 1: Broad retail RD reach
- Tier 2: Customized H&W programs for priority retailers

## Program Development and Execution

- KPIs and ROI Measurement

# Approach for Mushroom Industry



# National vs. Regional Retailer Engagement: Pros & Cons



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New product introductions

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Seasonal timing and health observances

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Retail RD lead times

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Budget cycle

Other  
Considerations

# Questions, Discussion & Next Steps

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