



nutrition iQ[®]

SUPERVALU[®]
AMERICA'S
neighborhood
grocer ★★★★★

Whole Grains Conference
2.1.2011

Craig Stacey
Director of Health & Wellness Marketing
SUPERVALU



About SUPERVALU

- SUPERVALU INC. is one of the largest companies in the U.S. grocery channel with annual sales of approximately \$38 billion. SUPERVALU serves customers across the United States through a network of approximately 4,270 stores composed of approximately 1,140 traditional retail stores, including 816 in-store pharmacies; 1,240 hard-discount stores, of which 890 are operated by licensee owners; and 1,890 independent stores serviced primarily by the company's traditional food distribution business. SUPERVALU has approximately 150,000 employees. For more information about SUPERVALU visit www.supervalu.com.

SUPERVALU.



SUPERVALU.

HEALTH & WELLNESS MARKET TRENDS



Why is Health and Wellness important?

Healthy Weight and Wellness

- 74% of the Supermarket shoppers consider managing or losing weight important when shopping for groceries¹

Targeted Health

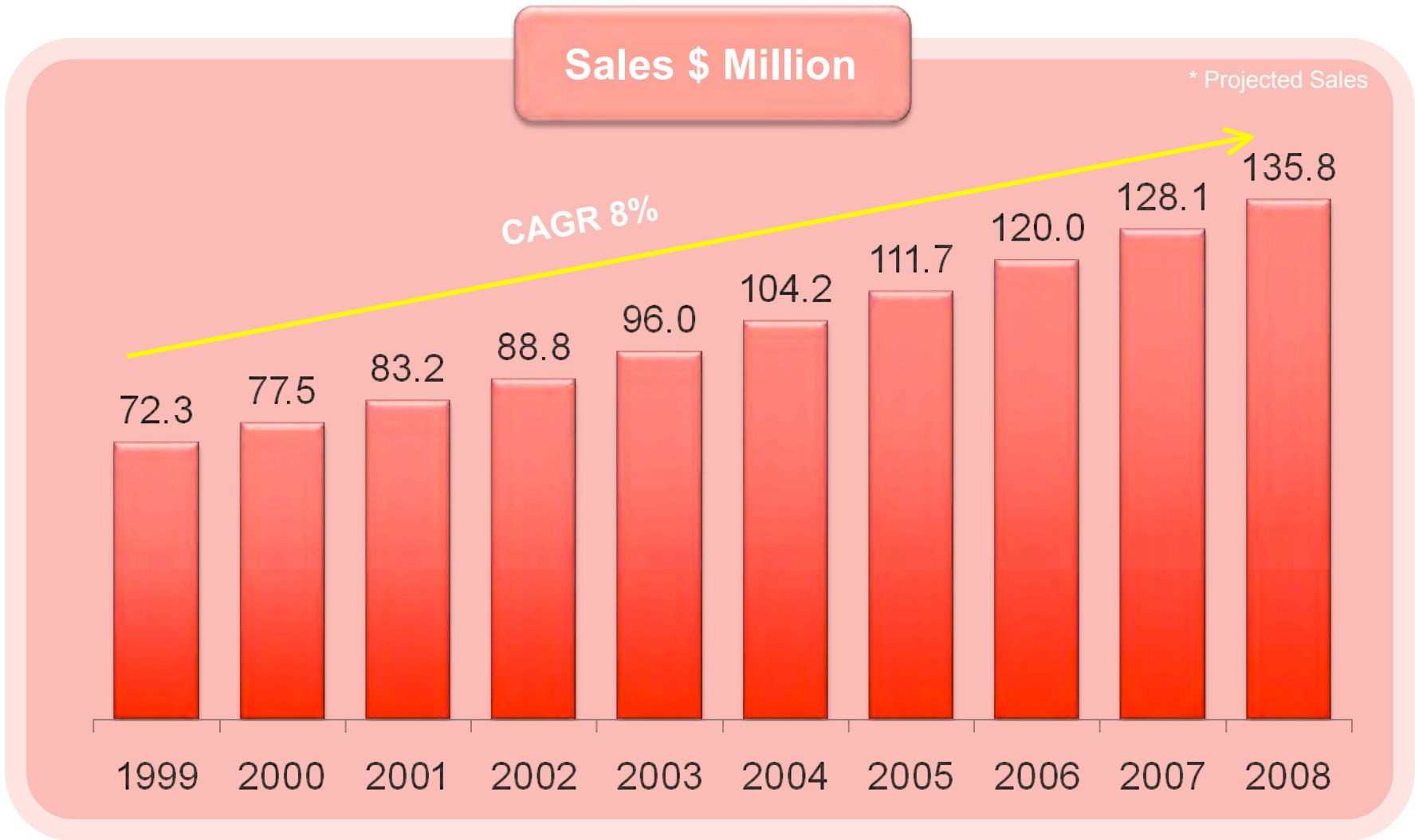
- 70% of the Supermarket shoppers consider Heart Health important when shopping for groceries¹
- 29% of the Supermarket shoppers consider Diabetes important when shopping for groceries¹

Role of the Retailer

- Between 70% to 80% of the supermarket shoppers are interested in shelf labels that identify healthy products, and show interest in reward programs for purchasing healthy products¹

1. CATALINA MARKETING – Helping shoppers overcome the barriers to choosing healthful foods, 2010

Healthy Foods Category Shows 8% Growth

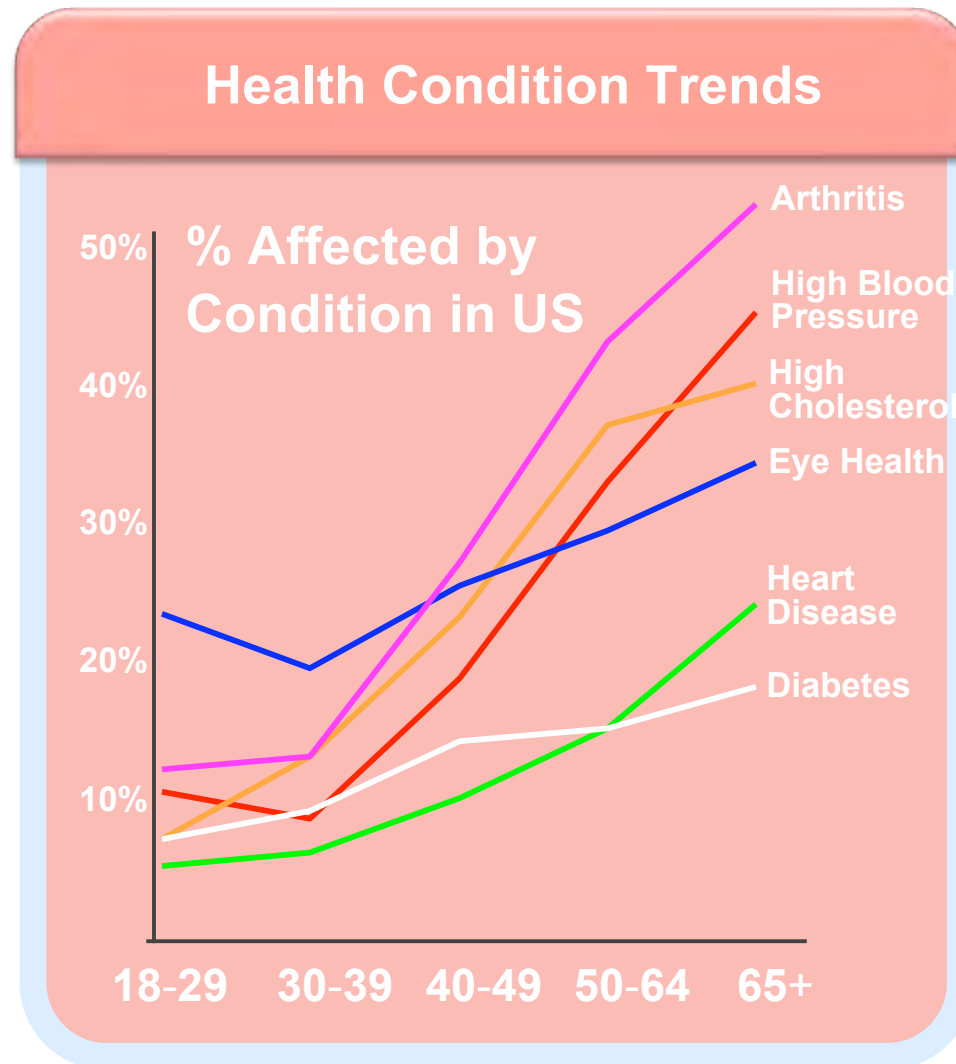


Source: NBJ Healthy Foods Report 2007

Healthy Foods: Functional, Organic & Natural, Market Standard (healthier categories like dairy) & Lesser Evil



Increase in Consumers Affected by Health Conditions



General Mills H&W Presentation, July 2010

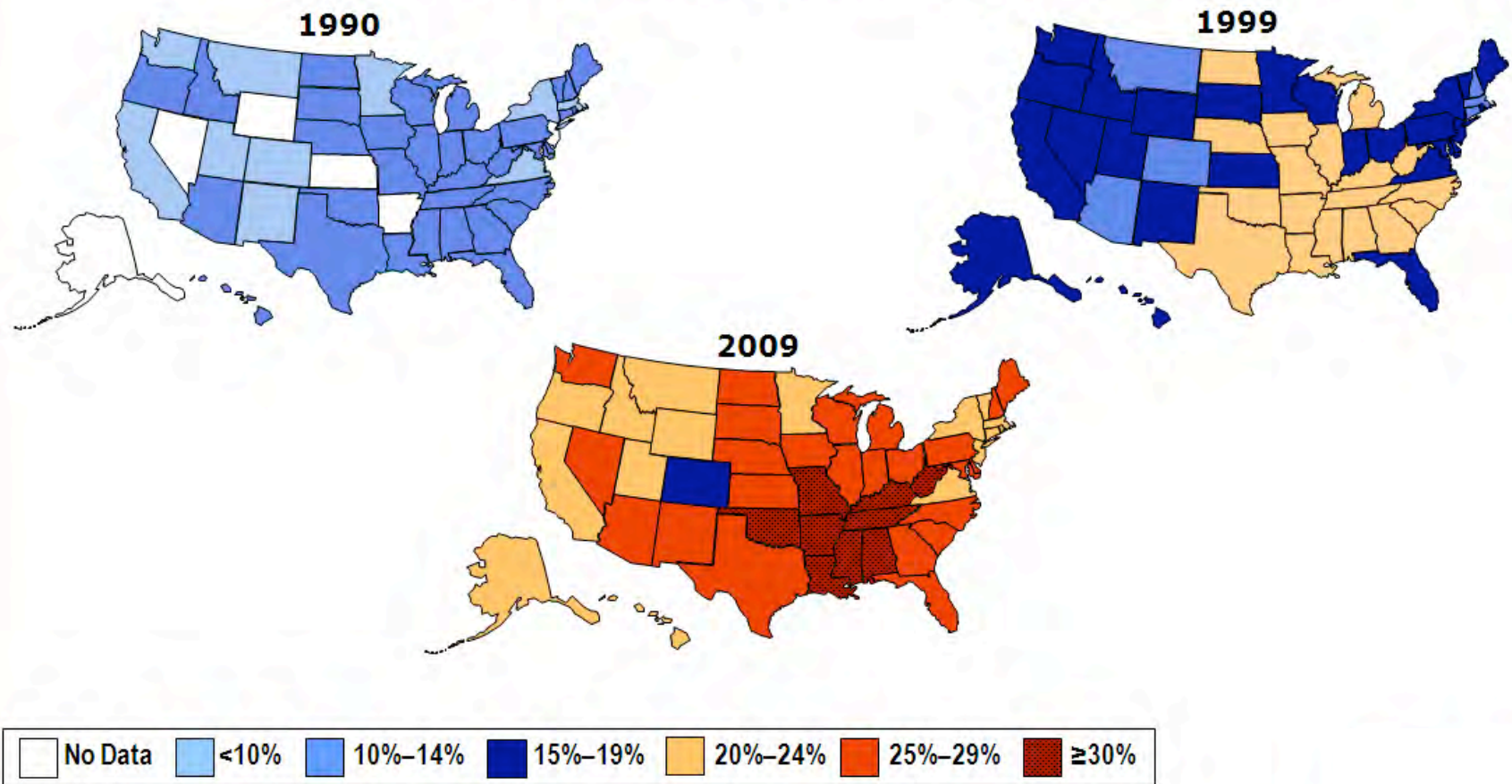


Obesity Rates Continue to Rise

Obesity Trends* Among U.S. Adults

BRFSS, 1990, 1999, 2009

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Source: Behavioral Risk Factor Surveillance System, CDC

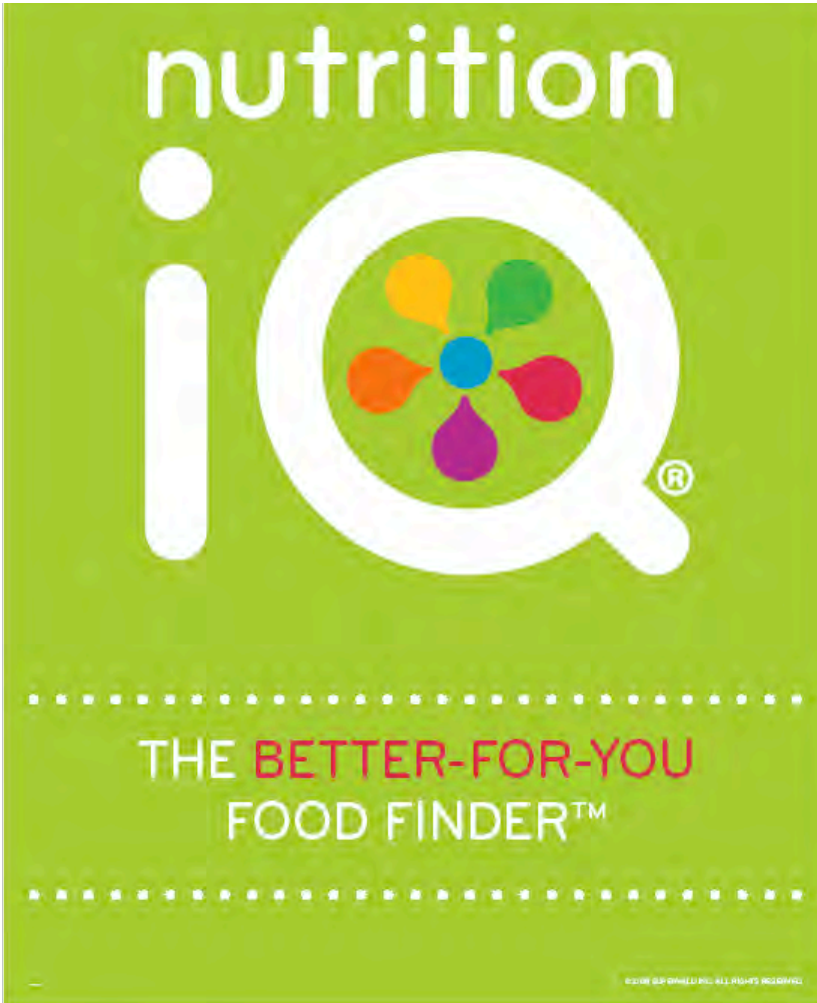
Health and Wellness is growing concern for our customers



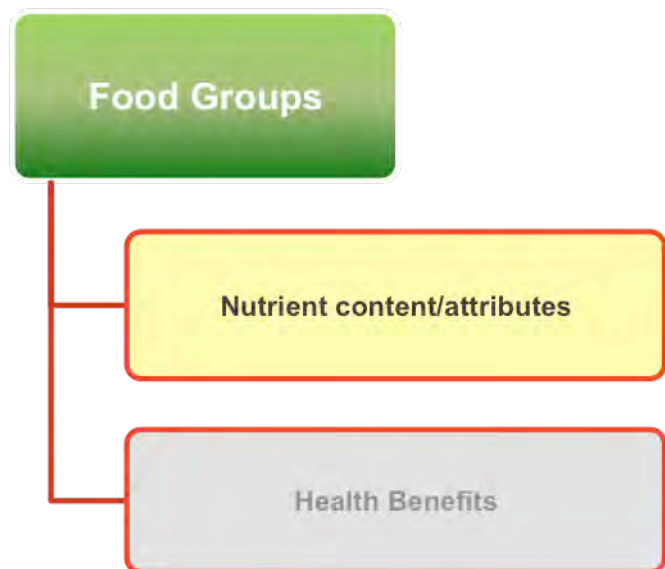
nutrition iQ



nutrition iQ[®]

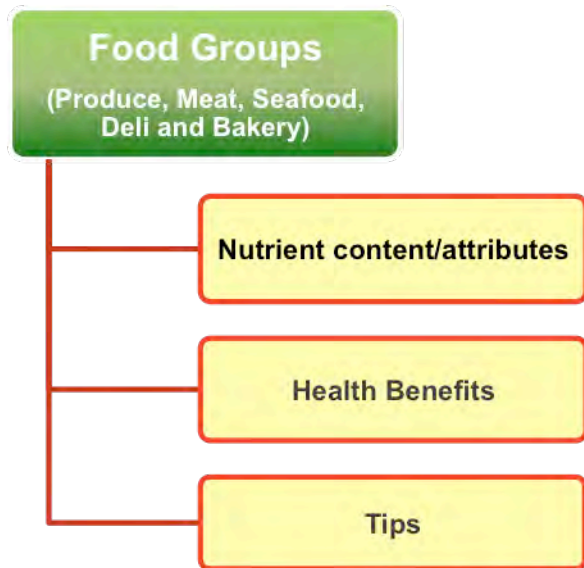


nutrition iQ[®] - Attributes



EXCELLENT SOURCE PROTEIN	EXCELLENT SOURCE CALCIUM	LOW CALORIE
GOOD SOURCE PROTEIN	GOOD SOURCE CALCIUM	LOW SATURATED FAT
EXCELLENT SOURCE FIBER	WHOLE GRAINS	LOW SODIUM
GOOD SOURCE FIBER		HEALTHIER LEVEL SODIUM
MINERALS	VITAMINS	OTHER
<ul style="list-style-type: none"> • Iron • Magnesium • Potassium • Selenium • Manganese • Folate 	<ul style="list-style-type: none"> • Antioxidant Vitamin A • B Vitamins • Antioxidant Vitamin C • Vitamin K 	<ul style="list-style-type: none"> • Omega -3 Fats • 100% Juice

Health Benefits and tips



- Key and constant health benefits to address:
 - Heart Health
 - Vision Health
 - Immune Functionality
 - Weight Management
 - Digestive Health
 - Bone Health
- Tips:
 - Tips will be added to the niQ Web site, where consumers can view and print the Tips
 - Preparation/eating tips
 - Picking/choosing tips
 - Seasonal tips

nutrition iQ® – Out of store touch points



EATING SMARTER JUST GOT EASIER
CLICK TO LEARN MORE

LOOK FOR THESE TAGS IN THE GROCERY AISLE.

nutrition iQ

THE BETTER-FOR-YOU FOOD FINDER™

Online Display Ads

INTRODUCING AN EXCLUSIVE, ALL NEW PROGRAM:

nutrition iQ

THE BETTER-FOR-YOU FOOD FINDER™

MAKE BETTER CHOICES ON THE SPOT, WHILE YOU SHOP.

Find better-for-you choices with color-coded tags that point out key nutritional content right at the shelf.

Look for these icons on tags in-store.

Visit jewelosco.com/nutritionIQ to plan your next shopping trip.

Circular Ad

nutrition iQ About

WHOLE GRAINS

WHOLE GRAIN CEREAL
Whole Grain cereal offers a powerful nutrition boost to any breakfast meal, increasing your intake of Fiber.

OATMEAL
Whole Grain oats are rich in SOLUBLE Fiber, which may help to reduce your risk for heart disease.

WHOLE GRAIN BREAD
Replaces white bread with whole-wheat bread for a simple way to add Fiber plus antioxidants to your diet.

BROWN RICE
Replaces white rice with brown rice – whole grains and rich in Fiber, low in calories and rich in Vitamins, Minerals and Fiber.

WHOLE WHEAT TORTILLAS
Use whole-wheat tortillas instead of white flour varieties to increase your intake of Fiber.

Website

TO EAT HEALTHY YOU DON'T NEED TO KNOW LABELS. JUST YOUR COLORS.

FIND SMARTER CHOICES. LOOK FOR THE COLOR-CODED TAGS IN-STORE.

Jewel-Osco



THE BETTER-FOR-YOU FOOD FINDER™

Doctor and Daycare placement

nutrition iQ[®] - In-store customer experience



Produce signage



Produce tables



Produce wet rack

nutrition iQ[®] - In-store customer experience



nutrition **iQ**[®]

BEEF

<p>EXCELLENT SOURCE ZINC</p> <p>Helps support a healthy immune system</p>	<p>PROVIDES PROTEIN</p> <p>Helps promote muscle and bone health</p>	<p>EXCELLENT SOURCE SELENIUM</p> <p>Helps support a healthy immune system</p>
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Meat, Poultry and Seafood signage

WHOLE GRAINS

<p>WHOLE GRAINS</p> <p>An important source of B Vitamins and Minerals</p>	<p>FIBER</p> <p>Helps promote healthy digestion</p>
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HEALTH TIPS

- Choose foods that list Whole Grains as the first ingredient.
- Eating three servings of Whole Grains per week along with a diet low in saturated fat and cholesterol may reduce the risk of heart disease.

nutrition **iQ**[®]
Visit www.nutritioniq.com to learn more.



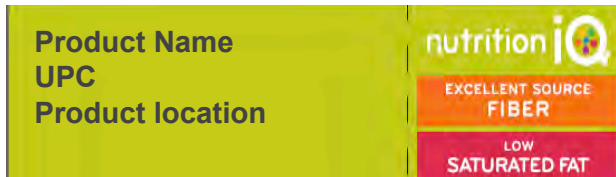
Bakery



nutrition iQ[®] - tags



Integrated tag



In-line tag



nutrition iQ[®] – Additional in-store support



Iron Man sign



Blade Signs in Key Categories



Brochure

nutrition iQ[®] – The role of the Pharmacy



- Offer expert health and wellness advice
- Condition based Shopping list linked to nutrition iQ[®]
- Answer customers questions on the program

SHOPPERS Pharmacy HEART-SMART Shopping List

Fat Group
Replacing foods with high levels of saturated and trans fats with those rich in mono and polyunsaturated fats (nuts and nut butters, vegetable oils, fish) can help reduce total and LDL (bad) cholesterol levels.

- Olive, canola, safflower and sunflower oil
- Tub margarines with no partially hydrogenated oils (trans fats)
- Margarines with plant sterols
- Reduced fat salad dressings
- Reduced fat mayonnaise
- Cooking spray
- Ground flaxseed
- Nut butters (peanut, soy and sunflower)
- Walnuts, almonds and pistachios
- Fish oil supplements

nutrition iQ
nutrition iQ[®], a program available exclusively at Shoppers[®], is designed to help you make better-for-you choices on the spot as you shop. nutrition iQ[®] makes heart-smart shopping easy. Simply look for these color-coded signs throughout the store. The tags will help you make better choices by pointing out products with lower sodium and saturated fat levels, plus fiber and calcium-rich options and whole grain choices.

To get started, simply look for these color-coded signs throughout the store:

LOW SODIUM	HEALTHIER LEVEL SODIUM
EXCELLENT SOURCE CALCIUM	GOOD SOURCE CALCIUM
EXCELLENT SOURCE FIBER	GOOD SOURCE FIBER
LOW SATURATED FAT	WHOLE GRAINS**

SHOPPERS Pharmacy

Visit us online at: nutritioniq.shoppersfood.com
Need help? Call Customer Service @ 1.877.932.7948

*Healthier Level Sodium tags meet the levels required by the FDA for sodium in processed and other sodium reduced by 50% to the "new" healthy.
**The criteria used to create nutrition iQ is based on current dietary recommendations including the 2015 Dietary Guidelines, with the exception of the Whole Grain Criteria.

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Eating Healthy with Diabetes SHOPPING LIST

Following a balanced diet is an essential way to help manage your diabetes, blood cholesterol and blood pressure levels and body weight. Work with your Doctor, Pharmacist, Registered Dietitian, and Health Care Team to develop a plan to control your blood sugar.

Below are some key items to add to your shopping list to help guide your choices.

Carbohydrate Group
Opt for whole grains whenever possible. The fiber found in whole grain foods helps manage and moderate your blood glucose levels, reduces LDL (bad) cholesterol levels, helps manage blood pressure and helps support a healthy weight. Look for the following carbohydrates and those those with little or no added sugar or salt.

- Whole wheat bread, pasta, brown rice, barley and quinoa (the first ingredient should always be a whole grain)
- Whole grain breakfast cereals
- Light popcorn
- Starchy vegetables such as corn, peas and potatoes
- Beans and legumes
- Fresh, frozen or low-sodium canned vegetables
- Fresh, frozen, canned and dried fruit
- 100% fruit juice
- Milk and yogurt (non-fat, 1%, low-fat, soy)

Meat and Meat Substitute Group
Choose lean meat and poultry to reduce your saturated fat intake. Saturated fat can increase your LDL (bad) cholesterol levels and increase your risk of heart disease. Fatty fish, such as salmon, trout and sardines, are rich in omega-3 fatty acids which may help reduce the risk of heart disease. Beans and lentils are fiber-rich, which helps manage blood glucose levels, reduce LDL (bad) cholesterol and helps fill you up.

- Lean meats
- Skinless chicken and turkey
- Fish, especially fatty fish and including canned fish
- Low sodium deli meat
- Beans, lentils, nuts and tofu
- Egg substitute

Fat Group
Choose reduced fat options. Replacing foods high in saturated and trans fats with those rich in mono and polyunsaturated fats (such as those listed below) is beneficial for heart health.

- Olive oil, canola, safflower and sunflower oil
- Tub margarines without trans fats
- Reduced-fat salad dressings and mayonnaise
- Cooking spray
- Ground flaxseed, nuts and nut butters

SHOPPERS Pharmacy

Heart Smart and Eating Healthy with Diabetes Shopping lists



nutrition iQ[®] AND WHOLE GRAINS



Why did we include whole grains as an attribute?



- The Whole Grains Council reports that 40% of adults never eat whole grains – ever!
 - (<http://www.wholegrainscouncil.org/whole-grains-101/how-much-is-enough>, accessed 1/13/2011).
- Many people don't know what whole grains are – or why they are important for health.
- It's not always easy for customers to identify the whole grain products from refined offerings.
- Even when our customers do know what to look for, our focus groups told us that people appreciate the time savings in highlighting the whole grains.

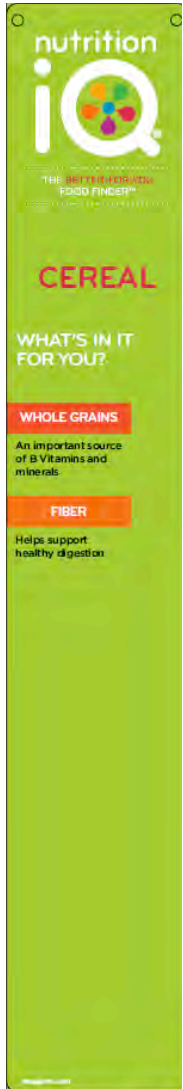
Whole Grain Inclusion Criteria:



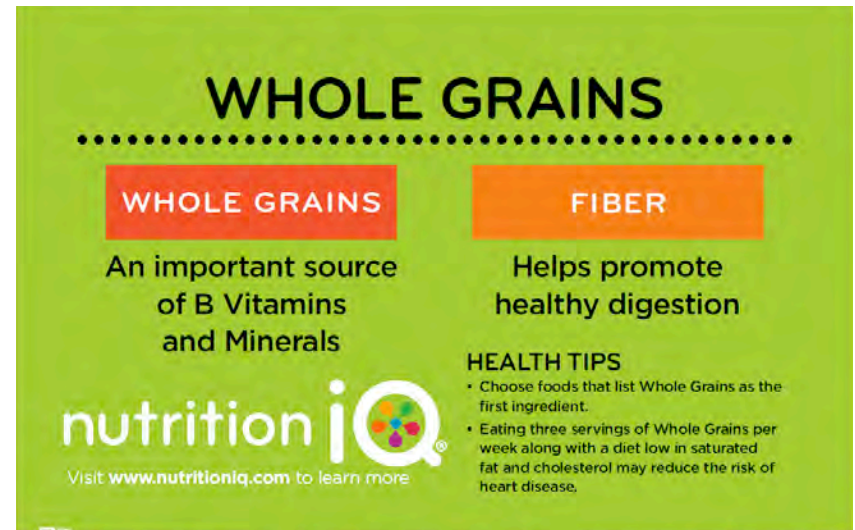
- To receive a **nutrition iQ**® shelf tag, products are screened a to ensure that items receiving a **nutrition iQ**® tag are at a base level, “better-for-you”.
- The base criteria ensures that products have defined low levels of:
 - Saturated fat
 - Cholesterol
 - Fat
 - Sodium
 - Added sugars

If products pass this threshold, they are further evaluated to determine if the first ingredient on the ingredient list is a whole grain.

Whole Grains on nutrition iQ signage



Blade Sign



Bakery sign

Whole Grains on packaging



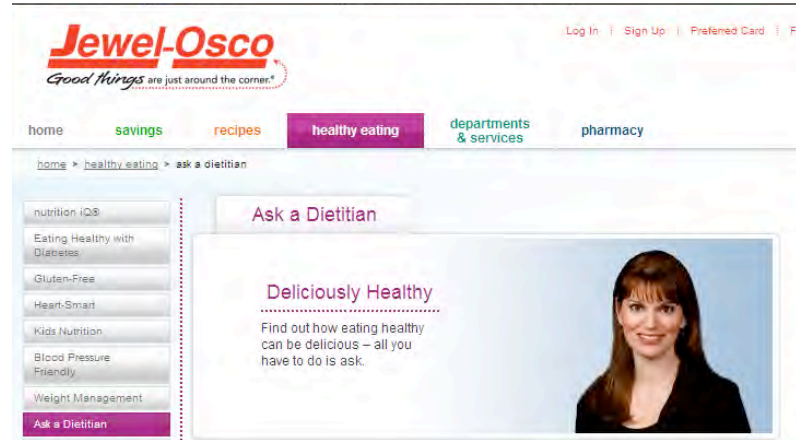
Wild Harvest product packaging



SUPERVALU Corporate Dietitians



Jennifer Shea, MS, MPH, RD (east)
 Kim Kirchherr, MS, RD, LDN, CDE (midwest)
 Heidi Diller, RD (west)



Ask a Dietitian web pages



Interviews on TV shows



nutrition iQ launch store tours



Interviews on radio stations



Thank you

Questions?

Please contact

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