



Supermarkets Promote Whole Grains

October 18, 2012

Overview

- Supermarket Registered Dietitian (SRD)
 - Roles and Responsibilities
 - Who do you partner with?
- The New Value Paradigm
 - How has it changed?
 - Leverage it to promote consumption of healthy foods.
- Partnerships opportunities
 - Importance of aligning strategies
 - Addressing Challenges

SRD Responsibilities

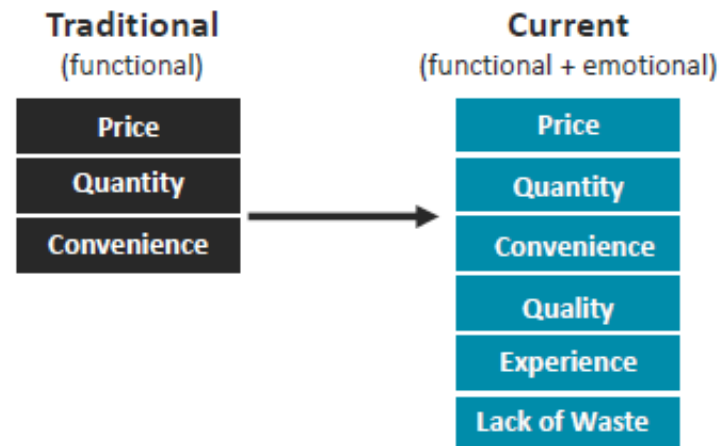
Broad Reach

- Corporate Strategy
- Consumer Affairs
- Merchandising
- Sensory/Nutrition Services
- Technical Development
- Specialist
- Social media engagement
- Earned & paid media

Narrow Focus

- Corporate Wellness
- Community event requests
- Food Demonstrations
- In-Aisle Education
- Aisle Excursions
- Group Classes
- Individual Counseling

The New Value Paradigm



Consumers are now transitioning to a more purposeful and emotional perspective on value, and are asking themselves the following types of questions:

- Is this item really necessary?
- Will my family actually use / consume / eat / drink this item?
- Will I be able to avoid throwing the item in question away unused?
- Will the item in question last a long time? Will I get a lot of use out of this item?
- Will I enjoy using/consuming this item?
- Will the item meet my taste/efficacy/quality standards?

<http://www.fmi.org/docs/2012-health-wellness-conference-presentations/laurie-demerritt---reimagining-health-and-wellness.pdf?sfvrsn=2>



Leveraging the New Paradigm



- Learn why whole grains are essential to health.
- Discover which products offer the whole grains you need, and where to find them in this store.
- Taste delicious whole grain samples.

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



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.



TIG16171BKBR-A

Freshly baked
daily In-
store!



Fresh, Delicious
Whole Grain
Bread

Why It's Good For You



Freshly baked
daily in-
store!



Fresh, Delicious Whole Grain Bread

Why It's Good For You



Giant Eagle Bread Nutrition Information	Whole Grain	Serving Size	Calories		Total Fat		Saturated Fat		Trans Fat	Cholesterol		Sodium		Carbohydrate		Dietary Fiber		Sugar	Protein	Iron	Calcium	Vitamin A	Vitamin C
	g	g	Total	From Fat	g	% Daily Value	g	% Daily Value	g	mg	% Daily Value	mg	% Daily Value	g	% Daily Value	g	% Daily Value	g	g	% Daily Value	% Daily Value	% Daily Value	% Daily Value
Multigrain Raisin Walnut	12	56	150	35	3.5	6	0	0	0	0	0	200	8	26	9	3	11	6	5	8	2	2	8
Multigrain Tuscany	20	56	120	15	1.5	3	0	0	0	0	0	200	8	23	8	3	12	1	4	8	2	2	4
Whole Grain Wheat	20	56	120	5	0.5	1	0	0	0	0	0	240	10	25	8	3	12	1	5	8	2	2	10
Prairie	10	56	140	25	3	4	0	0	0	0	0	230	9	25	8	2	10	2	5	10	2	2	8
Whole Grain Oat	24	56	130	20	2.5	4	0	0	0	0	0	190	8	24	8	3	12	3	5	8	2	0	0
Ukrainian	24	56	130	20	2.5	4	0	0	0	0	0	190	8	24	8	3	12	3	5	8	2	0	0
12 Grain & Seed	16	56	150	50	6	9	1	4	0	0	0	210	9	21	7	3	12	1	6	10	2	2	8

*Nutrition information is for a 56g serving of bread, which counts as 2 servings of grain according to the Dietary Guidelines.

GIANT EAGLE

TIGE1617BKSM-B

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



Your Guide to Get More

WHOLE GRAINS



Produced by
EatingWell
WHERE FOOD TASTE MEETS GOOD HEALTH



For more information
**contact our
nutrition team**

at nutrition@gianteagle.com or
visit GiantEagle.com/Nutrition

**This recipe is
Kid Approved!**

RECIPE FROM
EatingWell

Heart Health Diabetes Friendly Weight Loss Gluten Free



Creamy Cajun Chicken Pasta

Creamy Cajun Chicken Pasta

Makes: 6 servings, about 1½ cups each

Active time: 30 minutes | **Total:** 30 minutes

This zesty Cajun-style pasta is full of lean chicken, peppers and onions.

- 8 ounces whole-wheat rotini**
- 1 tablespoon canola oil**
- 2 slices bacon, chopped**
- 1 large sweet onion, halved and thinly sliced**
- 1 pound boneless, skinless chicken breast, trimmed and cut into 1-inch pieces**
- 1 medium green bell pepper, sliced**
- 3 cloves garlic, minced**
- 4 teaspoons Cajun seasoning**
- ½ teaspoon freshly ground pepper**
- 1 tablespoon all-purpose flour**
- 1 28-ounce can crushed tomatoes**
- ½ cup reduced-fat sour cream**
- ½ cup sliced scallions for garnish**

1. Bring a large pot of water to a boil. Cook pasta until just tender, 8 to 10 minutes or according to package directions. Drain.

2. Meanwhile, heat oil in a Dutch oven over medium heat. Add bacon and onion and cook, stirring occasionally, until beginning to brown, about 2 minutes. Add chicken, bell pepper, garlic, Cajun seasoning and pepper. Cook stirring, until the onion and bell pepper are beginning to soften, about 4 minutes.

3. Add flour and stir to coat. Add tomatoes and their juice; bring to a simmer. Cook, stirring often, until bubbling and thickened, about 2 minutes. Remove from the heat. Stir in sour cream.

4. Stir the pasta into the sauce. Sprinkle with scallions, if desired.

Per serving: 329 calories; 8 g fat (2 g sat, 3 g mono); 50 mg cholesterol; 43 g carbohydrate; 0 g added sugars; 25 g protein; 6 g fiber; 656 mg sodium; 691 mg potassium.

Nutrition bonus: Vitamin C (53% daily value), Vitamin A (23% dv), Iron (21% dv), Magnesium & Potassium (20% dv).

Carbohydrate Servings: 2½ | **Exchanges:** 2 starch, 2 vegetable, 2 lean meat, 1 fat

Recipes tagged **Heart Health** meet a defined threshold for saturated fat. Recipes tagged **Weight Loss** meet defined thresholds for calories and saturated fat. Recipes tagged **Gluten Free** do not contain wheat, rye, barley or oats; if the recipe calls for processed foods, carefully read the labels to make sure they don't contain hidden sources of gluten.

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SPINQUEST

How can you tell if a product is whole grain?

Name 2 whole Grains

What is a whole grain?

What's your favorite whole grain?

How many grains of whole grains should you get in a day?

Total

QUINOA

Farmhouse

MEAL MAKERS

WHOLE GRAINS

NEW! DELICIOUS FRESH-BAKED PIES

8.99



sale!
Kellogg's Special K
4 FOR \$10
Save up to \$7.19 on 4

GERMAN

HISPANIC

natural & organic





Real Cheese

Real Cheese

sale!
Lanes Cookie Paks
4 FOR \$10
Good Deal Price
Based up to \$1.99 ea.

Night

No Preservatives

GIANT EAGLE
How to Build a **HEALTHY HOT DOG**
Contact our Nutrition Team
EatingWell

GIANT EAGLE
PARMESAN
Grated Cheese

Nature's Basket
MICROWAVE POPCORN

GIANT EAGLE
PARMESAN
Grated Cheese

Nature's Basket
MICROWAVE POPCORN

Nature's Basket
MICROWAVE POPCORN

GIANT EAGLE
Nature's Basket
ROTINI

GIANT EAGLE
Thin Spaghetti

GIANT EAGLE
RAGÙ
Chunky
Garden of Eatin'®
Tomato Sauce

GIANT EAGLE
RAGÙ
Robust
Tomato Sauce

GIANT EAGLE
EatingWell

GIANT EAGLE
In Aisle Excursion - Shopping for Whole Grains
With your health in mind, we've put together a list of whole grain products that are easy to find in our aisles. We'll be on hand to help you find the best products for your needs. Sign up today for our In Aisle Excursion on Thursday, September 27th, 4:30-5:30 pm. Meet us in the store with your list. Sign up today!
Call 1-800-447-2482
Email: nutrition@gianteagle.com
Visit us Online: www.gianteagle.com/aislexcursion

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The Specialty

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WHOLE GRAINS
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Retailer/Vendor Partnerships

- As a retailer, we have to show shoppers how to find and prepare whole grains that meet their taste, budget and nutritional needs.
- Retailers need to partner with vendors that are able to integrate H&W into every day events and sales

Partnership Opportunities

- Strategic alignment for maximum effectiveness
 - Ingrain H&W into the business plan: it's no longer an initiative
 - Share your H&W strategy with the category buyers/managers
 - Collaborate for true partnerships to make them effective for both parties
 - Request category managers invite the SRD to the planning meetings

Partnership Examples

- Focus on whole grains in sales discussions
 - How are you making whole grains a part of the plan?
- Participate in sampling programs
 - Customers are more likely to buy what they try
- Leverage SRDs for health story coverage
 - We are the local experts
- Offer coupons for targeted events
 - Increases engagement for health events

Bakery

Cakes

Donuts

Fresh Baked Breads

Fresh Baked Muffins

Fresh Cookie Trays

Gourmet Tortes

Oven-Fresh Cookies

Oven-Fresh Pies

Wedding Cakes



Fresh Breads made with whole grains

That's my **GIANT EAGLE** Advantage:

From Our Bakery Department

The USDA's new MyPlate dietary guidelines recommend that at least half of your daily grain intake comes from heart-healthy whole grains — which makes our new whole grain bakery breads a delicious and satisfying addition to any health-focused eating plan. We use only the finest quality flours and grain ingredients in our breads and bake our breads several times a day in the bakery of your store to assure you get the freshest product!



The Whole Grain Stamp can help to identify products rich in whole grains. [Learn more](#) about the health benefits of whole grains and how to add them to your diet.

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<http://www.gianteagle.com/bakery/whole-grain-bread>



Thank You

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