

Whole Grain Promotions in the Supermarket



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Big Y Foods, Inc.
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A Whole Grain Journey...

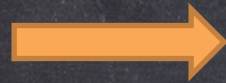
- 2005 Dietary Guidelines
 - “In general, at least half the grains should come from whole grains.”

WHOLE GRAIN GROWTH WORLDWIDE, 2000-2011

MINTEL insight + impact

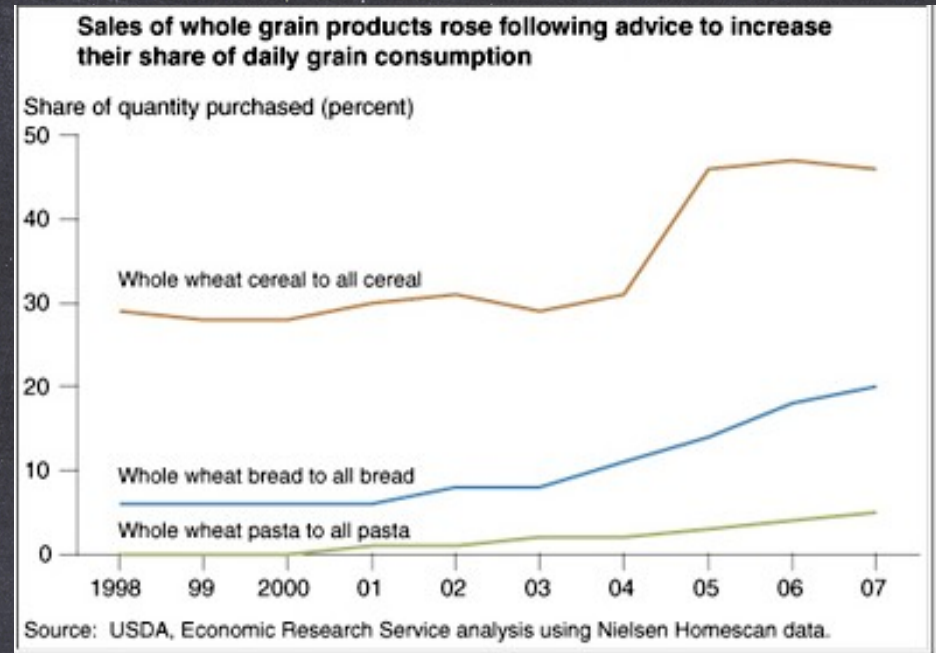
New product launches of foods making a "whole grain" claim have grown sharply since 2000. In fact, according to the **Mintel Global New Products Database**, in 2010 almost 20 times as many new whole grain products were introduced worldwide as in the year 2000.

	whole grain launches	increase over year 2000	increase over previous year
2000	164	--	--
2001	264	61%	61%
2002	321	96%	22%
2003	417	154%	30%
2004	674	311%	62%
2005	855	421%	27%
2006	1601	876%	87%
2007	2262	1279%	41%
2008	2883	1658%	27%
2009	3006	1733%	4%
2010	3272	1895%	9%
2011	3378	1960%	3%



A Whole Grain Journey...

- Jump in sales after 2005
 - Nielsen Homescan data
 - *Amber Waves, USDA Economic Research Service (ERS), March 2011*



A Whole Grain Journey...

	2006	2007	2008	2009
"I'm trying to consume more whole grains"	68%	71%	78%	81%
"I'm trying to consume less refined grains"	56%	61%	65%	67%

- Consumer Attitude
 - *International Food Information Council (IFIC) Food and Health Surveys 2006-2009: Consumer Attitudes toward Food, Nutrition & Health.*



Whole Grain Promotions in the Supermarket

- Role of the supermarket dietitian...
 - Out front
 - Behind the scenes
 - In store
 - In the community
 - In the media
 - On social media



Promoting Whole Grains @ Big Y

- Newspaper
 - *The Republican*
 - *The Sports Department*

Whole grains easy to add to diet

Last week, Andrea attended a webinar on whole grains. At the end, she asked me "Did you know 95 percent of Americans don't eat enough whole grains?" Really?

That's mind blowing to me – considering how easy I think it is to reach the goal of eating three servings of whole grains each day.

Here's how:

No. 1: Switch your cereal. Take a peek at what you're filling your breakfast bowl with. Does the first ingredient list "whole" in front of it? How about the second ingredient? If not, this is a missed opportunity. The same goes for your toast, English muffin, wheat wrap, bagel, pancake, waffle and muffin. Tasty



CARRIE TAYLOR



File photo

that include a variety of fresh produce, dried beans and other legumes, whole grains help ensure adequate amounts of fiber in the diet.

living well eating smart

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

Big Y
1936 75th Anniversary

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](#).



Promoting Whole Grains @ Big Y

- Radio
 - Lite 100.5- Hartford, CT
 - 96.5 TIC- Hartford, CT



Promoting Whole Grains @ Big Y

- Television
 - *ABC40 WGGB- Springfield, MA*
 - *Whole Grain Sampling Day*

http://www.youtube.com/watch?v=6_c8QEkHS5A



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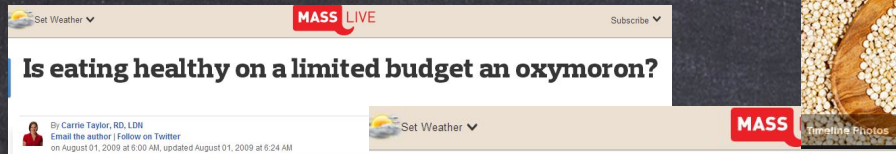
- Television
 - *ABC40 WGGB- Springfield, MA*
 - *Baking with Whole Grains*

www.youtube.com/watch?v=1e0hGXDEIsU



Promoting Whole Grains @ Big Y

- Social Media
 - Facebook
 - MassLive.com



Nutritious Snacks for Children

By Carrie Taylor, RD, LDN
Email the author | Follow on Twitter
on February 18, 2009 at 3:38 PM, updated February 18, 2009 at 3:44 PM

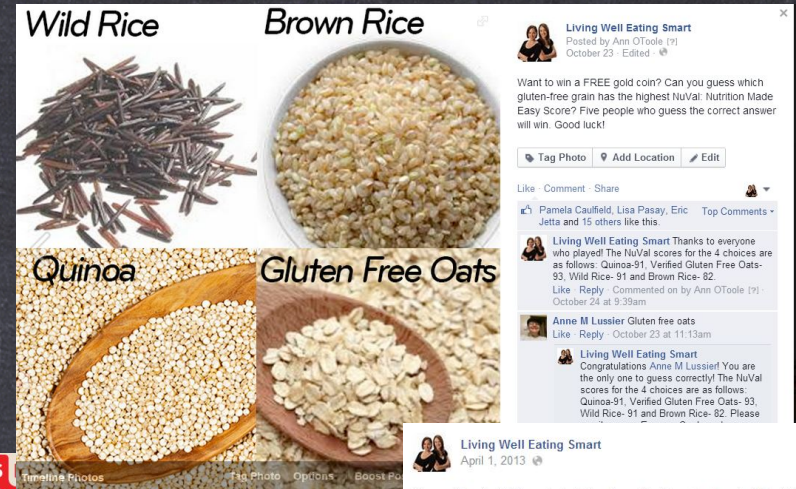
Snacking represents an important part of your child's diet. Because their stomachs are smaller than adults', children are often unable to eat large quantities of food to keep them feeling full for long periods of time. Therefore, children should eat every three to four hours. In fact, it is said that preschoolers take in roughly one-third of their calories from snacks. According to a 2001 study in the Journal of Pediatrics, the contribution of daily calories from snacking continues to expand and increased by 30 percent between 1977 and 1996.

However, according to the [United States Department of Agriculture](#) only 2 percent of U.S. children between the ages of 2 and 19 years meet [MyPyramid](#) serving recommendations for all five food groups. Meaning, even though children are eating more by way of snacks, they are still falling short on recommendations for fruits, vegetables, low-fat dairy, lean protein and whole grain products.

In place of well-balanced snacks, many children are choosing high-sugar, high-fat snacks, based on taste. Provide your children with healthy choices to reach daily nutrition goals, feel energized and maintain a healthy weight.

Here are a few tips to get your child on the road to healthy snacking:

--Keep a nutrient-packed pantry by stocking up on healthful items you want your little



Promoting Whole Grains @ Big Y

- In Store
 - *Living Well Eating Smart* newsletter

The scents and feasts of the holidays wouldn't be complete without fresh baked goods. Let New England's local King Arthur® Flour inspire a season of whole grain baking. Their line of 100% organic flours offer two top-performing whole grain selections — traditional whole wheat (from hard red spring wheat) and white whole wheat (from a blend of albino white winter and spring wheats). Alone or mixed with 100% organic all-purpose flour, King Arthur® whole grain flours can be used in hundreds of different baking recipes. Try out King Arthur® Sugar and Spice Drops (recipe to the right) for a crowd-pleasing whole grain goodie.



www.kingarthurflour.com

serves: 6 serving size: 2 teaspoons on crispbread

Roma Grape Tomato Bruschetta

ingredients:

1 (1½ lb.) container	2	Top Line Roma Grape Tomatoes	6-8	fresh basil leaves, rinsed and chopped
1 tablespoon		cloves garlic, minced		– Big Y® pepper, to taste
1 tablespoon		Big Y® Extra Virgin Olive Oil		– Big Y® salt, to taste
1 teaspoon		World Classics Trading Company™ Balsamic Vinegar	8 slices	– Whole® Multi Grain Crispbread

directions:

1. Boil water and remove pan from burner. Place tomatoes in boiling water for one minute.
2. Remove tomatoes from water. With a small knife, carefully remove skins from hot tomatoes.
3. Cut tomatoes in halves or quarters and remove seeds and juice from the center.
4. Chop tomatoes finely and place in a medium mixing bowl.
5. Stir in garlic, olive oil, vinegar and basil. Add salt and pepper, if desired.
6. Cover bowl and refrigerate. Allow mixture to sit for at least 30 minutes to blend flavors.
7. Serve on top of crispbread.



nutrition facts per serving:

Calories 80, Total Fat 2 g, Saturated Fat 0 g, Cholesterol 0 mg, Sodium 90 mg, Carbohydrates 14 g, Fiber 3 g, Protein 3 g

Based on recipe from Simply Recipes®. Visit <http://simplyrecipes.com> for more flavorful recipes.

Big Y Living Well Eating Smart 5

FREE



Living Well Eating Smart®

ISSUE 020 • 11/27/09 – 1/21/10

Healthy nutrition and lifestyle information for a better you.



by Carrie Taylor, RD, LDN Big Y's Registered Dietitian

Q: What exactly are "whole grains" and how do I shop for them?

A: Whole grains are grains that have undergone minimal processing and whose layers remain intact, meaning the grain's germ, bran and endosperm are still present (see the image to the right) or very close thereof. Some examples are whole wheat flour, brown rice, wild rice, barley, oats, popcorn and quinoa. This differs with grains that have been processed to have their layers removed such as wheat flour used to make "white" bread and crackers.



Grain Anatomy

Continued on page 2



Promoting Whole Grains @ Big Y

- In Store
 - Living Well Eating Smart ad section of Big Y circular

Living Well EatingSmart™ Our Wellness Team, Carrie Taylor, RD, LDN, and Andrea Samson, BS, is here to help you make sensible food choices through Living Well Eating Smart, our nutrition and wellness program.

Focus on Whole Grains: Kashi™
Adding whole grains to your diet and cupboard has become easier in the last few years. One manufacturer leading the way is Kashi - a company that has given palatability to whole grains.

Kashi Pocket Bread Sandwiches
5.5 oz or Frozen Entrées, 10 oz, Assorted Varieties **3.99**

Kashi TLC Crackers
Assorted Varieties, 6 to 9 oz **2.55**

Kashi TLC Granola Bars
7.4 to 8.4 oz, or Cereal Bars, 7.2 oz, Assorted Varieties **2.56**

Kashi TLC Cookies
8.5 oz, Happy Trail Mix, Oatmeal Dark Chocolate or Oatmeal Raisin Flax **2.55**

Frozen Meals & Pockets
Whole grains have made their way into frozen dinners! As Pocket Bread Sandwiches or All Natural Frozen Entrées, flavors like Black Bean Mango are sure to delight. Plus, they provide 4-7 grams of fiber.

All Natural Crackers
TLC crackers are great-tasting snacks you can feel good about! In flavors like Honey Sesame or Original 7 Grain, each is free of saturated and trans fats, refined sweeteners and artificial ingredients.

Whole Grain Bars
Keep a supply of healthy snacks on hand with Kashi TLC granola and cereal bars. With 300 milligrams of omega-3s per serving, their crunchy Pumpkin Spice Flax bar is a yummy place to start.

Whole Grain Cookies
Add more fiber to your meal plan with tasty treats like Kashi TLC cookies. Each delicious serving of Happy Trail Mix, Oatmeal Dark Chocolate and Oatmeal Raisin Flax provides 4 grams of fiber.

Hot Cereals
Start your day with Kashi cereals. The answer for replacing low-fiber cereals, Kashi varieties like Heart to Heart, Viva n Wheat offer nutritional punch in every spoonful.

or found in whole grains is important for lowering cholesterol. Enjoy Kashi Heart to Heart oatmeal and GoLean hot cereal up with 5-7 grams of fiber, with 2-5 grams as soluble fiber.

azing on Whole Grains with Kashi in the aisle FREE at your neighborhood Big Y World Class Market!

Living Well EatingSmart™ Our Registered Dietitian, Carrie Taylor, is here to help you make sensible food choices through Living Well Eating Smart, our nutrition and wellness program.

Shady Brook Farms Turkey
Ground Turkey Breast, 20.8 oz, 99% Fat Free **4.33**

Fresh Express Baby Spinach
9 oz **2.53**

Emeril's Premium Pasta Sauce
25 oz, Assorted Varieties **2.56**

Ultimate Grains Whole Grain Breads
24 oz, All Natural, Assorted Varieties **2.55**

Barilla Plus Pasta
14.5 oz, Assorted Varieties **1.44**

Tetley Herbal or Specialty Tea
20 Count Canister, Assorted Varieties **BUY 1 GET 1 FREE**

Warm Wintry Meals
Prevent a spring waistline surprise with low fat, nutrient rich dishes this winter season. Focus on:

Lean Protein
For a quick and easy way to save calories and fat in your wintry stews, let Shady Brook Farms 99% Fat Free Ground Turkey and Turkey Cutlets provide a lean source of protein.

Bold Colors
Add deep, rich, green color and vitamins K, A, C, and folate to your winter palate with Fresh Express Baby Spinach. Create a bold twist to warm wintry meals with Emeril's pasta sauces. They're a delicious tasting lycopen base for casseroles, soups, and sauces.

Healthful Grains
When your meals call for bread, choose Ultimate Grains All Natural Breads with 2 - 5 grams of fiber in every slice. With ingredients like whole grains, flax seeds and beans, Barilla Plus Pasta will add fiber, omega-3 fats, and protein to your recipes in an instant.

Calorie Free Warm Ups
Melt that wintry frost with hot calorie free beverages like Tetley tea that are high in antioxidants and infused with the natural flavors of blueberry, passion fruit, mango, and Açai Berry.

Learn more about Warm Wintry Meals in the current Living Well Eating Smart newsletter, available for FREE at your neighborhood Big Y World Class Market!

Page 8 Some items not available in all stores. **Big Y** Only the Best For Your Family...From Ours™ ©Copyright Big Y Foods, Inc. 2008 visit bigy.com

living well eatin' Have a nutrition question? email

Functional Foods
Are you eating functional foods? These are foods that provide health benefits beyond their basic nutrition. For example, the isoflavones in soy. Start incorporating functional foods into your meal plan.

Top Line Roma Grape Tomatoes
Pit **2.55**

Wyman's Frozen Fruit
12 oz, Wild Blueberries, Red Raspberries, Mixed Berries or Strawberries **2.75**

Stash Tea
18 to 20 Count, Assorted Varieties **2.55**

Wasa Crispbread
7 to 9.7 oz, Assorted Varieties **2.55**

Ensure Shakes
6 Pack, 8 oz, Assorted Varieties **6.99**

Top Line Roma Grape™
Top Line Roma Grape™ nutritional powerhouse and lycopene, an anti-oxidant against prostate cancer.

Wyman's Frozen Berries
Berries are naturally low in sugar and may improve heart health without added sugars. Blueberries and Frozen Strawberries.

Stash Tea
Tea contains compounds studied for reducing risk for certain cancers. Include green and black tea most often like Stash Moroccan Mint Green Tea and Chai Spice Decaf Black with notes of allspice.

Wasa Crispbread
Maintain a healthy digestive tract with fiber-rich whole grains. Wasa Multi Grain Crispbread makes a satisfyingly crunchy snack and provides 2 grams fiber directly from whole grains in each crisp.

Ensure Shakes
As if 320 milligrams omega-3s, 24 vitamins and minerals, and flavors like Rich Dark Chocolate weren't enough, Ensure Shakes also provide probiotics and antioxidants for immunity strengthening nutrition.

Read more about Functional Foods in our new FREE Living Well Eating Smart™ newsletter. Become a fan! Follow us on **facebook** and **Twitter**.



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