



# **Hannaford Bros. Co**

## **Nutrition Education**

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**Presented by  
Hannaford Bros. Co.  
April 21, 2009**



# Hannaford Supermarkets

- 168 supermarkets in five Northeast states - Maine, Massachusetts, New Hampshire, New York and Vermont
- 2/3 of Hannaford Supermarkets have full-service pharmacies.
- Member of Delhaize America, with over 1,500 supermarkets from Maine to Florida, including Food Lion, & Sweetbay Supermarkets.



# Hannaford Supermarkets

- **Long History of providing Health & Wellness resources for both customers and associates**

## **Associates:**

- Wellness Nurses for associates at every store
- Healthy behavior insurance credit
- Platinum level award for Best Employers for Healthy Lifestyles from the National Business Group on Health (NBGH), which recognizes companies for innovative efforts to battle obesity and promote a healthy work environment.

# Hannaford Supermarkets

- **Customer & Community Education/Resources:**
  - Launched Guiding Stars program in September of 2006 at Hannaford, now currently also at SweetBay and Food Lion
  - Nutritionists (RDs) in key retail locations for shoppers.
  - “Ask the Nutritionist” hotline/e-mail for consumers.
  - Partnerships with local health care providers, schools and organizations
  - Created private Organic & Natural line of products, 2008



# The Guiding Stars: Nutrition Navigation Made Simple

Hannaford created a four-tier rating system to identify foods that meet varying levels of nutrient content, per the formula.

No stars    Food that do not meet the criteria to be earn a star



Good Nutritional Value



Better Nutritional Value



Best Nutritional Value

# Guiding Stars: Nutrition Navigation made simple, continued

What goes into making a star?

More 'GOOD' stuff...

## **Whole Grains**

Dietary Fiber

Vitamins

Minerals

Less of the 'bad'...

Saturated Fat

Trans-Fat

Cholesterol

Sodium

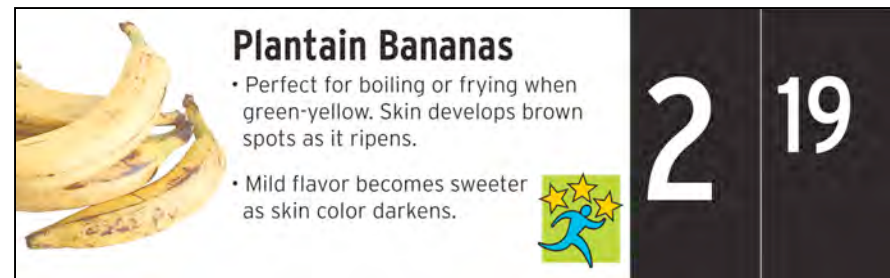
Sugar

# Stars by Category

- What percentage of foods received stars?
  - 33% of foods Hannaford sells receive at least one star
  - By category, stars are:
    - 100% of fruits & vegetables
    - **65% of cereals**
    - 64% of seafood
    - 27% of meat
    - 30% of dairy
    - 15% of soups
    - 5% of bakery (**41% of breads & rolls**)

# Program Communication

- Stars appear on:
  - Unit Price Tags (shelf labels)
  - Scale labels
  - Fresh department sign kits
  - Promotional marketing materials that introduce program
  
- If the shelf tag has no stars, it means one of two things:
  - Product does not meet the nutritional criteria for a star.
  - Product is not rated by the program.



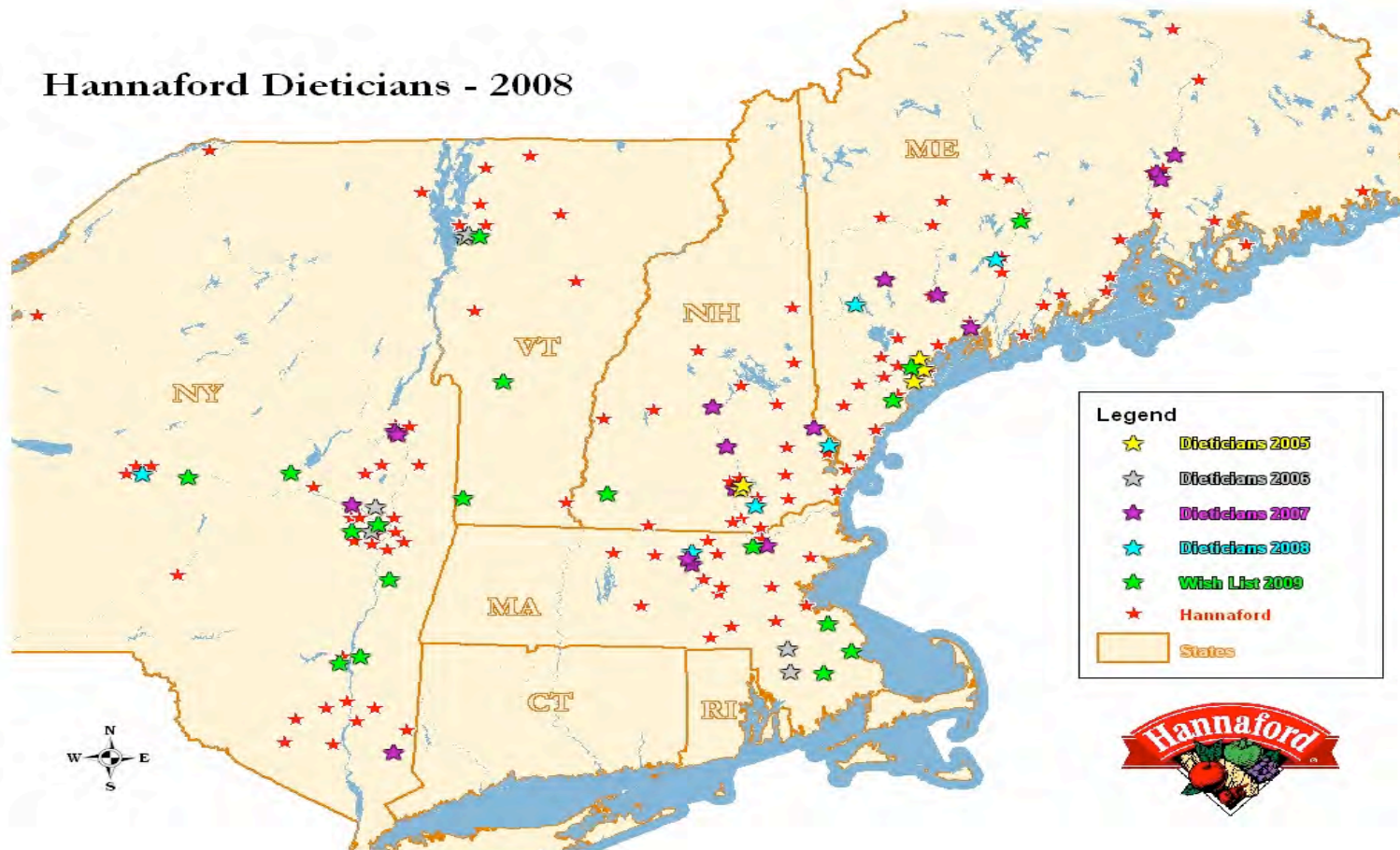


# Nutrition Coordinator Program

- All 'Nutrition Coordinators' are Registered Dietitians
- Together they teach over 100 classes on nutrition topics per month
- Healthy Store Tours with all classes and with community groups
- Attend school wellness events, after school programs & community workshops
- On the sales floor sampling of healthy/starred foods

# Nutrition Coordinator Program

Hannaford Dieticians - 2008



# NC Program

- 2009 created annual sponsorships for the nutrition coordinator program
  - 3 Primary Sponsors:
    - Kellogg's/Kashi (Whole Grain)
    - Dannon Yogurts (Dairy)
    - Fresh Express/Chiquita Banana (Vegetables and Fruits)
- Having sponsors has created an opportunity to really educate about nutrition and products we sell in our stores!



**Thank You!**

**We appreciate your interest  
in Hannaford!**

