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
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
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
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!