

Exclusive Webinar Presentation  
**Supermarket Nutrition:**  
*Promoting Health through  
Shopper Engagement*

Presented by Barbara Ruhs, MS, RD, LDN



Complimentary 1-Credit Continuing Education Webinar

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**Disclosures**

Barbara is a consultant to:

- Avocados from Mexico
- National Beverage Corp.
- Arla Dofino

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**Learning Objectives**

Suggested CDR Learning Codes: 7050, 7070, 7120, 7210;  
Level 2

1. Review the varying roles and duties fulfilled by supermarket dietitians.
2. Define customer engagement and discuss why it is important for dietitians.
3. List 5 key customer engagement strategies for dietitians.

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## Setting the Stage...

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## 20% of All U.S. Spending

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- 70% of all health-care costs are the direct result of behavior.
- 74% of all costs are confined to four chronic conditions (cardiovascular disease, cancer, diabetes and obesity)



Image source: <http://www.carelife24.com>

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## 1 Doctor's Visit Per Year

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### Shoppers Per Week

- Safeway 44 million (1300 stores)
- Kroger 68 million (2400 stores)
- Wal-Mart 260 million (11,000 stores)

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## Steve Burd, Former CEO, Safeway

"Today, we're a supermarket company selling wellness services and wellness products, within 10 years, Safeway will transform into a wellness company that happens to sell food."  
(2013)



Image source: inspirationsforlife.tumblr.com

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## SUPERMARKET DIETITIANS: ROLES & DUTIES

1. Corporate Dietitian
2. Store-Based Dietitian
3. Consultant Dietitian

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## U.S. Supermarkets



Image source: davidalerick.com

- 85 % have a corporate dietitian on staff
- 30% have an in-store Registered Dietitian

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## Corporate Dietitian

- Customer Nutrition Advocate
- Nutrition Advisor to Buying Team
- Program Manager
  - Liaison to Food Companies
  - Marketing & Advertising
- Nutrition Spokesperson
- Community Partnerships
- Nutrition Labeling & Regulatory
- Product Innovation (ie. Store Brands)
- Social Media Outreach
- Employee Wellness Programs



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## In-Store Dietitian

- Food Demo-Sampling
- Customer Service: Ask the Dietitian
- Nutrition & Culinary Education
- In-Store Nutrition Counseling
- Store Tours & Group Classes
- Merchandising Displays
- In-Store Wellness Advocate



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## A Dietitian in Every Store!

Dietitian services:

- In-Store Nutrition counseling
- Shopping Tours
- Health Screenings
- Weight-Loss Classes
- Culinary Education
- Community Events
- Kids Programs & Events
- Healthy Check Out Lanes
- Healthy Meal Solutions



235 Store Locations:

- Iowa
- Illinois
- Kansas
- Missouri
- Minnesota
- Nebraska
- South Dakota
- Wisconsin

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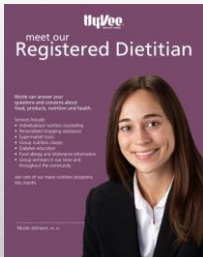
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## Dietitian Signage




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## Healthy Check Lanes




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## Food Experiences In-Aisle

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- 5 minute cooking class
- Butler-style experience
- Class samplers
- Kids cooking class




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### Connect & Coach® by PHRQL (Freckle)

Personal Health Recording for Quality of Life

- HIPAA compliant EHR designed for supermarket dietitians (over 300 supermarket RD's using today)
- Capture customer interactions: 1 on 1, groups, DSME, in the aisles
- Connect to the health care system
- Bill insurance companies
- Measure sales increase from RD services
- Generate ROI while improving consumer health

Learn More: [www.phrql.com](http://www.phrql.com)




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## Eat Well, Live Well Program

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9 Corporate & Regional RDs :

- 4 Pillar Program "Half Plate Healthy"
- Corporate & Employee Wellness "Challenge"
- Wellness Keys on Products (gluten free, vegan, high in calcium, etc.)
- Eat Well, Live Well prepared foods
- Medical "Sneak Peak" to engage local health professionals



85 Store Locations:

- New York
- New Jersey
- Maryland
- Massachusetts
- Pennsylvania
- Virginia

Jane Andrews, RD – TEDxRochester presentation <http://bit.ly/1Gsxyw>

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Join us for our Sneak Peek Event for Medical Professionals  
Get a taste of our newest Wegmans before Grand Opening!



Learn how we can help you  
and your patients at Wegmans

**Wednesday, May 18, 2011**  
6:30 PM – 8:45 PM  
Wegmans Frederick  
7830 Womans Mill Rd., Frederick, MD 21701

Learn how Wegmans helps customers with:

- Health and wellness
- Information, products, and recipes related to diabetes, celiac disease, heart health, and food allergies
- Healthy, easy, affordable meals
- Food safety
- Pharmacy services

Please join us for a fun & informative evening

6:30 pm – 7:30 pm - Meet, greet and eat! Sample a variety of fresh appetizers while visiting our special information booths.

7:30 pm – 8:30 pm - Presentations by Wegmans registered dietitians, pharmacist, and food scientist.

8:30 pm – 8:45 pm - Q&A session, raffle prize drawings, and a complimentary gift bag to everyone attending!

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It's like having your own personal shopper, chef, and wellness coach!

**7 Regional Dietitians Throughout Texas**

- Cooking Classes
- Nutrition Consultations in-store
- Group Health Classes
- Grocery Store Tours
- Lunch and Learn for Health Professionals
- Corporate Worksite Wellness
- Community Events
- Media Outreach



Kara Zepher, MS, RD, LD, CDE  
H-E-B Dietitian



Lorena Kaplan, RD, LD  
H-E-B Dietitian

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[www.heb.com/nutrition](http://www.heb.com/nutrition)

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## Eat Well at Festival Foods



**Stephanie Schultz, MSM, RDN, CD**  
Wellness & Communications  
Director

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[@StephSchultzRDN](https://twitter.com/StephSchultzRDN)  
(920) 964-3432




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## Festival Foods

### Brand Partnerships to Engage Customers

- Weekly Circular (print and online)
- Additional:
  - Radio Lives, Cooking Videos, Blogs, Social Media
- In-store display execution
  - RD Regional Managers/Store Leads
- Tie in additional partnerships
  - These must work with vendor partners
- Sales/Reports

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# Sweet & Sloppy Joes



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# Sweet & Sloppy Joes



**Sweet and Sloppy Joes + GIVEAWAY**

There's nothing I love more than taking a traditional recipe and giving it a little twist. Here we have a family favorite that's also healthier! Today we're making the Sweet and Sloppy Joes. And this recipe still embraces the best part of a Sloppy Joe - the sloppy part!

**Eat Well Wednesdays: Inland Tea Recipes + GIVEAWAY!**

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# GIANT EAGLE Company Overview

**Health & Wellness Strategic Priority:**  
**Position Giant Eagle as a destination for Health & Wellness (H&W)**  
**by focusing on customer satisfaction and loyalty.**

- 7 Dietitians in the Corporate Office and the majority of RDs in-store
- Privately owned and family-operated since 1931
- 231 supermarkets and 195 convenience/fuel stores: **Pennsylvania, Ohio, West Virginia and Maryland, Indiana (2015).**



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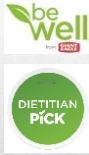
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### Programs in Place to Deliver on H&W Strategy

- Expanded # of stores with consistent Nutrition Services (currently 30)
- Added a dedicated Dietitian to Specialty Pharmacy
- Launched chain-wide Dietitian Pick Program (January 2015)
- H&W involvement in Own Brands Steering Committee
- Optimizing Dietitian Services to meet customer needs
- H&W Alignment with Marketing/Merchandising Editorial Calendar




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Contact caroline.passerello@gianteagle.com

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### Dietitian Picks in Action

- Logo is included on qualifying products in television commercials
- Efforts are made to ensure What's Cookin' recipes and weekly eAdvantage items include Dietitian Pick recipes and products on a routine basis




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**BUY ONE GET ONE FREE**  
Bottom Round Roast  
Giant Eagle logo

**Halibut with Citrus Sauce**  
Serves: 4  
Prep Time: 10 minutes  
Marinating Time: 10 minutes  
Bake Time: 15 minutes

**Ingredients:**

- Giant Eagle® cooking spray
- 1 lb. halibut, cut into 4 x 4-in. pieces
- ½ cup orange juice
- 1 Tablespoon zest
- 1 tsp. fresh rosemary, minced
- Salt and pepper for seasoning

**what's cookin'**  
This Week: Tuna & Pasta Toss  
Visit [www.GiantEagle.com/whatscookin](http://www.GiantEagle.com/whatscookin) for the recipe

**SAVE MORE WITH eAdvantage**  
OFFER OF THE WEEK  
with eAdvantage Card

Flavored Protein Baby-Cut Carrots 1 lb.  
with eAdvantage Card

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### Supermarket RD Programs

- Hannaford Bros. (New England)
- ShopRite/Wakefern (NY, NJ, PA)
- Big Y (MA)
- United Texas (TX)
- Lowes Foods (NC)
- Kroger (OH)
- King Soopers (CO)
- HAC Retail (OK)
- Jewel-Osco (IL)
- Meijer (MI, IL, NE)
- Publix (FL)
- Martin's (Ahold USA – NY, PA)
- Weis Markets (PA)
- Redner's Markets (PA)
- Harmon's (UT)
- Reasor's (OK)
- Loblaws (CANADA)
- Sobey's (CANADA)

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### Health: Impact Public Health

- Disease rates
- Utilization of healthcare services
- Changes in consumption (produce, seafood)
- Knowledge of nutrition
- Awareness of healthier choices

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## Business: Impact Sales

- Incremental sales of healthier products
- Increased revenue source(s) from RD programs
- Increased customer counts, media impressions
- Competitive advantage

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## CUSTOMER ENGAGEMENT: THE KEY TO SUCCESS

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## What is Customer Engagement?

The extent of a customer's willingness to invest his or her discretionary time with a company for mutual benefit.

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## 2 Key Components

# ADVOCACY & INVOLVEMENT

**Why is engagement important?**

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## Advocacy & Involvement

- Each advocate brings you **3 new customers**
- Spend **2x** as other customers with decreased price sensitivity
- Reach additional 150 people with social media

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## Dietitians are the Key to Engagement



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# Dietitians' Strategies to Engage Customers

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5 Tips on Being a Better Salesperson

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## 1. Share Your Passion & Believe in Your Brand

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- Get in "State"
- Relate to people: What's your story? Elevator pitch
- Why do you shop at a particular store?



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KNOWLEDGE  
IS  
POWER,  
BUT  
ENTHUSIASM  
PULLS  
THE  
SWITCH

Image source: chalkboardwisdom.etsy.com

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## 2. Know Your Customers & Your Competition...and Up Sell

- Why are customers coming to your store? How can the RD maximize?
- Why one store vs. the competition?
- Increase perceived value of RD services




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## 3. Be An Expert & Be Helpful

- Be prepared!
- Be approachable
- Know the surroundings
- Offer solutions
- Cross training



Image source: chalkboardwisdom.etsy.com

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## 4. Be A Team Player & Learn From Experts

- Learn about the jobs of other store personnel – how can you support each other?
- Find a good salesperson and study them!




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## 5. Anticipate Objections & Learn From Mistakes

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- What prevents customers from using your services?
  - time?
  - cost?
  - already healthy?
- Failures are a blessing in disguise




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## Summary: Success Tips for Dietitians

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Image Source: davidalenick.com

1. Share Your Passion & Believe in Your Brand
2. Know Your Customers & Your Competition & Up-Sell
3. Be An Expert & Be Helpful
4. Be A Team Player & Learn from Experts
5. Anticipate Objections & Learn from Your Mistakes

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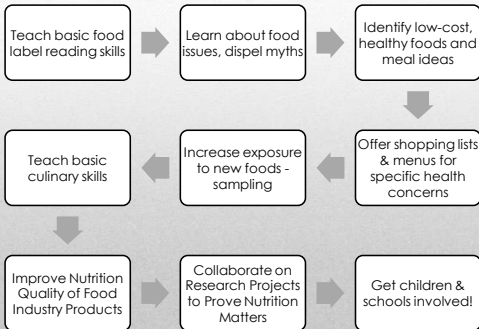
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## Ideas for Dietitians to Work with Supermarkets

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