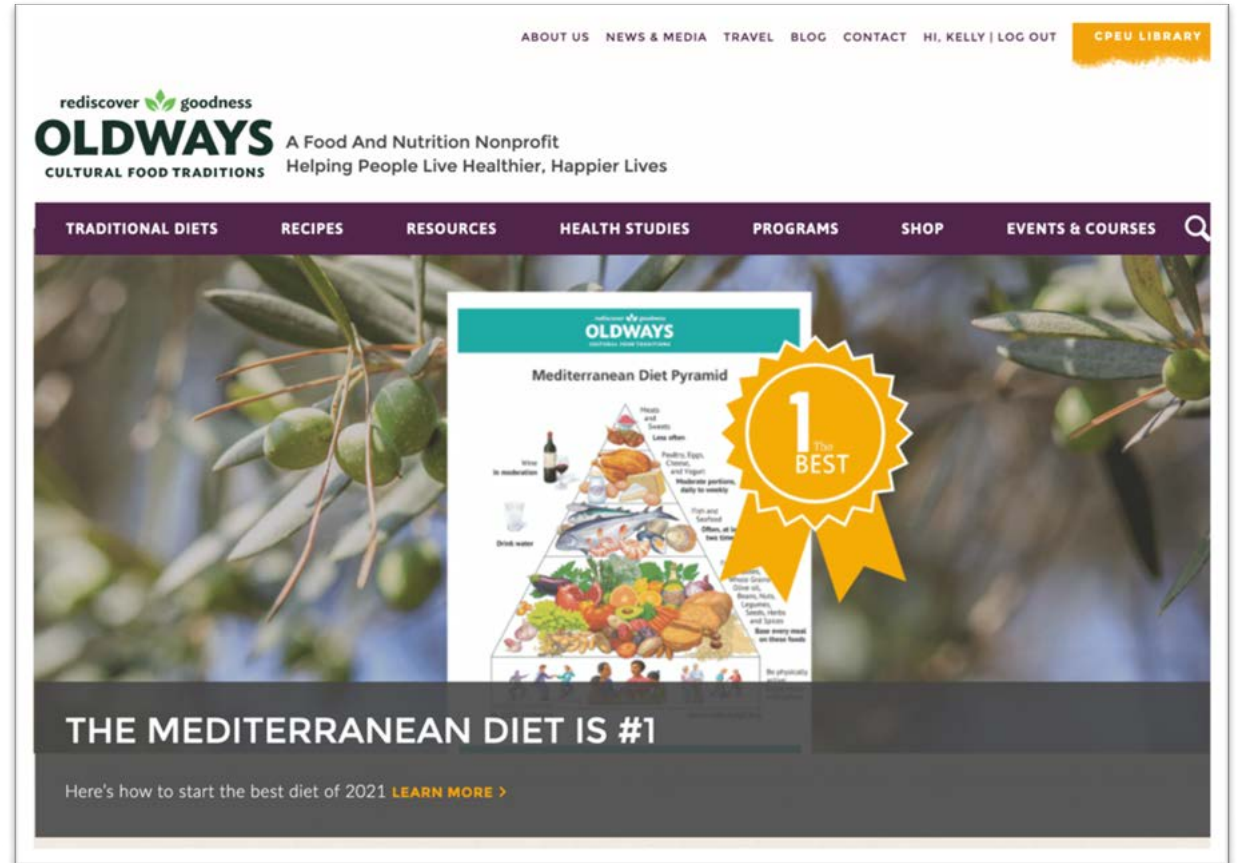


How Retail Dietitians Create Value with Mediterranean Family Meals

March 9, 2021

About Oldways

- Nutrition nonprofit founded in 1990
- **Mission:** To inspire people to embrace the healthy and sustainable joys of the old ways of cooking and eating
- Visit us online at **oldwayspt.org**



Housekeeping

- Attendees will receive an email within ONE WEEK with **CPEU certificate, slides, and recording**
- Visit **oldwayspt.org/CPEU** to register for upcoming webinars or view recordings of previous webinars
- Please submit any questions using the CHAT function in Zoom

Today's Speakers



Kelly Toups, MLA, RD, LDN

Director of Nutrition,
Oldways



Ellie Wilson, MS, RDN, CDN

Manager of Lifestyle and
Wellness Programs at Price
Chopper/Market 32/Golub
Corporation



Heather Lieber, RDN, CD

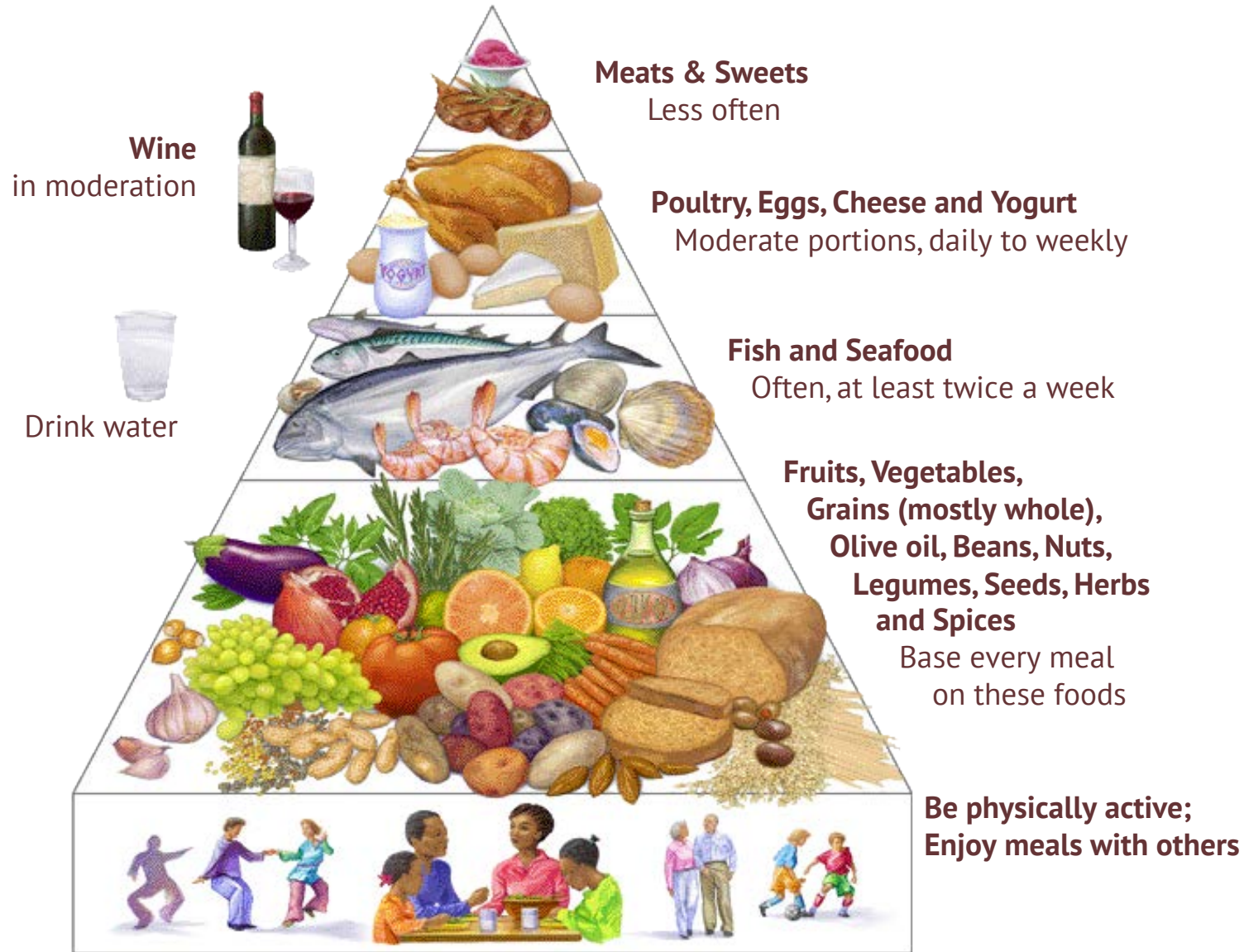
Retail Dietitian, Harmons
Grocery Stores



Krystal Register, MS, RDN, LDN

Director of Health and Well-being,
FMI

Key Characteristics of the Mediterranean Diet



Communicating Health Research in Retail

- Strong & correct health messaging can drive business
- Educate other departments on FDA Health Claims & what types of marketing messages are permissible
- Connect Mediterranean Diet benefits to customers' values
 - Affordability
 - Diabetes prevention & control
 - Heart disease
 - Healthy aging
 - Sustainability
 - Visit oldwayspt.org/health-studies for more

WELCOME TO THE MEDITERRANEAN DIET

The Mediterranean Diet

- Reflects a way of eating that is traditional in the countries that surround the Mediterranean, such as Greece, Italy, Spain, and Turkey
- Has more than 5 decades of epidemiological and clinical research supporting its benefits
- Features plant foods like vegetables, fruits, whole grains, legumes, nuts, seeds, and olive oil at every meal, and also contains moderate amounts of seafood, wine, and traditionally-produced cheeses and yogurts
- Is as delicious as it is nutritious, proving that good taste and good health go hand-in-hand

HEALTH BENEFITS ACROSS THE LIFE CYCLE
EATING A MEDITERRANEAN DIET IS LINKED WITH....

Lower risk of child asthma and wheeze	Improved odds of successful pregnancy with IVF in women	Significantly less plaque buildup in arteries	Improvement in vision (with just as effective as medication)	38% lower risk of frailty in older adults (60+)
Lower odds of having ADHD in kids	50% lower risk of heart disease and significantly lower risk of stroke in high-risk patients	Less need for multiple medications	Lower risk of high blood pressure, unhealthy cholesterol levels, and diabetes	Improved cognitive performance—particularly memory—and lower dementia rates

OTHER BENEFITS OF THE MEDITERRANEAN DIET

Shifting to a Mediterranean diet could cut...

greenhouse gas emissions by up to 72%	land use by up to 58%	energy consumption by up to 52%	water use by up to 33%
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Choosing a plant-based diet with olive oil, instead of a budget MyPlate diet, could save **\$746.46** per person per year and provide vastly more servings of vegetables, fruits, and whole grains.

OLDWAYS
HEALTH THROUGH HERITAGE
<https://oldwayspt.org>

Help Customers Mediterranean-ize Meals

ORIGINAL: STEAK AND POTATOES

16-ounce ribeye or T-bone steak, served with mashed potatoes and frozen mixed vegetables



Original Nutrition: Calories: 1830, Total Fat: 97g, Saturated Fat: 50g, Sodium: 630mg, Carbohydrate: 93g, Fiber: 5g, Protein: 144g

REMAKE: SHISH KEBABS

Served on a bed of Bulgur and Walnut Pilaf



New Nutrition: Calories: 440, Total Fat: 22g, Saturated Fat: 2.5g, Sodium: 380mg, Carbohydrate: 56g, Fiber: 3g, Protein: 12g

Help Customers Mediterranean-ize Meals

ORIGINAL: SCRAMBLED EGGS AND SAUSAGE

Served with buttered white toast



Original Nutrition: Calories: 780, Total Fat: 61g,
Saturated Fat: 29g, Sodium: 1200mg, Carbohydrate: 26g,
Fiber: 0g, Protein: 30g

REMAKE: SPANISH FRITTATA

Served with avocado toast and fresh fruit

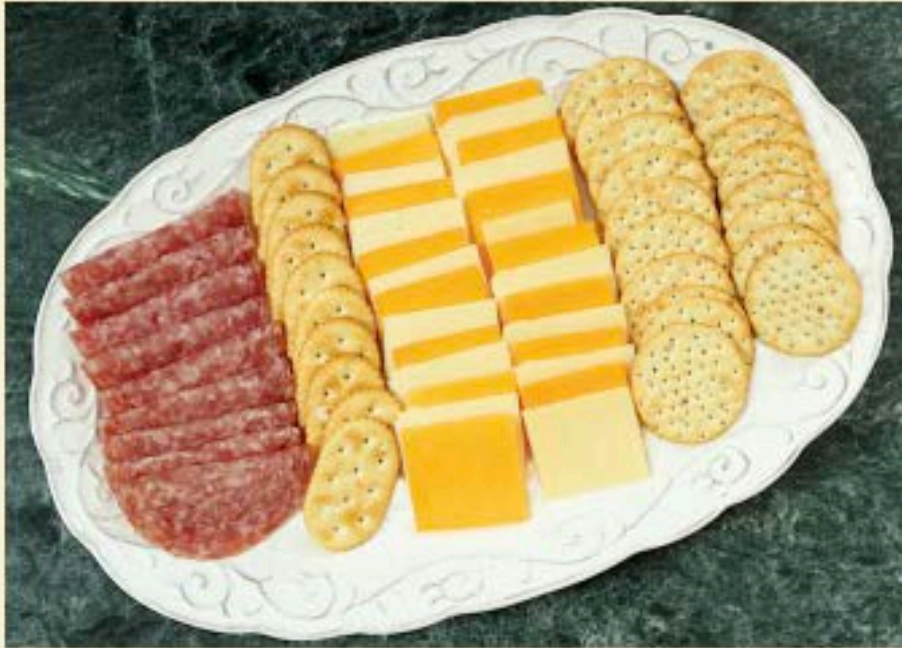


New Nutrition: Calories: 370, Total Fat: 24g,
Saturated Fat: 4.5g, Sodium: 260mg, Carbohydrate: 25g,
Fiber: 4g, Protein: 15g

Help Customers Mediterranean-ize Meals

ORIGINAL: CHEESE AND CRACKERS

Typical mix of cheeses (cheddar, pepper jack, etc) with crackers and salami



Original Nutrition: Calories: 620, Total Fat: 49g,
Saturated Fat: 23g, Sodium: 1680mg,
Carbohydrate: 14g, Fiber: 0g, Protein: 30g

REMAKE: ANTIPASTO PLATTER



New Nutrition: Calories: 340, Total Fat: 22g,
Saturated Fat: 4g, Sodium: 550mg, Carbohydrate: 35g,
Fiber: 6g, Protein: 8g

FREE Interactive Mediterranean Resources

MAY IS INTERNATIONAL MEDITERRANEAN MONTH
MAKE EACH DAY MEDITERRANEAN

How Mediterranean is Your Diet?

It's likely you've heard a lot about the Mediterranean Diet, and wondered just what it's all about. No gold-standard many health studies include longer life expectancy. Mark you and you'll Vegetables in a typical diet. The most at least every day. Fruit meals and I eat fruit twice a week.

How Well Do You Know Mediterranean Foods?

Match each Mediterranean food to its country or region of origin. Good luck!

- 1. Dukkah**
 Dukkah (DOO-kah) is a nutty, dry condiment typically made with dried mint, hazelnuts, sesame seeds, coriander, cumin, salt and pepper. The name is derived from the Arabic word "to pound."
 Lebanon Croatia Israel Egypt
- 2. Pesto**
 Pesto is a sauce traditionally made by crushing together garlic, pine nuts or walnuts, fresh basil leaves, Parmigiano Reggiano and Pecorino cheeses, and extra virgin olive oil in a marble mortar with a wooden pestle. It's usually used as a sauce for pasta.
 Crete, Greece Liguria, Italy Sicily, Italy Provence, France
- 3. Kalamata Olives**
 Kalamata olives are plump, almond-shaped, and dark purple. They are used in traditional Mediterranean salads.
 Tunisia Greece Italy Cyprus
- 4. Paella**
 Paella is a fluffy yellow rice dish named after the wide, shallow pan in which it is cooked. Along the Mediterranean coast, it is cooked with a variety of seafood.
 Valencia, Spain Sicily, Italy Provence, France Barcelona, Spain
- 5. Burrata**
 Burrata is a fresh cheese traditionally made with water buffalo milk. It looks like Mozzarella from the outside, but has a creamy soft texture inside.
 Crete, Greece Puglia, Italy Umbria, Italy Andalusia, Spain

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OLDWAYS
 CULTURAL FOOD TRADITIONS

12 Great Ways to Use... Canned Sardines

Keep a few cans of sardines in your pantry. The USDA's 2010 Dietary Guidelines for Americans—which recommends that we eat more fish—specifically calls out sardines as a great seafood choice for their high levels of omega-3s and their low levels of methyl mercury, a marine contaminant. Sardines are also a source of protein, calcium, iron, vitamin D, and vitamin B12. And, in addition to being incredibly nutritious, sardines—specifically those caught in the Pacific—are also a sustainable choice for the environment. Open a can, lift the sardines out with a fork, and enjoy them in a dozen ways to use canned sardines in your diet.

1. Make quinoa and extra-firm tofu cubes by combining drained, canned sardines, bruschetta or crushed potatoes, egg, salt, pepper and flourings (such as cheddar onion, lemon zest, minced garlic). Shape into small cubes and pan fry until warmed through and browned on the outside.
2. Using a fork, lift a few sardines and a few chopped capers into hot roasted potatoes.
3. Chop canned sardines, combine with acid and sliced cruciferous vegetables (broccoli, cauliflower, carrot), and spoon over slices of crusty bread.
4. Add roughly chopped sardines in place of anchovies to your favorite pasta/pizza sauce recipe.
5. Add chopped sardines and peas to hot cooked rice.
6. For an easy and filling snack, chop canned...
7. ...
8. ...
9. ...
10. ...
11. ...
12. ...

OLDWAYS
 CULTURAL FOOD TRADITIONS

12 Great Ways to Use... Citrus

Citrus is a healthy and delicious part of the Mediterranean diet. Offer with cancer-fighting compounds, and loaded with vitamins and minerals. As with health and safety, citrus offers a natural way to lose those pounds. Experiment with all sorts of citrus, from zesty lemons and limes to tangy grapefruit and sweet oranges and their bright brethren (or use them in our cooking!).

TO YOUR GOOD HEALTH

There are many reasons to follow the Mediterranean Diet. Scientific evidence shows that it may help you:

- Achieve Weight Loss and Weight Management Goals
- Lower Your Risk of Heart Disease and Stroke
- Fight Cancer Causes and Chronic Diseases
- Promote Brain Health During Aging
- Avoid Diabetes
- Avoid Depression
- Reduce Inflammation
- Boost Gut Bacterium Diversity

EASY RECIPES TO FOLLOW THE MEDITERRANEAN DIET

Following the Mediterranean Diet's simple steps for good health is easy, quick, and affordable with recipes such as:

- Greek Lemon Flava
- Pasta with Quick Marinara and String Beans
- Spiced and Slow Flava
- And more...

For detailed recipes and additional resources on the Mediterranean Diet, visit www.oldwayspt.org

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OLDWAYS
 CULTURAL FOOD TRADITIONS

12 Great Ways to Use... Citrus

8. For a double citrus dessert, make a citrus posset cake. Ingest by a tart citrus glaze.
9. Fish and citrus are natural companions. Sea trout is a classic French fish dish using the juice of a lemon to the base for a sauce. Try a fresh citrus juice marinade or a citrus soy sauce marinade on broiled fish.
10. Citrus complements the taste of many vegetables. Think tomatoes and brussels, beets and oranges, artichokes and lemons, or zucchini and grapefruit.
11. Canned citrus peels are incredibly delicious. This Mediterranean bread can be eaten alone or as a topping for fresh citrus or other desserts. But citrus peels in water freeze better and are easier. Boil equal parts of water and sugar (2 cups each), and then drop the peels into the sugar-water mixture until the white gel is translucent. Store in the refrigerator or dry.
12. Citrus is a perfect ingredient for smoothies, soups, and dressings. Add citrus to your smoothies, soups, and dressings, whether you're using lemons, limes, or grapefruit.

more about healthy food choices at www.oldwayspt.org

SHOPPING & TASTING THE MEDITERRANEAN DIET
OLIVE OIL TASTING

"The olive tree is surely the richest gift of heaven." Thomas Jefferson

Olive oil tastings are a great way to let shoppers explore the amazing flavors and aromas present in extra-virgin olive oil and to merchandise exceptional oils carried by your store.

OLDWAYS
 HEALTH THROUGH HERITAGE

OLDWAYS
 MEDITERRANEAN

Questions? Comments? Kelly Tapp, M.A., RD, LDH 617-896-4884 kelly@oldwayspt.org

SHOPPING & TASTING THE MEDITERRANEAN DIET
COOKING DEMOS

Cooking demos help shoppers see how a recipe can be quickly and easily turned into a delicious dish. You can help shoppers feel confident about their ability to turn simple ingredients into a meal—and let them taste the finished product—while you impart useful information about food and health.

Recipes

We've included three recipes in this section, each pictured here:

1. Salade Niçoise (top photo)
2. Pasta Fruit Walnut Salad (middle)
3. Lemon Bass Whole Grain Salad (bottom)

Cooking Demo Format

For each dish, we've provided:

- Full recipe with photo & nutritionals, as a handout
- Talking points, to use as you do the demo
- Supplies list, to make setup easy and organized

These three elements will come in handy whether you're doing an in-store demo, or using our materials at a community event or sign you can post in your store, on the following page.

In-Store Sampling Ideas

You can still help shoppers appreciate the delicious tastes of the Mediterranean even if you don't have the time or space to do a full cooking demo. Do a simple in-store sampling instead! Pick products from your store's shelves, or work with your deli department to feature prepared salads or party platters shoppers can easily purchase after tasting.

Set up a table, print out some copies of our "8 Simple Steps" handout (from our Store Tour), and you're ready to get people excited about the Mediterranean Diet. Check out the last page of this section, where we've included more than a dozen ideas.

OLDWAYS
 HEALTH THROUGH HERITAGE

OLDWAYS
 MEDITERRANEAN

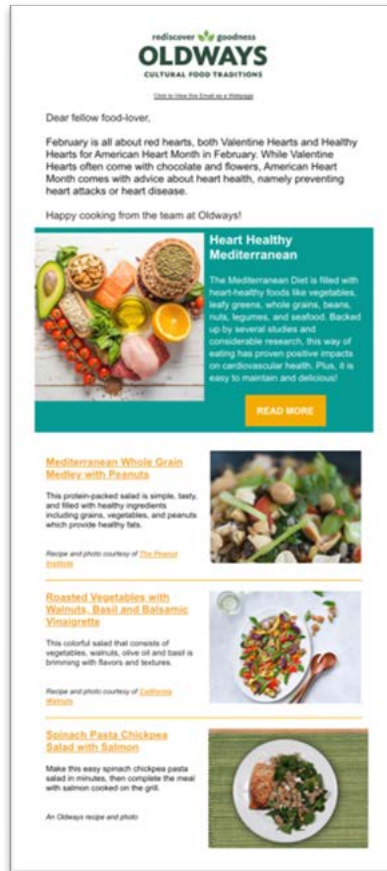
Questions? Comments? Kelly Tapp, M.A., RD, LDH 617-896-4884 kelly@oldwayspt.org

FREE Quizzes & Trivia – Test Your Customers' Knowledge

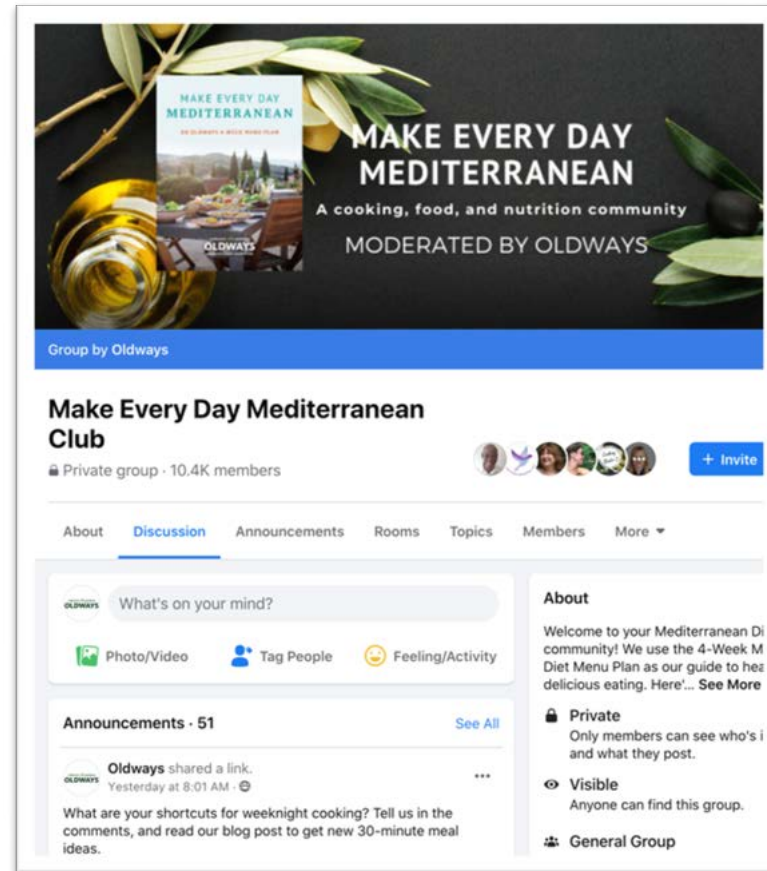
FREE printable handouts and brochures

FREE Virtual-friendly Cooking Demo and Tasting Party Scripts

Give Customers Ongoing Support on Their Mediterranean Diet Journey



Bi-weekly email newsletter with recipes & tips



Private Facebook Group to swap easy meal ideas, recipe challenges



Award-winning 4-Week Menu Plan Book (\$14.99)



Retail Dietitians Create Value with Mediterranean Family Meals

Ellie Wilson, MS, RDN Manager, Wellness and Lifestyles,
Price Chopper/Market 32

Price Chopper/Market 32

- Regional Northeast chain of 130 supermarkets/pharmacies
 - NY, PA, CT, VT, MA, NH
- Corporate RDN, Manager, Lifestyles and Wellness
 - Merchandising/planning support team member



Know your colors

A guide to making smart food choices

rediscover  goodness
OLDWAYS

Mediterranean/Family Meal Messaging

- Fresh focus, familiar, friendly
 - Google Mediterranean Diet - 172,000,000 hits/< 1 second
 - Build resources/linkages for teams
 - Message benefits and bounty
 - Health interest is rising – immunity, sugar reduction, plant forward
 - Seafood swims forward
 - Family meal mandate/magic
 - Solution selling
 - Holistic business case

Value of RDN Role and Capacity

- Consultant
 - Align with planned promotions
 - Include conversion/measurement in contracts
- Corporate
 - Strategy
 - Capacity/Assets/Collaboration
 - Execution/Measurement
 - Regional
 - Support execution/store team communications/sales specialist
 - Store Level
 - Execute/engage/educate store teams and shoppers/qualitative and quantitative measures as part of QI

Value of Team, Time, Tools

- Store and internal teams
 - Have families!
 - Same time/taste/health and budget concerns as shoppers
 - Empower them to enjoy/share meal solutions and information
- Ad/Loyalty program/industry and health calendar linkages
 - Value message
 - Enhance existing promotion programs
- Marketing/Media/Social Media channels
 - Build brand/benefits
 - Target/expand – families/wellness/time-crunched
- Public health intersections/partnerships
 - Advocacy, funding, content adaptation, credibility, connection

Value of Tools

Example: Infographics that outline the full store offer help co-workers see the store differently, share solutions and info with shoppers.

Handouts/graphics/messaging resources power marketing and communications.



PharmaSmart*
Track your blood pressure results at the **NEW blood pressure kiosk** located in over **70 pharmacies**.

Olive oil is a cornerstone of the Mediterranean Diet. We sell **over 40 varieties** of olive oil in most of our stores.

Explore flavor - Fresh, dried and salt-free herbs and spice blends. **Flavor up, sodium down.**

Over **200 pharmacists** available to answer your questions about your heart health.

Eat seafood **twice per week** for a healthy heart!

Over **600 produce items** throughout the store.

Include **Good fats** Fats!

50% of your plate should consist of fruits and vegetables.

1 tsp of salt = about 2,300 mg
Halt the salt. Less than 2300 mg per day is the smart choice for most Americans.

Keeping it Fresh! SEAL & COOK Grab n Go/Seal and Cook Seafood Meals No prep required!

Heart Smart Look for color bars on shelf tags Nutrition attributes can be found right on the price tags of nutritious products. For example, red bars mean 'heart smart'.

Heart Smart Shopping Cart!

Adapted from: Dietary Guidelines for Americans

fresh produce • dried fruits • PICS unsalted walnuts/almonds/peanuts/sunflower seeds • PICS peanut natural butter • Full Circle nut butters - spices and herbs • PICS tea • whole grains/oatmeal/cereals • granola and granola bars • PICS whole wheat bread • barley • PICS white and brown rice • quinoa • ancient grains • PICS olive oil/canola oil • olives • balsamic, red wine and cider vinegar, fresh seafood • frozen seafood • PICS canned/pouch tuna • PICS eggs/liquid egg products • PICS low fat milk • PICS traditional and Greek yogurt • PICS cottage cheese • Market 32 Hand Trimmed skinless poultry • Certified Angus Beef (CAB)/Chippett/Butchers Promise lean beef including round • sirloin • 96% American Heart Association Certified Ground Beef • American Heart Association Certified Pork Tenderloin • PICS fresh frozen vegetables and fruits • PICS no salt added canned vegetables • PICS juice-packed canned fruits • PICS Whole Wheat, PICS traditional pasta • PICS no salt added canned tomatoes • 100% fruit juices • seltzers and water • Market 32 Fresh and frozen seafood •

Tools

Handout - Support Seafood teams in stores getting health and sustainability questions.

Additional uses – worksite wellness messaging, community health events, social/digital media.

fish TALES
Seafood you can trust

Fair Trade
Leading the industry, we embrace fair trade standards as they enter the seafood industry.

Random DNA testing
Our team set the innovation standard with DNA testing to ensure seafood species labeling is accurate.

Best Aquaculture Practices
All farm-raised seafood meets BAP criteria/standards.

Strong Sourcing Team
With our 40 years of experience, we source from top wild and farm-raised producers.

Keeping it Fresh! SEAL & COOK
Sensational seafood made EASY!
No prep required. Everything is in the bag, ready for the microwave or oven. Add seasoning and your favorite side.

Habits for Health

Twice a Week
Enjoy seafood, especially fatty fish, twice per week – recommended by the American Heart Association and the Dietary Guidelines for Americans.

Serving Size
3 ounces of fish or seafood.

High quality, lean protein
Enjoy 16-18 grams of protein in a 3 ounce serving of fish and seafood.

Healthy Fats
Omega 3 fatty acids support heart and overall health – include fatty fish each week for best benefits!

Smart Calories
Under 200 calories in a 3 ounce serving of fish or seafood.

Our Brands
We're so confident you'll be pleased that we offer a 100% satisfaction guarantee on every one of our own brand products.

Enjoy more!
Most seafood is mild, easy to season, quick to cook and easy to serve.

Great fresh case variety and selection

recipes pricechopper.com

pricechopper.com

MAP BY PRICE CHOPPER MARKET

rediscover goodness
OLDWAYS

Value of Time

Cross-department recipe and meal solutions that include promotions and Own Brands.

Kid/family-friendly and familiar meals with quick prep/tasty/healthy twists. Value of family time, healthful ingredients, ad savings – multiple value elements .



What's the most important meal of the day? Family Meals!

Helping you feed and care for your family is our mission. Research shows the more often families eat meals together – breakfast, lunch and dinner – the stronger and healthier they are.

You can shop for nutritious foods quickly and easily with the Know Your Colors nutrition guide, which pairs colors with specific nutrition information. Look for the color bars on shelf tags or the online icons on our website. Switching it up with a few better-for-you ingredients adds variety, flavor and more to family meals.

To help you get started, we've tailored some recipes to include ingredients from the guide. Happy, healthy cooking!

Tortilla Chip Sheet Pan Nachos



1 Lb. Shady Brook Farms 97/3 Ground Turkey or Market 32 93% Lean Ground Beef
1 Bag PICS Tortilla Chips
1 Bag PICS Shredded Taco Cheese
1 Jar PICS Mild or Medium Black Bean and Corn Salsa

Spray a large sheet pan with PICS Vegetable Oil Spray. Lay PICS Tortilla Chips on the pan, enough to cover the pan (about ¾ large bag). Brown a 1 Lb. package of Protein Smart Shady Brook Farms Ground Turkey, or Market 32 93% Lean Ground Beef in a sauté pan – drain and spoon/layer on to the chips. Top with PICS Shredded Taco Cheese and broil in the oven for 5 minutes, or until cheese is melted. Top with Heart Smart PICS Mild or Medium Black Bean and Corn Salsa. Serve warm as a snack or meal! Makes approximately 4 servings.

Fast & Fresh Fish Tacos



1 Lb. Fresh or Frozen Market 32 Mahi Mahi
1 Bag Carb Smart Fresh Express Chipotle Cheddar Salad
Carb Smart/Heart Smart/Whole Grain La Tortilla Factory Multigrain or Low Carb Flour Tortillas (8 pack).

Prepare salad according to package directions. Spray sauté pan with PICS Vegetable Oil, and sauté fresh or frozen fish fillets (no need to thaw) until cooked through – internal temperature should be 145° F or until fish is opaque and flakes easily. Place tortilla on plate, and spoon salad down the middle. Fork-cut cooked fish into chunks, and place on top of salad. Finish with a squeeze of lemon or lime. Makes 8 fish tacos. - Enjoy!



PRICE CHOP
2.69
with AdvantEdge Card

PICS Tortilla Chips
10-14 oz. Select Varieties



WEEKLY SPECIAL!
2.99
with AdvantEdge Card

Heart Smart La Tortilla Factory Multi Grain Wraps



WEEKLY SPECIAL!
1.99 lb.
with AdvantEdge Card

Protein Smart Shady Brook Farms 93% Lean Ground Turkey
Sold in 1.3 Lb. Package For \$2.58



PRICE CHOP
2/\$4
with AdvantEdge Card

Heart Smart PICS Chunky Salsa
15.5 oz. All Varieties



WEEKLY SPECIAL!
2/\$6
with AdvantEdge Card

Carb Smart Fresh Express Chipotle Cheddar Salad Kit



WEEKLY SPECIAL!
6.99
with AdvantEdge Card

Protein Smart Market 32 Mahi Mahi Fillets
12 oz. Bag*Wild Caught

10 Check out the #FamilyMealsMovement web page at pricechopper.com and learn more about the benefits of #familymeals.

Leverage and Lift

Recipe partnership with Oldways and Seafood Nutrition Partnership (@Seafood4Health) – adapted recipes with Own Brands and linked to retailer nutrition tag program



Know your colors



Reel in the Benefits of Family Meals!

Helping you feed and care for your family is our mission. Research shows the more often families eat meals together – breakfast, lunch and dinner – the stronger and healthier they are. The #FamilyMealsMovement is helping families stay strong during busy times. October is #NationalSeafoodMonth, when families are encouraged to enjoy the health benefits of seafood at least twice a week, as recommended by the Dietary Guidelines for Americans. Create simple and delicious meals the whole family will love using our better-for-you recipe ingredients, easy to find with Know Your Colors nutrition guides at Price Chopper and Market 32. We have partnered with @Seafood4Health and adapted two family-tested recipes with foods from the Know Your Colors guide.



5.98 2.99

Sweet Orange Salmon

Protein Smart



- 4 salmon fillets (Fresh Coho® or Frozen Market 32 Salmon)
- ½ cup Heartsmart PICS Orange Juice
- 2 Tbsp PICS Lite Soy Sauce
- 3 Tbsp PICS Honey
- 1 ½ cups Whole Grain canned or frozen PICS Sweet Corn
- ½ cup diced red onion & ½ cup diced cucumber

Preheat oven to 450°F. In a small sauce pan, combine orange juice, soy sauce, and honey. Bring to a low boil and reduce for 10 minutes, or until glaze coats the back of a spoon. Place salmon fillets (fresh or frozen) on parchment paper on a sheet pan in the oven. Cook 6 minutes, then baste with orange glaze, about 1 tsp per fillet. Return to oven for 3-5 minutes more, or until cooked through. (145°F) Baste with orange glaze one more time just before removing from oven. Place fillets on plates and dress with corn salsa. Serves 4.

Shrimp Pesto Mini Pizzas



- 4 Sandwich Thins, (or PICS English Muffins), separated
- 8 Tbsp Basil Pesto (in the deli case or pasta aisle)
- 1 cup Market 32 Protein Smart 70-90 Ct. Shrimp, cooked, defrosted.
- 1 Cup of PICS Shredded Mozzarella, Monterey Jack or Italian 4 Cheese

Preheat oven to 475°. Place sandwich thins cut side up on parchment paper on a sheet pan. Spray with olive oil and bake in the oven for 5 minutes. Remove from oven, and carefully spread 1 Tbsp Pesto Sauce on each sandwich thin, then divide shrimp and top with cheese. Return to the oven for 5 more minutes, or when cheese has completed melted. A side of cool, fresh baby carrots add color and crunch to this new family favorite!



7.99

lb.

Fresh Farm Raised Coho Salmon Fillets
or Fresh Atlantic Farm Raised Salmon Fillets \$8.99 Lb.

Heart Smart



2/\$5

with AdvantEdge card

PICS Premium Orange Juice
52 oz. • Select Varieties

Protein Smart



6.99

lb.

Market 32 70-90 Ct. Cooked Shrimp
3 Star BAP Certified

Gluten Free



4.99

lb.

DeLallo Simply Olive Oil Pesto
6.3-6.7 oz. or All Varieties of Tomato With Olive Oil

AdvantEdge



1.69

10 oz. or Lite Soy Sauce

PICS Soy Sauce

AdvantEdge



1.99

32 oz. • Select Varieties

PICS Frozen Vegetables

Gluten Free



4.59

16 oz. • All Varieties

PICS Shredded Cheese

AdvantEdge



2/\$3

12 oz.

PICS English Muffins 6 Pack

8 Check out the #FamilyMealsMovement web page at pricechopper.com and learn more about the benefits of #familymeals.

Value of Metrics

- The Family Meals page drove unit sales for all featured items, some over 15% increase over LY or prior ad sales.
- Easy recipes/serving suggestions support sales and family meal messages.
- Kits (salad kits) and kid-friendly suggestions (tacos and nachos) with a healthy twist are a good way to drive sales through family meals and wellness messaging.

Tactics - Link promotions and solutions year-round

- <https://www.pricechopper.com/familymeals>

Content Connections

- Kitchen skills – Cooperative Extension
- Commodity Board partners – USA Pears
- Promotions/pairings – California Walnuts/Chobani

FAMILY MEALS BLOG



Kids In The Kitchen – Power Up Food Skills

April 9, 2020 // No Comments

Kids In The Kitchen – Power Up Food Skills

[Read More »](#)



The Family Fruit Bowl

March 11, 2020 // No Comments

The Family Fruit Bowl! The family fruit bowl, fresh and fragrant, can make enjoying fruit easy and accessible for everyone that encounters it. Teach kids and cue your own appetite

[Read More »](#)



Mealtimes is Better Together 12/15

December 17, 2019 // No Comments

Spending time with friends and family, sharing a family recipe, connecting in ways large and small – all are part of the experience of eating together – these are a

[Read More »](#)



Mealtimes is Better Together 12/8

December 10, 2019 // No Comments

How many times has this happened – you have a busy week, not sure you will be able to get everything done, and then – the weather slows you down

[Read More »](#)



Mealtimes is Better Together 12/1

December 5, 2019 // No Comments

December picks up the pace for many – family and friend gatherings galore, shopping and shipping you swore you would do earlier this year, school shows and tree lighting and

[Read More »](#)



Mealtimes is Better Together 11/24

November 26, 2019 // No Comments

The official start of the holiday season is upon us! It's the best time of year for sharing and caring, especially through wonderful food. Some quick meal ideas will help

[Read More »](#)

Tweet Tweet – Bite Size Ideas

Spt 27-Oct 3	Breakfast for dinner -kid favorite! Let them help in the kitchen and create good memories. #familymealmonth #familymealtimesmatter	Tip: Have children help with meals. Kids who cook eat what they make! #familymealmonth #familymealtimesmatter	Home-cooked meals nourish the spirit, brain and health of all family members. How awesome is that?! #familymealmonth #familymealtimesmatter	Spark a conversation with family. What is your favorite food? #tabletalk #familymealmonth #familymealtimesmatter	Hey New York! We've teamed up with Cornell Cooperative Extension to talk about #FamilyMealtimesMatter – visit upstate stores Saturday to get the handouts and talk with educators on easy family meal ideas!
Oct 4-10	Share breakfast, dinner or a snack to bring your family together. #familymealmonth #familymealtimesmatter	Kids who eat with family 3x/ week are less likely to be overweight and more likely to eat healthy. #familymealmonth #familymealtimesmatter	What was your favorite meal growing up? Make it & celebrate Family Meals! #familymealmonth #familymealtimesmatter	Tip: Cook once, eat twice -use leftovers to create a second meal #familymealmonth #familymealtimesmatter	Hey Capital Region kids - check out the #FamilyMealtimesMatter Times Union writing contest for grades 2-6 – winners get a \$25 Price Chopper gift card. Get writing!
Oct 11-17	Family meals are linked to higher grades, better self-esteem & less risky behavior for children. #familymealmonth #familymealtimesmatter	Eating meals together promotes better social skills for children. #familymealmonth #familymealtimesmatter	Good things happen when we share a meal with family. Share any games you play at the dinner table! #familymealmonth #familymealtimesmatter	Fresh cut produce, hot entrees and sides at Price Chopper help make family the focus of dinner. #familymealmonth #familymealtimesmatter	

Take Away

- Evaluate strategy and options to execute
- Engage across departments
- Include associates in wellness messaging
- Enhance planned promotions with nutrition merchandising and messaging
- Partner with trade and aligned organizations for content resources
- Drive and measure solutions that include wellness as part of **value**

How Retail Dietitians Create Value with Mediterranean Family Meals

Heather Lieber, RDN, CD



About Harmons Grocery

- Dietitian representation and interactions from corporate down to consumer
- Dietitians Choice tagging program
 - Criteria based on Dietary Guidelines for Americans 2020-2025 and more recent research
 - Helps consumers and employees to easily find more nutrient-dense options
- Take the following ideas, find how you can create value within your unique role



LOOK FOR THE DIETITIANS CHOICE
TAG THROUGHOUT EACH STORE.

Outline

- **Collaboration** with departments
- Leveraging **digital channels**
- Removing barriers through **budget-friendly, convenient** solutions

Collaboration with Departments



Collaboration with Departments

- Create relationships
 - Make your expertise, value, and skillset known
- The earlier on in the process you work together, the better
- People are more invested in things they help create



Marketing

- Support pre-existing, relevant marketing campaigns, don't compete!
 - DON'T try to promote watermelon picnic recipes the week of Christmas
 - DO highlight Mediterranean-inspired recipes including citrus if there are already plans to promote citrus
- Strong, unified messages
- Signage in-store
 - Hard copies aren't completely obsolete



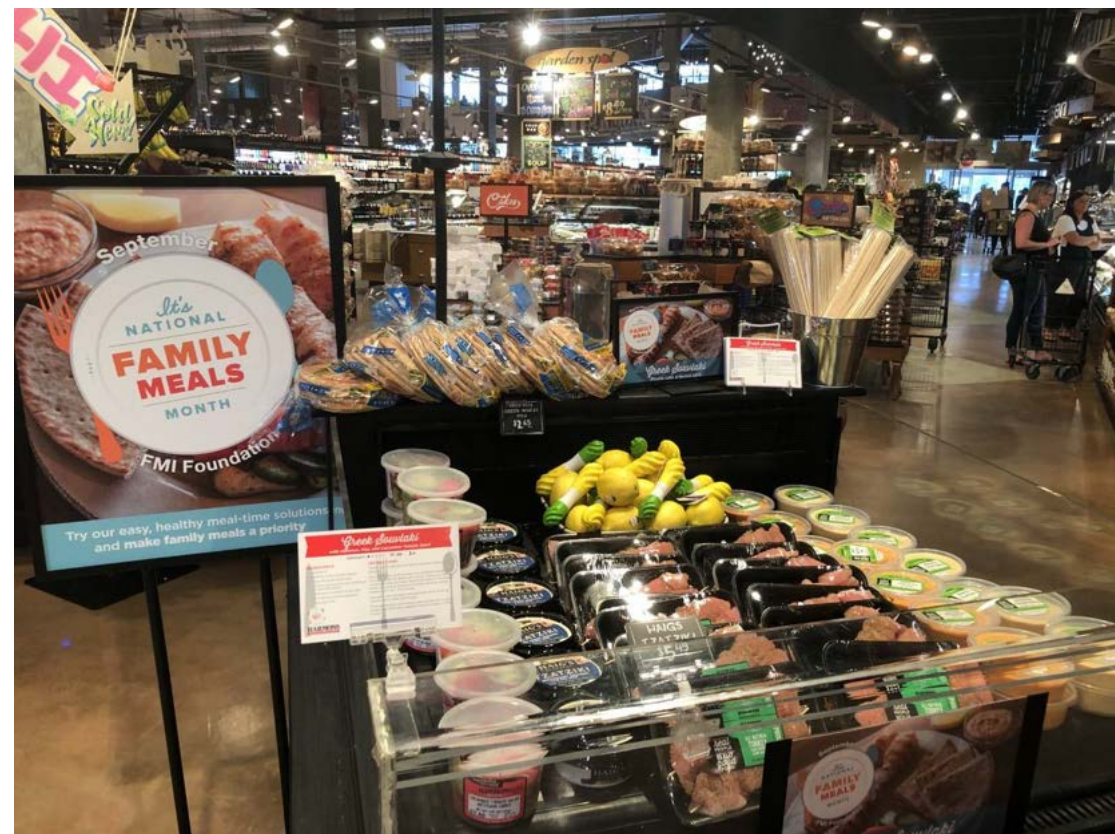
Fresh Departments

- Product development
- Product reformulation
 - Reduce sodium, added sugar, and saturated fat,
 - Increase fiber, whole grains, fruits, and vegetables



Store Schematics

- High visibility areas
 - Entryways, endcaps, check stands
- Curated displays
- Supporting signage from marketing
- Cross-merchandise with kitchenware items



Greek Souvlaki
with Hummus, Pita, and Cucumber Tomato Salad

DIFFICULTY ● ○ ○ ○ ○ ⌚ :30 👤 4

INGREDIENTS

- Vegetable oil
- 4 Harmons turkey souvlaki skewers
- 4 Papa Pita whole-wheat pitas
- 1 container Harmons hummus (traditional or roasted red pepper)
- 1 lb Harmons cucumber tomato salad
- Haig's Delicacies tzatziki (optional)
- 1 lemon (optional)

INSTRUCTIONS

Preheat a grill or grill pan over medium-high heat. Lightly oil the grill grate.

Place the skewers on the grill and cook until lightly charred, about 3 minutes. Rotate the skewers and cook for 3 minutes on each side until all sides show grill marks. Remove the meat from the wooden skewer and continue grilling until the meat reaches an internal temperature of 165°, 15-20 minutes.

Meanwhile, place the pitas on the preheated grill for 30-60 seconds per side to lightly heat through.

Serve warmed pitas with hummus, turkey souvlaki, and cucumber tomato salad. Serve with a squeeze of lemon or dollop of tzatziki, if using.

HARMONS
NEIGHBORHOOD GROCER

Evaluate Metrics to Measure Value

- Week-long display from prior slide included tzatziki
 - **86% increase** in sales from prior week
- Chicken fajita blend recently promoted through displays and social media for a week
 - **83% increase** in sales from prior week
- Chicken stir fry blends were highlighted in a similar week-long Family Meals Month display
 - **39% increase** in sales from prior week



Curated Displays in High Visibility Areas

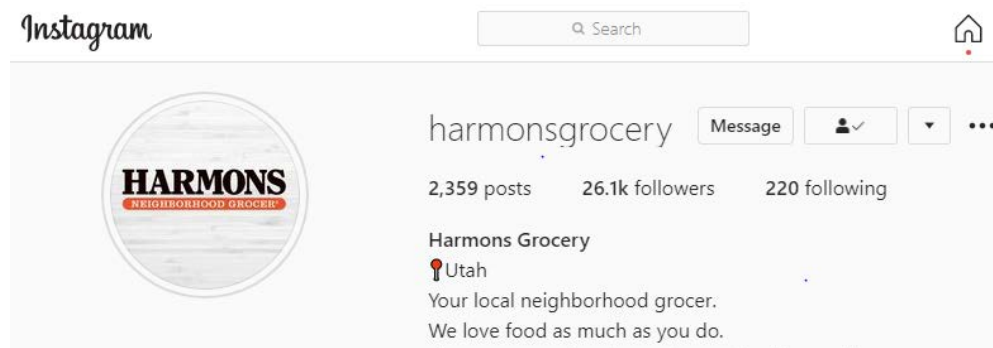




Leveraging Digital Channels

Social Media

- 7 weeks of meal plans
- Meal plan was linked in a newsletter via email, **that week viewed 3x more than non-promoted weeks.**
- A recipe tutorial from plan was posted as an Instagram story, **that week viewed 5x more than non-promoted weeks.**



Cooking Demonstrations

Online Class: Plant-Based Mediterranean

We can't get away from a dreamy cruise, but we can eat like it. Join Dietitian Ashley and Chef Freyka to learn all about Mediterranean cuisine. Not only is Mediterranean cooking delicious, but it was also named the best eating style for health in 2020. Mediterranean cuisine offers us bright, fresh flavors, and pure ingredients to be enjoyed with good company. Our class will feature recipes from across the Mediterranean region. They will be flavorful yet simple so you can transport yourself to the Mediterranean any day of the week!

Menu:

Baked "Weeknight" Falafel

Portuguese Tomato Salad

Farro Tabbouleh (Lebanese Herbed Salad)

Tahini Miso Sauce

Each seat purchased includes a chef-prepared kit with all the ingredients you will need to create your recipes. Each kit contains ingredients for two servings of each recipe. Additional seats may be purchased for additional servings.

- Kit Pickup: Please pick up your ingredient kit at Traverse Mountain Cooking School on Tuesday, March 23rd, from 1:00 pm. to 5:30 p.m. (School is located on the mezzanine of the store)



[Share](#) [Tweet](#) [Pin It](#)

📅 March 24 @ 6:00 pm

6:00 pm – 7:30 pm (1h 30')



Website Visibility

- Feature recipes, products, shopping lists
- Dietitians' contact information



TUNA CANNELLINI SALAD

March 30, 2020 | Created by Harmons

10 minutes | Serves 1

INGREDIENTS:

- 1 (5-6 oz) can **light tuna in water**, drained
- 1/2 (15 oz) can **cannellini/white navy beans**, rinsed and drained
- 1 tsp **minced red onion or shallot**
- 1 tsp **non-pareil capers**
- 2 tsp **red wine vinegar**
- 2 Tbsp **extra-virgin olive oil**
- **Salt and freshly ground pepper**

DIRECTIONS:

In a bowl, combine all ingredients. Enjoy atop whole grain crackers or a salad, in a sandwich, or as is for a quick and easy lunch.

Nutrition Information: 560 calories; 31g total fat (4g saturated); 710mg sodium; 29g carbohydrate; 8g dietary fiber; 2g sugar; 41g protein

Keeping Up With Digital Channels

- There's always something new
- Digital channels are always expanding and evolving
- Continued communication with marketing can keep you in the know with upcoming opportunities



The screenshot shows a podcast player interface for "Taste of Harmons". On the left is a red square with white text that reads "-TASTE OF- HARMONS". To the right, the word "PODCAST" is in small white letters above the main title "Taste of Harmons" in large white font. Below the title, it says "By Harmons Grocery". There are two buttons: a green "PLAY" button and a white "FOLLOW" button. To the right of the "FOLLOW" button is a white circle containing three dots. Below the player interface, there is a blue link icon followed by the text "It's Family Meals Month...Let's Eat!". Below this link is a paragraph of text: "September is National Family Meals Month, and in the latest episode of our Taste of Harmons Podcast, Harmons Chef Debbie Iverson and Harmons Dietitian Heather Lieber join hosts Brandon Young and Chef Lesli Sommerdorf for a lively discussion about family meals, how to make them happen, and involving children in the cooking process. For many great and wonderful family recipes go to <https://harmonsgrocery.com>".



Convenient, Budget-Friendly Solutions

Budget-Friendly Strategies

- Remove as many barriers as possible between consumers and the Mediterranean diet
- Promote a variety of brands
- Promote a variety of foods within a given category (i.e. nuts)
- Ingredients in recipe development
- Store schematics
 - Evaluate products in high visibility areas or curated displays
 - Make sure there is a variety of price points

Price Comparison: Olive Oil

rediscover  goodness
OLDWAYS
CULTURAL FOOD TRADITIONS

12 Great Ways to Use... Olive Oil

It's hard to think of a reason not to use olive oil every day. It keeps well, has a delicious taste, and offers remarkable health benefits. Studies show that people who make olive oil a part of their diets have lower rates of diabetes and other chronic illnesses. Supermarkets and gourmet shops offer dozens of choices. Buy several different kinds to discover the range of flavors. Think of it as you do wine: Sample and taste to find your favorites. Here are some easy ways to use olive oil:

1. Bring out the sweet flavors of vegetables by chopping, tossing them with olive oil and roasting at 425°F until just tender.
2. Scramble or fry eggs, and cook omelets in olive oil instead of butter.
3. Use olive oil in marinades or sauces for meat, fish, poultry, and vegetables.
4. Drizzle olive oil over cooked vegetables just before serving, for a burst of flavor.
5. Pour a little olive oil into a shallow dish, add a small bit of crumbled feta cheese, and season with salt and pepper to create a delicious and healthy dip for whole grain bread.
6. Toast baguette slices under the broiler, rub them lightly with a cut clove of garlic, and add a drizzle of olive oil for an easy bruschetta appetizer.
7. Replace butter with olive oil when making mashed or baked potatoes. For the ultimate mashed potatoes, whip together cooked potatoes, roasted garlic, and olive oil, and season to taste with salt and pepper.
8. Combine cooked or canned, drained white beans, garlic, and olive oil in a food processor. Season to taste with salt, pepper, and your favorite herbs for a delicious dip or spread.
9. Brush olive oil on meats before grilling or broiling to seal in the flavor and juices and create a crispy exterior.
10. Add a thin layer of olive oil to the top of homemade pesto after putting it in a jar so the sauce will retain its bright green color.
11. Toss popcorn with olive oil and a sprinkling of Parmesan cheese or herbs, instead of butter and salt.
12. Substitute olive oil for butter in baking; use 3 tablespoons of olive oil in recipes that call for ¼ cup of butter, or ¼ cup plus 1 tablespoon of olive oil in recipes that call for ½ cup of butter.



Learn more about healthy food choices at www.oldwayspt.org.

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Save \$7.00




Pompeian Extra Virgin Olive Oil, Robust
68 fl. oz.


📍 Aisle 12

~~\$29.99 / ea~~
\$22.99 / ea (\$0.34/fl. oz.)

\$0.34 per oz

4x



Lucini Premium Select Extra Virgin Olive Oil, Organic
16.9 fl. oz.

📍 Aisle 12

Price
\$22.99 / ea (\$1.36/fl. oz.)

\$1.36 per oz

Price Comparison: Nuts



Walnuts

Walnuts are nutritious foods that complement a wide range of flavors. They contain a significant amount of alpha-linolenic acid (ALA), the plant-based source of omega-3 fatty acids, and provide protein, too. Plus, they're easy to find everywhere. Get into the habit of adding them to grain dishes, tossing them along with fresh herbs into salads, sprinkling them on pasta, grinding them to make delicious dips and spreads, and pairing them with vanilla, cloves and cinnamon in desserts. Here are some easy ways to use them in the kitchen.

1. Combine a banana, plain Greek yogurt, walnuts, and honey in a blender for a morning smoothie that will keep you feeling energized throughout the day.
2. Add chopped walnuts to your morning oatmeal or whole grain cereal.
3. Make a delicious spread: Toast ½ cup of walnuts in the oven at 350°F for about 10 minutes. Blend with a chopped clove of garlic, a can of drained and rinsed chickpeas, the juice of 1 lemon, and salt and pepper.
4. For a creamy dip, combine thawed frozen edamame, walnuts, parsley, 1 clove garlic, and plain Greek yogurt in the food processor and mix until smooth.
5. Combine canned tuna with an avocado, a chopped apple, and diced celery. Sprinkle with fresh lime juice and lightly toasted walnuts for a citrusy, protein punch!
6. Toss watermelon cubes, blueberries, bell pepper and walnuts with vinaigrette and serve on arugula.
7. Sprinkle olive oil on whole grain pizza dough, top with red onions, sliced bell peppers, a few olives, add a little shredded cheese, top with walnuts and bake at 400°F for about 15 minutes.
8. Add diced mango, red pepper, green onion, mint, and walnuts to cooked quinoa, brown rice, barley, farro, or bulgur.
9. Create your own walnut butter! Toast walnuts, put them in a food processor, and blend until smooth. Add honey or cinnamon if you wish.
10. Combine whole grain pasta with crumbled goat cheese, sundried tomatoes, walnuts, and arugula for a quick, creamy, crunchy meal.
11. Make your own pesto. Combine basil, walnuts, olive oil and garlic in a food processor. Serve with pasta, on sandwiches, or mix with grains.
12. Cut an apple into wedges and toss with lemon juice, cinnamon, vanilla and raisins. Cover and microwave. Sprinkle with walnuts and enjoy!



Learn more about healthy food choices at www.oldwayspt.org.

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D

Diamond
SHELLED WALNUTS

Diamond Shelled Walnuts
16 oz.

Aisle 13

Price
\$9.49 / ea (\$0.59/oz.)

\$0.59 per oz

3.7x

D

WOODSTOCK
DELICIOUSLY
Assorted!
PINE NUTS

Woodstock Pine Nuts
5.5 oz.

Aisle 13

Price
\$11.99 / ea (\$2.18/oz.)

\$2.18 per oz

Price Comparison: Seafood

rediscover  goodness
OLDWAYS
 CULTURAL FOOD TRADITIONS

12 Great Ways to Use...

Canned Tuna

Canned tuna is a great Mediterranean Diet food. It is rich in protein, low in fat and calories, and is an excellent source of essential omega-3 fatty acids, which science has shown to improve heart health and brain function. With a shelf life of over four years, canned tuna is also affordable and versatile. Here are 12 ways to easily incorporate this nutritional powerhouse into your daily meals.


1. Combine canned tuna with avocados, berries, apples, and mango chunks in a food processor to make a tangy, creamy spread.
2. Combine flaked tuna with hard-boiled eggs and hummus for a protein-packed sandwich filling or salad topping.
3. Toss canned tuna, roasted red peppers, chopped red onions, fresh basil, garlic and tomatoes with whole wheat pasta to make a filling, tasty dinner.
4. Combine cooked barley, tuna, and a sprinkling of cheese and microwave until heated through. Add milk to reach desired consistency.
5. Sauté an onion, 2 stalks of celery, and a diced red pepper in olive oil. Add a can of tuna and a can of drained, rinsed cannellini beans and cook for several minutes until heated through.
6. Spoon an even layer of tomato sauce over whole wheat pizza dough. Add a can of flaked tuna, capers, olives, oregano, basil and olives, and bake until golden brown.
7. Combine tuna, beans, scallions, cherry tomatoes, olive oil, and lemon juice and serve over arugula.
8. Mix canned tuna with chili powder, lime juice and olive oil. Spread over a whole wheat tortilla, and add Greek yogurt, salsa, black beans, and sprinkling of cheese.
9. Mix canned tuna with artichoke hearts, kalamata olives, chopped canned hearts of palm, lemon juice, and cilantro. Roll in a large leaf of lettuce, drizzle with balsamic vinegar, and sprinkle with feta cheese.
10. Add canned tuna, diced plum tomatoes, sliced scallions, diced parsley, and olive oil to cooked bulgar. Toss and serve over greens.
11. Flake tuna, mix with olive oil, lemon juice and parsley, and cover a whole grain English muffin or roll. Sprinkle with mozzarella cheese and broil until the cheese melts.
12. Add canned tuna to boiled potatoes and mix with diced celery, lemon juice, wine, and olive oil. Add Dijon mustard to taste.



Learn more about healthy food choices at www.oldwayspt.org.

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H
D



Save \$0.50

**Harmons Skipjack Chunk
Light Tuna in Water**


5 oz.

Aisle 11

~~\$1.49 / ea~~
\$0.99 / ea (\$0.20/oz.)

7.8x

\$0.20 per oz



Ahi Tuna Loin, Never Frozen,
1 pkg. (Avg. 0.73lb)

Meat

Price
\$18.24 / ea (\$24.99/lb)

\$1.56 per oz

Convenient Solutions

- Promote solutions for those short on money, but also short on time
- One less barrier between the consumer and Mediterranean diet



In Summary

- **Collaborate** with departments in true Mediterranean fashion...work together!
- **Leverage** digital channels to increase visibility of information to consumers
- **Highlight** budget-friendly and convenient options to increase accessibility and decrease barriers to the Mediterranean diet

Retail Dietitians Create Value with Mediterranean Family Meals



Krystal Register, MS, RDN, LDN
Director of Health & Well-being at FMI



THE FOOD
INDUSTRY
ASSOCIATION

National Family Meals Movement



FMI Foundation

Focus on **WHY** family meals are important

Retailers, Suppliers and Community Collaborators

Focus on **HOW** to achieve more family meals

<https://www.fmi.org/family-meals-movement>

2020 Campaign

Stay Strong with Family Meals

Improved Family Functioning



Journal of
Nutrition Education
and Behavior



FAMILY MEALS MAKE FAMILIES STRONGER

The most comprehensive study to date proves that **family dynamics improve with the frequency of family meals.**

Source: *Journal of Nutrition Education and Behavior* – January 2020

Join the Movement • #FamilyMealsMovement

Robson S, McCullough M, Rex S, Munafo M, Taylor G. Family Meal Frequency, Diet, and Family Functioning: A Systematic Review with Meta-analyses. *JNEB*. 2020; Vol 52, p553-564.



Increased Fruit & Vegetable Consumption



**MORE FAMILY MEALS =
MORE FRUITS & VEGGIES**

The most comprehensive study to date proves that **fruit and vegetable consumption increases** with the frequency of family meals.

Join the Movement • #FamilyMealsMovement

Source: *Journal of Nutrition Education and Behavior* – January 2020



Robson S, McCullough M, Rex S, Munafo M, Taylor G. Family Meal Frequency, Diet, and Family Functioning: A Systematic Review with Meta-analyses. *JNEB*. 2020; Vol 52, p553-564.



Impact on Shopping and Eating Habits



57%

of households with children saw National Family Meals Month

97%

Of those, **97%** report NFMM has impacted their shopping and consumption habits

Measurement by:



Home Cooking Trends



Younger consumers have learned new food tricks, portending a lasting growth in cooking.



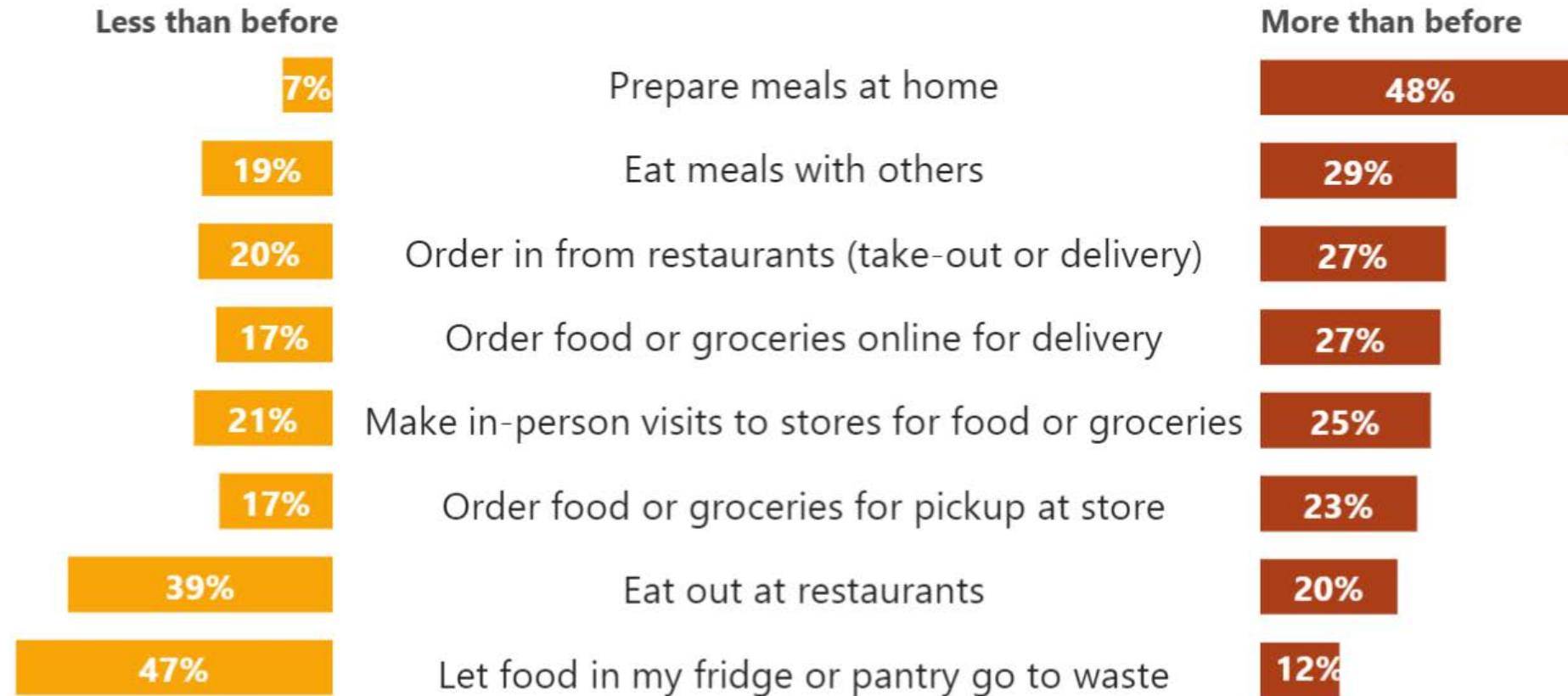
Source: FMI *Home Cooking in America, 2020*



Home Cooking Trends



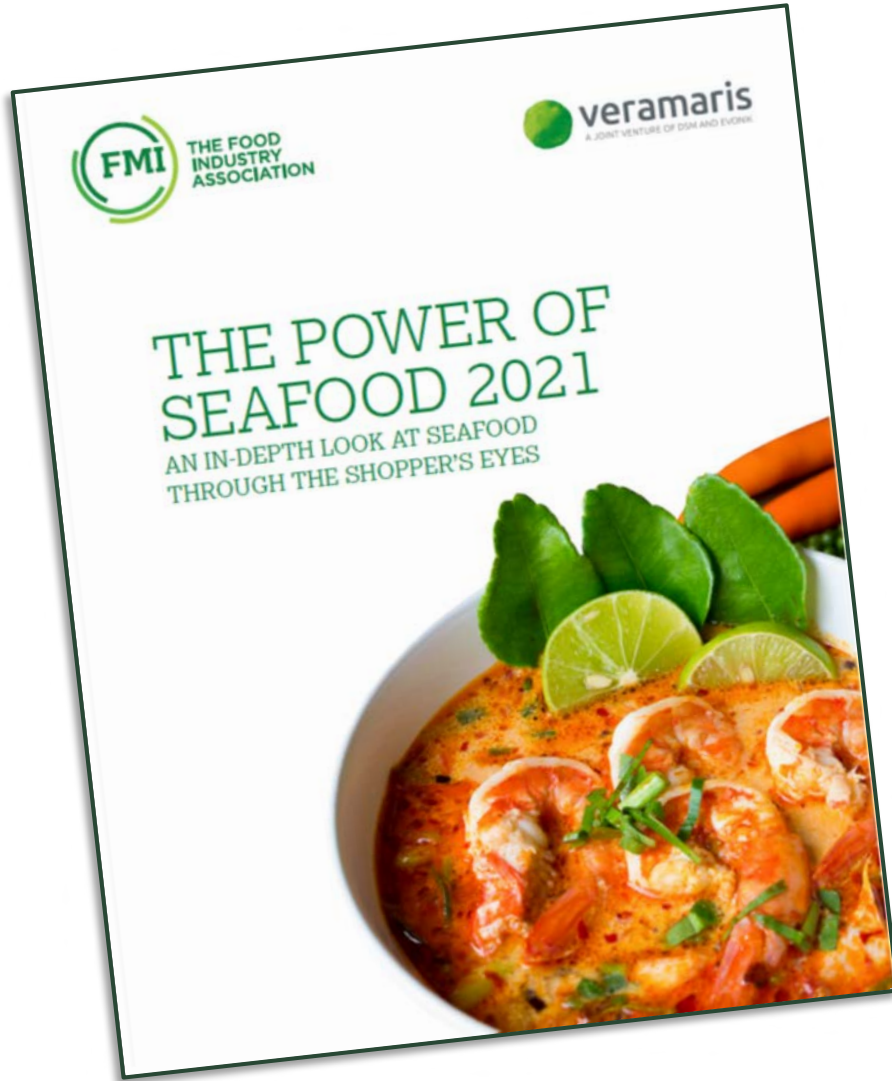
EXPECTED CHANGES TO EATING HABITS AFTER COVID-19 PANDEMIC



Source: FMI *Home Cooking in America, 2020*



The Power of Seafood



2/3 of seafood consumers say nutrition and health are the primary or very important reason they eat seafood.



74% of consumers want to know more about the nutritional benefits of seafood.



71% of seafood consumers want to know more about seafood sustainability.

Learn more about today's seafood shopper in
The Power of Seafood.

www.FMI.org/FreshFoods

Source: FMI *The Power of Seafood*, 2021



More Frequent Seafood Consumers



Source: FMI *The Power of Seafood*, 2021



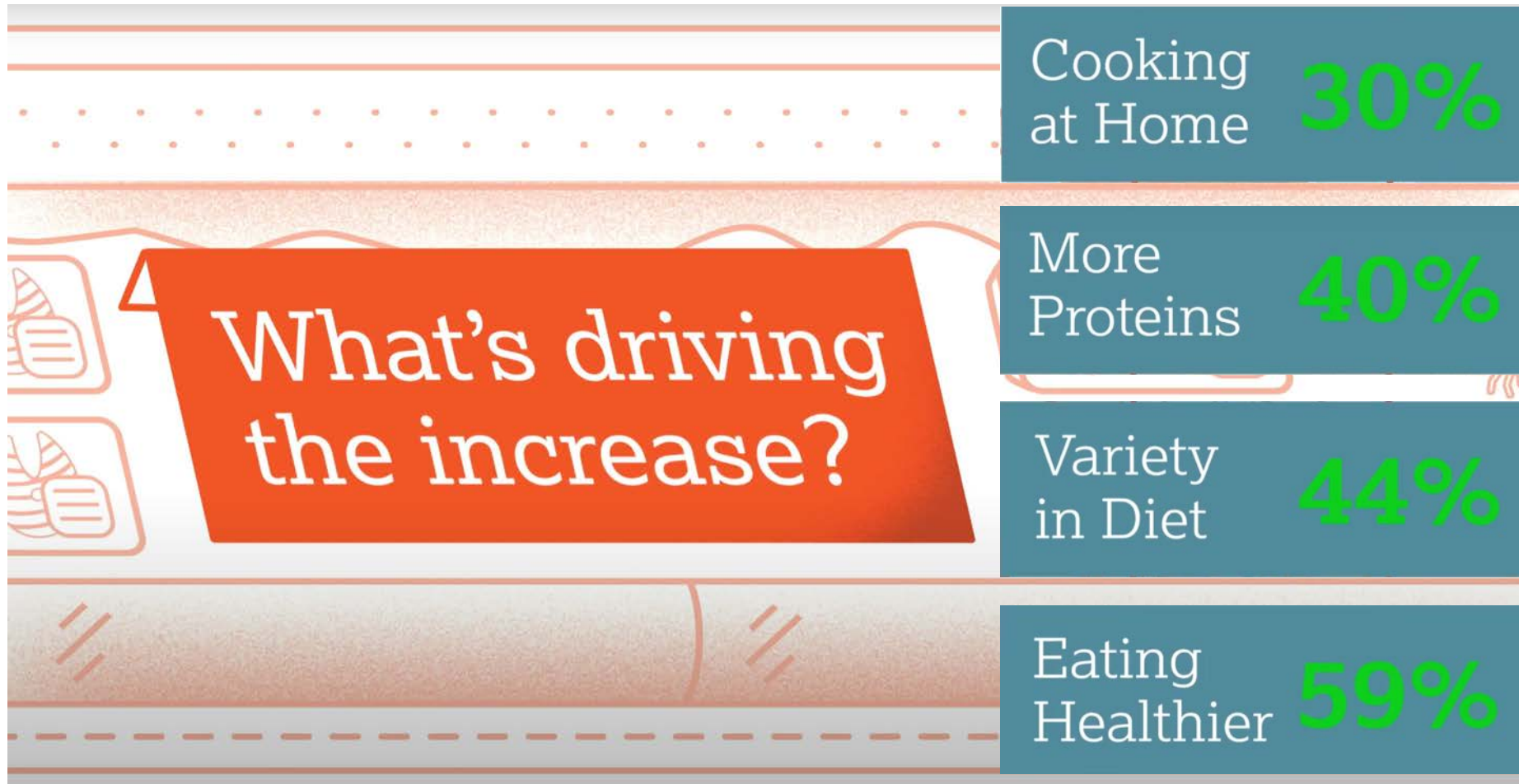
Seafood Sales Growth in 2020



Source: FMI *The Power of Seafood*, 2021



The Seafood Shopper



Source: FMI *The Power of Seafood, 2021*

Consumer Purchase Trends



- Staples / Pantry Items on Hand
- Produce: Fruits & Vegetables
- Canned Beans / Canned Vegetables
- Frozen Fruit & Vegetables
- Hummus
- Olive Oil



Opportunity to Build Healthy Habits



Mediterranean Diet Pyramid

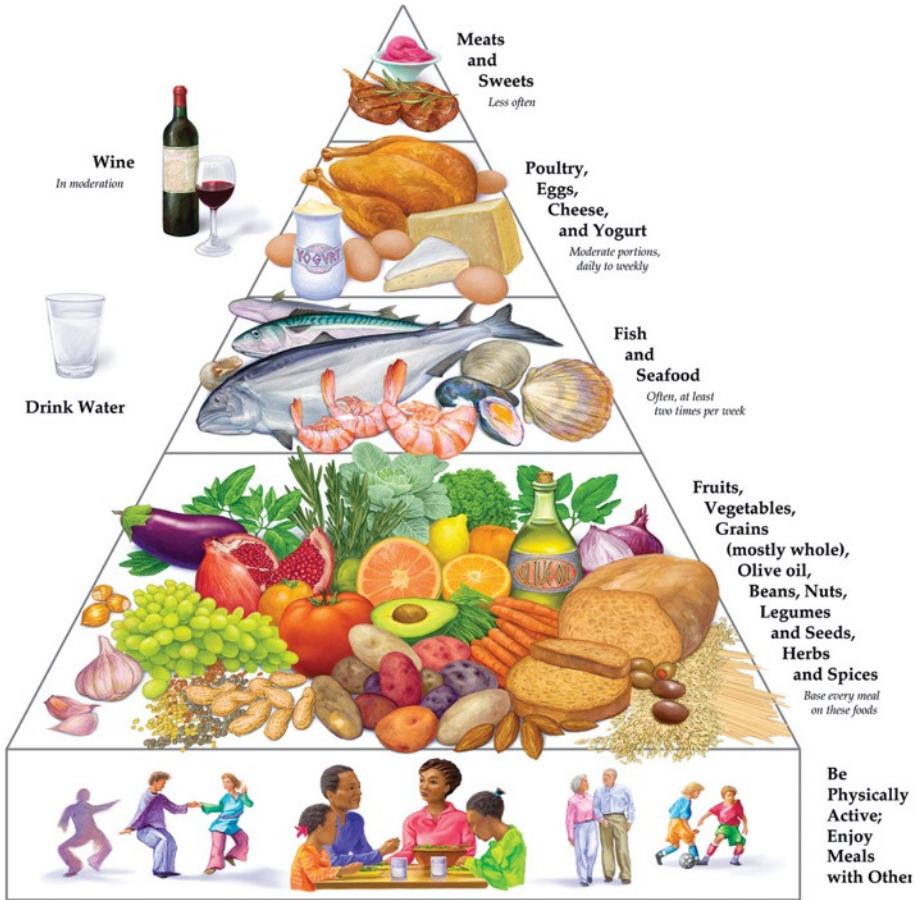


Illustration by George Middleton

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www.oldwayspt.org

Questions?

Thank you for joining us today!