Disclosures

Barbara is a consultant to:

• Avocados from Mexico
• National Beverage Corp.
• Arla Dofino
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.
Setting the Stage...
20% of All U.S. Spending

- 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.anniefitzsimmons.com
1 Doctor’s Visit Per Year

Shoppers Per Week

- Safeway 44 million (1300 stores)
- Kroger 68 million (2400 stores)
- Wal-Mart 260 million (11,000 stores)
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)
SUPERMARKET DIETITIANS: ROLES & DUTIES

1. Corporate Dietitian
2. Store-Based Dietitian
3. Consultant Dietitian
U.S. Supermarkets

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

Image source: davidolenick.com
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
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
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
Dietitian Signage

meet our Registered Dietitian

Nicole can answer your questions and concerns about food, products, nutrition and health.

Services Include:
- Individualized nutrition counseling
- Personalized shopping assistance
- Supermarket tours
- Group nutrition classes
- Diabetes education
- Food allergy and intolerance information
- Group seminars in our stores and throughout the community

Join one of our many nutrition programs this month.

Nicole Johnson, RD, LD
Healthy Check Lanes
Food Experiences In-Aisle

- 5 minute cooking class
- Butler-style experience
- Class samplers
- Kids cooking class
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
Eat Well, Live Well Program

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

Wegmans

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 Wormans 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!
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
Grand prize winners
Customer: David N. (53lbs lost) ←
Partner: Fred Trevino (53.8lbs lost) →
Eat Well at Festival Foods

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

E-mail: SSchultz@festfoods.com
@StephSchultzRDN
(920) 964-3432
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
Sweet & Sloppy Joes
Sweet & Sloppy Joes

The Dietitian's Top Pick! Lipton® Iced Black Tea + GIVEAWAY!

With the kids back in school, are you looking for a simple weeknight dinner meal idea? Festival's got you covered! This week, with our family-friendly Sweet and Sloppy Joes Eat Well Wednesday. To add some summertime flavor in your comfort food recipe, I'm pairing my Sloppy Joe with this week's pick, Lipton® Iced Black Tea!

Sweet and Sloppy Joes + GIVEAWAY

There's nothing I love more than taking a traditional recipe and giving it a little twist to enhance the flavor and keep my family excited about mealtime! Today, I am making Sloppy Joes with a sweet and smokey twist. A twist on classic sloppy joes with a touch of sweetness and a hint of spice. A great way to elevate a classic comfort food dish!

Eat Well Wednesday: Infused Iced Tea Recipes + GIVEAWAY!

It never fails that as soon as school starts up for the year, the hot summer weather makes back into our lives. Instead of sipping on sugary sodas or juice drinks, opt for Citrus-Thyme Iced Tea or Basil Mojito Iced Tea, both infused with tons of flavor from fresh herbs and citrus.

What's your favorite type of fruit to toss into your iced tea? Leave a comment below, and you will be entered to win a special Lipton Tea Gift Basket! (BONUS: Get a double entry if you comment on our Facebook page as well). A winner will be chosen on Friday, September 12th at 12pm CT.
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
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
Contact caroline.passerrello@gianteagle.com
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
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 4-oz. pieces
- ½ cup orange juice
- 1 Tbsp. orange zest
- 1 tsp. fresh rosemary, minced
- Salt and pepper for seasoning

This Week: Tuna & Pasta Toss
Visit www.GiantEagle.com/whatscookin for the recipe
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)
Health: Impact Public Health

• Disease rates
• Utilization of healthcare services
• Changes in consumption (produce, seafood)
• Knowledge of nutrition
• Awareness of healthier choices
Business: Impact Sales

- Incremental sales of healthier products
- Increased revenue source(s) from RD programs
- Increased customer counts, media impressions
- Competitive advantage
CUSTOMER ENGAGEMENT: THE KEY TO SUCCESS
What is Customer Engagement?

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

ADVOCACY & INVOLVEMENT

Why is engagement important?
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
Dietitians are the Key to Engagement

- Enhance customer experience
- Nutrition Store Tours
- Adding Value to Stores
- RD Demo Sampling
Dietitians’ Strategies to Engage Customers

5 Tips on Being a Better Salesperson
1. Share Your Passion & Believe in Your Brand

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

Tony Robbins is a master of customer Engagement
Tonyrobbins.com
Knowledge is power, but enthusiasm pulls the switch.
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
3. Be An Expert & Be Helpful

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

Image source: chalkboardwisdom.etsy.com
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!
5. Anticipate Objections & Learn From Mistakes

• What prevents customers from using your services?
  • time?
  • cost?
  • already healthy?

• Failures are a blessing in disguise
Summary: Success Tips for Dietitians

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
Ideas for Dietitians to Work with Supermarkets

- Teach basic food label reading skills
- Learn about food issues, dispel myths
- Identify low-cost, healthy foods and meal ideas
- Offer shopping lists & menus for specific health concerns
- Increase exposure to new foods - sampling
- Collaborate on Research Projects to Prove Nutrition Matters
- Get children & schools involved!
- Teach basic culinary skills
- Improve Nutrition Quality of Food Industry Products
- Increase exposure to new foods - sampling
- Collaborate on Research Projects to Prove Nutrition Matters
- Get children & schools involved!
Healthy Eating on a Budget

Image source: USDA’s Center for Nutrition Policy and Promotion
For More Information…Contact Me

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- Phone: (480) 903-3772

www.neighborhoodnutrition.com
Credit Claiming

You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 3 months; you do not have to complete it today.

Credit Claiming Instructions:

1. Go to [www.CE.TodaysDietitian.com/SupermarketNutrition](http://www.CE.TodaysDietitian.com/SupermarketNutrition) OR Log in to [www.CE.TodaysDietitian.com](http://www.CE.TodaysDietitian.com) and go to My Account→ My Activities→ Courses (in Progress) and click on the webinar title.

2. Click “Continue” on the webinar description page. Note: You must be logged-in to see the “Continue” button.

3. Select the Evaluation icon to complete and submit the evaluation.

4. Download and print your certificate.

Please Note: If you access the Evaluation between 3-4 pm ET on 5-27 you may experience a slow connection due to a high volume of users.