



**Guiding Stars®**  
Nutritious choices made simple®

# Supporting Grocery Retailers in Creating a Healthy & Equitable Food System

September 9, 2020

Great Local Brands of  
Ahold Delhaize | USA



# We must do better.

RISK FOR HOSPITALIZATION IF YOU HAVE ANY OF THESE CONDITIONS AND GET COVID-19 COMPARED TO PEOPLE WITHOUT THE CONDITION(S).

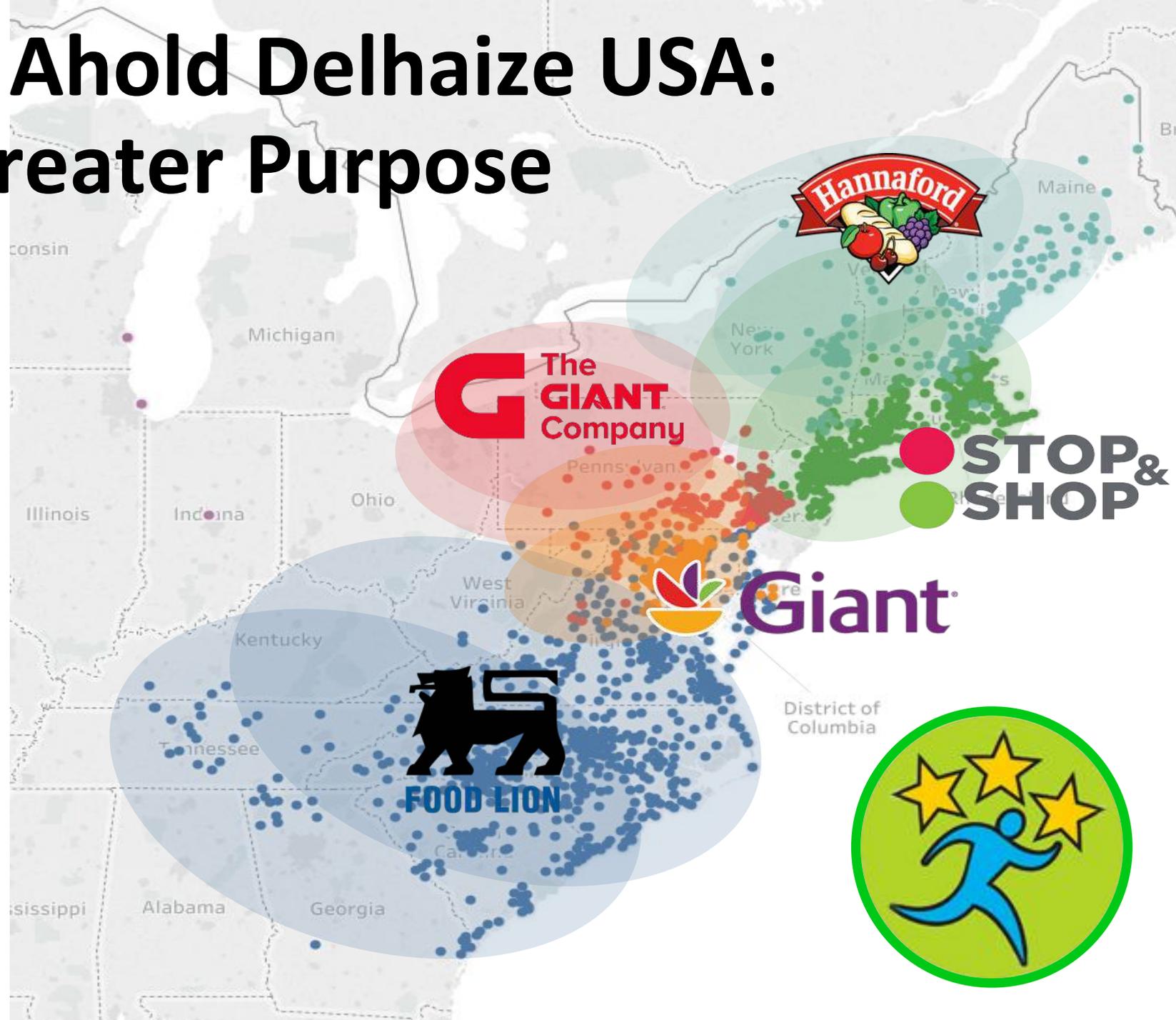


\*Conditions include asthma, obesity, diabetes, chronic kidney disease, severe obesity, coronary artery disease, history of stroke and COPD.

# Local Brands of Ahold Delhaize USA: Local Impact, Greater Purpose

5 brands  
23 states  
2000+ stores

All opted in to use  
Guiding Stars for  
nutrition guidance  
& more



# Simplifying Better

**SAT FAT**  
**TRANS FAT**  
**ADDED SODIUM**  
**ADDED SUGARS**  
**ARTIFICIAL COLORS**

**VITAMINS**  
**MINERALS**  
**FIBER**  
**WHOLE GRAINS**  
**OMEGA-3s**

100 CALORIES



One Star means **good** nutritional value.

Two Stars, **better** nutritional value.

Three Stars, **best** nutritional value.



# Guiding Stars Enables a Better World by:

**Simplifying** shopping for better foods.

**Targeting** better product sales

**Innovating** products for better nutrition

**Displaying** better products

**Rewarding** better purchases

**Giving** better to local food banks

**Researching** behavior for better health

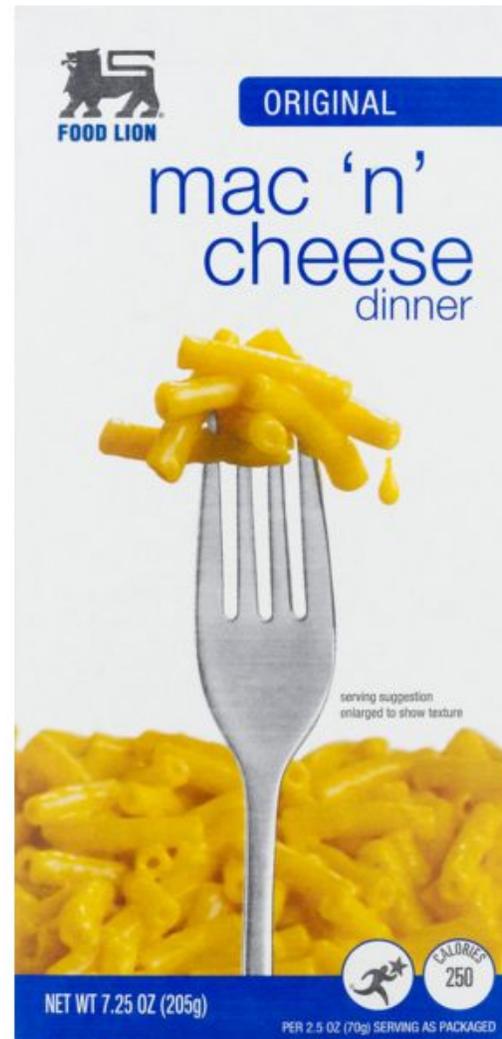
# Targeting Better Sales



# Targeting Better Sales



# Innovating Better



# Displaying Better



**MARTIN'S**



# Giving Better



**shop  
the stars,  
help fight  
hunger**

**Help raise \$400,000 for your food bank.**

Now through June 24, for every Hannaford Brand product purchased that earns 1-3 Guiding Stars®, we'll donate 5¢ to your food bank.

Look for the shelf tags on participating Hannaford Brand products. Exclude random weight items.



— SEPT 11 - OCT 1 —

**NOURISH  
YOUR FAMILY  
and your  
NEIGHBORS  
IN NEED**

THE PURCHASE OF THIS BAG HELPS PROVIDE  
**5 MEALS\*** TO YOUR LOCAL FOOD BANK.

Gala Apple | **\$2<sup>99</sup>** ea  
3lb bag



# Rewarding Better

**INSURERS**

# HEALTHY SAVINGS

Sponsored by



UnitedHealthcare®

Powered by



**Guiding Stars®**  
Nutritious choices made simple™

**ASSOCIATES**

**MARTIN'S** | **MARTIN'S** | Retail Business Services

# ASSOCIATE BETTER CHOICES DISCOUNT®

**BEGINNING OCTOBER 1<sup>ST</sup>**

# 5% OFF



**ALL GUIDING STARS ITEMS**  
Be sure to check the bottom of your receipt 9/17-9/30 to confirm you are set up to receive the discount.

*and... it's here to stay!*

**NO LIMIT ON REDEMPTIONS**

\*Excluded purchases include, but are not limited to, alcohol, tobacco, fuel, prescription or co-payments, postage stamps, money orders, Western Union, lottery tickets, gift cards, gift cards, bank deposits and other tax. Offer may vary by participating store. Please see your store for details.

# Researching Better



# Thank you!



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