



We're Committed to Real Grape Goodness



- Create products that meet families' health & nutrition needs
- Cultivate relationships with health professionals to promote education and research
- Connect with consumers to promote healthy eating





Heart Health Matters



- **82 million Americans are affected**
 - 36% of population!
- **Genetics are a strong determinant**
- **Diet and lifestyle are key factors**
 - Maintaining ideal weight
 - Not smoking
 - Being physically active
 - **Eating heart-healthy foods**





Heart Smarts & Shopping Carts



- **Porter Novelli Styles Survey, commissioned by Welch's**
 - Online survey fielded in May 2011
 - Survey sample = 8,100 U.S. adults, ages 18+
 - Results weighted to be in proportion to the Census Bureau's Current Population Study





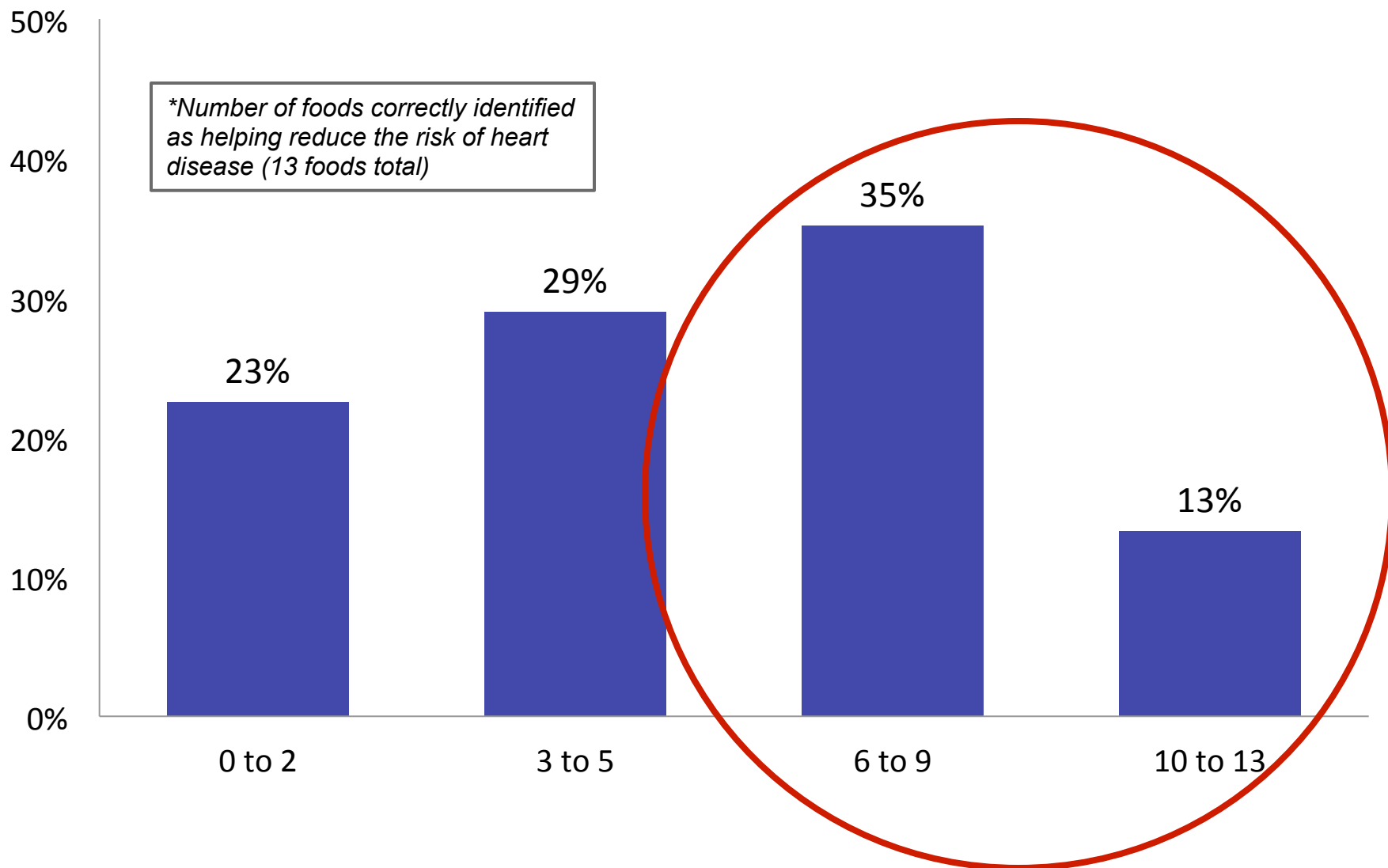
Survey Objectives



- **Understand awareness of the heart-health benefits of various foods**
 - **Survey Question:** *Which of the following foods have you heard may help decrease your risk of heart disease?*
 - **A list of 13 foods was provided.**
- **Determine how many heart-healthy foods consumers regularly purchase**
 - **Survey Question:** *Which of the following foods do you purchase at least once a month?*
 - **A list of 13 foods was provided.**



Many Americans Can Identify Heart-Healthy Foods





Who Has Heart Smarts?



- **Women, especially ages 45+**
- **College-educated**
- **Higher household income levels, \$75,000+**
- **Married/living with a partner – no kids at home**

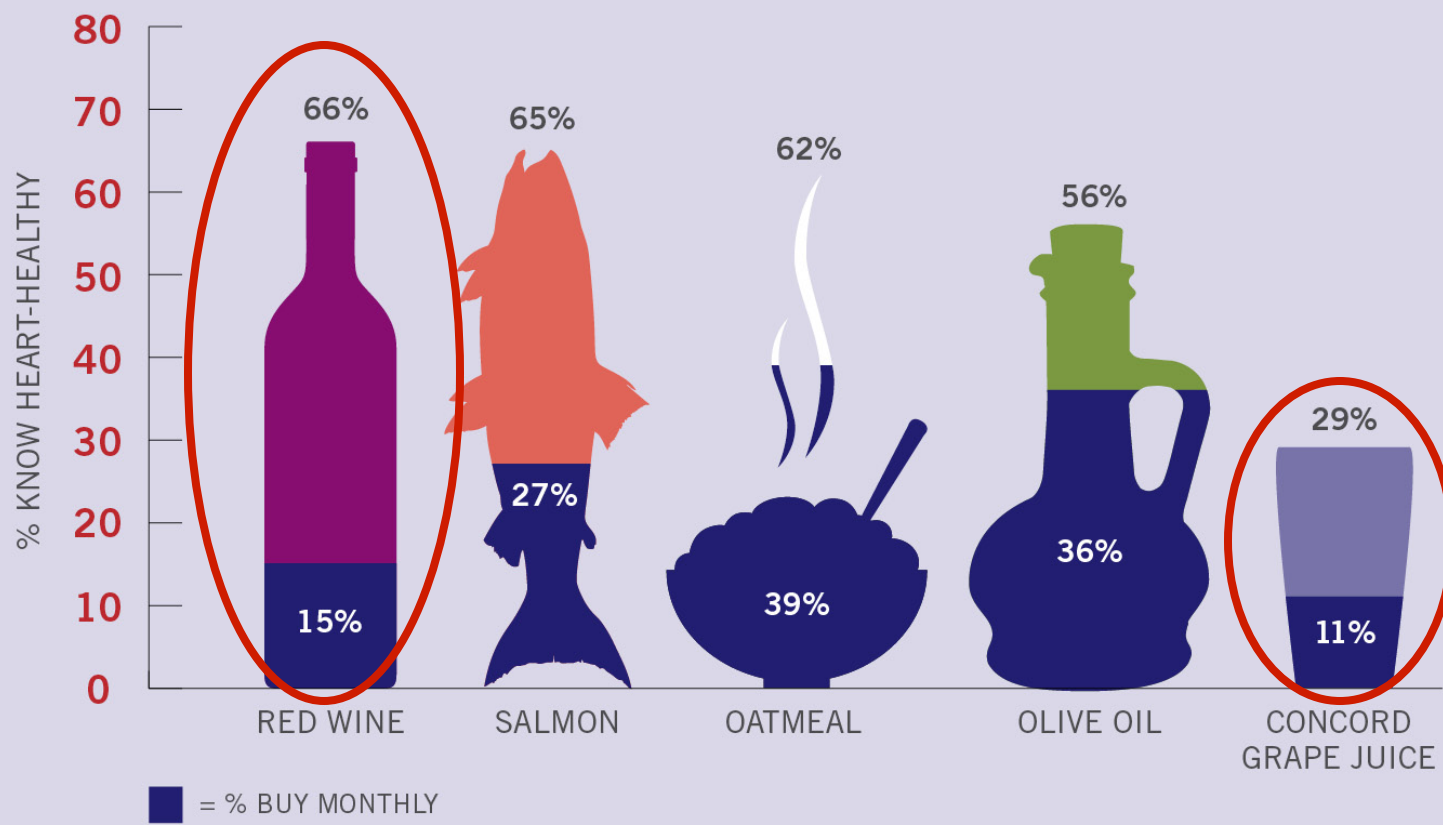




Shoppers Aren't Putting their Heart Smarts to Work



AMERICAN HEART MONTH



Source: Porter Novelli Styles for Welch's



Barriers to Shopping with Heart



Shoppers may say heart-healthy eating ...

- Can't taste good
- Is too difficult to cook, no easy recipes
- Isn't convenient, no time to prepare meals
- Is too costly



It can be easy to “heart your cart” with foods that are simple to prepare, convenient and delicious.



Helping Families Enjoy Heart-Healthy Foods



“Heart Your Cart” Shopping Tour

- Adapt your store tours with “heart your cart” insights & tools
 - **Tips:**
 - Identify heart-healthy foods throughout the store – around the perimeter & inside the aisles
 - Suggest ways to sneak affordable, convenient & delicious heart-healthy ingredients into meals
 - **Handout:** Heart-healthy shopping list





Helping Families Enjoy Heart-Healthy Foods



“Heart Your Cart” Cooking Demos

- Showcase heart-healthy eating as part of an in-store demo
 - **Tips:**
 - Illustrate a few ingredients that are convenient, affordable & heart-healthy
 - Demonstrate how healthy meals can be made in minutes
 - **Handouts:**
 - Demo & other recipes
 - Heart-healthy shopping list





Welch's Heart-Health Resources



Welch's Heart-Healthy Shopping List

Produce Section
Most of the foods we eat each day should be fruits and vegetables. Stock up on a colorful variety of produce and where possible look for those that are in season. They tend to be the tastiest and least expensive options.

☐ Grapes
☐ Spinach
☐
☐
☐
☐

Dairy Case
Keep calcium-rich dairy foods on hand. Fat-free milk is a go-to, as well as low-fat yogurt and reduced-fat cheeses. If you prefer dairy alternatives, such as soy milk, make sure they are calcium-fortified.

☐ Fat-Free Milk
☐
☐
☐
☐
☐

Center of the Store
Here's where you'll find nutritious options like nuts and oatmeal. Also, canned and frozen fruits and veggies, as well as vitamin-packed juices, are here and each counts toward fruit and vegetable needs.

☐ Welch's 100% Grape Juice
☐
☐
☐

Bakery
In this section, by reaching for whole wheat instead of white breads. Look for "100% whole wheat" and examine the ingredient list where whole grains should be listed first.

☐ 100% Whole Wheat Bread
☐
☐
☐
☐
☐

Meat Counter
About a quarter of our plate can be protein. Choose lean meats, with as little poultry, beef with less fat.

☐
☐
☐
☐
☐
☐



YOUR FAMILY'S HEART HEALTH STARTS WITH YOU!

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HEART
HEALTH
ASSESSMENT

How healthy is your heart?

Take a quiz, track your family's health history
and learn about family heart health.

FIND OUT HERE



REWARD YOUR WALLET

SAVE OVER \$2.00

with these Welch's® products.



SAVE HERE

DID YOU KNOW?

Thanks to the Concord grape, 100% grape juice has many of the same heart health benefits as red wine.²



Thank You!

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