

# Healthy Stores, Healthy Shoppers



## Did you know?

Studies show the majority of shoppers' food purchasing decisions are made in the store, but identifying healthy choices can be challenging for many shoppers. By promoting healthy choices, retailers can simultaneously increase sales of healthy items while also promoting community wellness.



## Stores Win

The Center for Wellness and Nutrition offers free and low-cost services to help retailers increase shoppers' purchases of healthy items.

By partnering with the Center for Wellness and Nutrition, your business can:

- Increase sales
- Reach new consumers through community involvement
- Enhance your store's image
- Create customer appreciation and loyalty
- Access free customized marketing and promotional strategies and materials
- Promote a healthy community
- Gain recognition for industry innovation

"People know that we're healthy, they come to us because we're focusing on that. It's important for us."

– Participating Retailer



## Our Expertise

The Center for Wellness and Nutrition has extensive experience promoting health through retailers. Our team developed the country's largest healthy retail program with the California Department of Public Health and partnered with more than 800 stores to help influence shoppers' purchases of healthy foods and beverages.

### Our Strategies for Success Include:

- Community engagement
- Connections to local and national campaigns
- Integrated business approaches that are sustainable and profitable

We specialize in culturally relevant approaches through personalized market research. And we continually evaluate programs to ensure effectiveness and return on investment to meet our clients' needs.

## Who We Are

The Public Health Institute's Center for Wellness and Nutrition is a national leader in developing campaigns, programs and partnerships to reduce obesity and promote equity in the most vulnerable communities across the country. Through education, engagement, environmental changes and policies, we work to make health accessible for all.

## Successful Retail Strategies

Our team can help design and implement a variety of successful strategies tailored to your business.

### PRODUCT

- Healthy grab-and-go items
- Increase healthy product inventory

### PROCUREMENT

- Connect to state and local family farmers, growers and distributors

### PLACEMENT

- Healthy check-out lanes
- Prominent placement of healthy items

### PROMOTION

- In-store signage
- Eye-catching displays and cross-promotion
- In-store promotional activities, such as tours and food demonstrations

### PRICE

- Tailored coupons and sales
- Seasonal promotions of fruits and vegetables

Let's Work Together

We can help you develop and deliver an effective, innovative healthy retail program that improves people's lives while improving your business.

Call or e-mail us to learn more about how the Center for Wellness and Nutrition can help you make health accessible to all.

Center for  
Wellness and  
Nutrition

Web: [centerforwellnessandnutrition.org/healthyretail](http://centerforwellnessandnutrition.org/healthyretail)  
Email: [info@wellness.phi.org](mailto:info@wellness.phi.org) | (916) 265-4042

