

Are You Positioned as a Trusted Partner with Your Customers or As Simply a Seller of Groceries?

Take this quiz to find out.

"People generally understand the impact of nutrition on overall wellness, as well as the opportunities for food to prevent and manage disease. However, through its predisposition for "soundbites", the media constantly present conflicting and confusing instructions for healthy eating. Consumers desire assistance "sifting through" all these messages, as well as guidance in purchasing and preparing foods."

Leveraging Nutrition Trends to Win at the Shelf
A White Paper by Michele M. Downey, MBA, RD

Score 1 point for each "YES" and 0 points for each "NO"

Y___ N___	A long-time customer was recently diagnosed with type II diabetes. Can you offer some suggestions to help him plan his meals?
Y___ N___	Can your store management explain why a consumer might want to pay more for organic produce?
Y___ N___	Will the employee stocking shelves be able to explain the difference between packaging claims of "natural" and "organic"?
Y___ N___	Mrs. Thomas heard a news report about the dangers of <i>trans</i> -fat. Can anyone in your store explain the new food labeling requirements? Extra point: Have you considered eliminating <i>trans</i> -fats from your in-store bakery items?
Y___ N___	Are you assured that your in-house food preparation areas are operated in compliance with food codes and general food safety practices?
Y___ N___	Do your front-end staff <u>always</u> bag meat separately? Do they know <u>why</u> they're trained to do this?
Y___ N___	Are you using 3 or more channels to communicate with your customers? Do all the messages across all the channels reinforce each other?
Y___ N___	Does your store have a website? Are you emailing the customers in your loyalty program information about specials, recipes, and other information to make shopping more convenient? Extra point: Are your messages to customers <u>targeted</u> to their specific interests?

Y___ N___	Mr. Johnson's physician advised him to follow the DASH diet to control his blood pressure. Can you offer some suggestions to help him plan his meals?
Y___ N___	Mrs. Smith is planning a birthday party for her son. One of the attendees has a severe peanut allergy. Can you help her plan a safe – yet festive – menu for the party?

Add up your points. If you scored:

0 – 4	Your store is a place for people to buy groceries. BEWARE: there are lots of other options. Why would your customers choose your store?
5 - 8	You're starting to address some of the issues burning in your customers' minds. But, there's more you can do. Ready? BEGIN!!
9 +	Congratulations! You're well on your way to becoming a trusted partner in your customers' food selection and preparation. You will be rewarded with their loyalty and food dollars.