

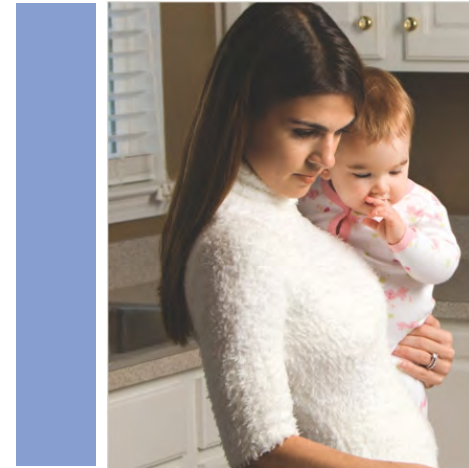
**GIANT**®

**MARTIN'S**®

# Adding Weight Control to the Shopping List

in-store  
**nutritionist**

Mary Ann Moylan, RD, LDN, CDE  
GIANT In-Store Nutritionist  
Thursday, April 3<sup>rd</sup>, 2014



# Individual Consultations

- Individualized meal plan
- Customer food preferences
- Go 'grocery shopping'
- Follow-up visits every 3-4 weeks

# Group Weight Management Programs

- Store associates
- 30-minute classes during lunch breaks
  
- Customer programs
- 1-hour sessions
- 3 different days, 3 different times

# Class Topics

- How to read food labels
- Portion control
- Eating out
- High-energy snacks
- Exercise and BMI
- Food products from store shelves

# Helen's Story

- Pre-diabetic
- High blood pressure
- High cholesterol
- Obesity
- On multiple meds

# Helen's Results

- Starting weight of 245 pounds
- Ending weight of 132 pounds
- 113 pounds lost in 21 months
- Medical issues resolved
- Meds discontinued
- Has maintained weight loss for 2 years



# The 'GMA' Weight-Loss Class

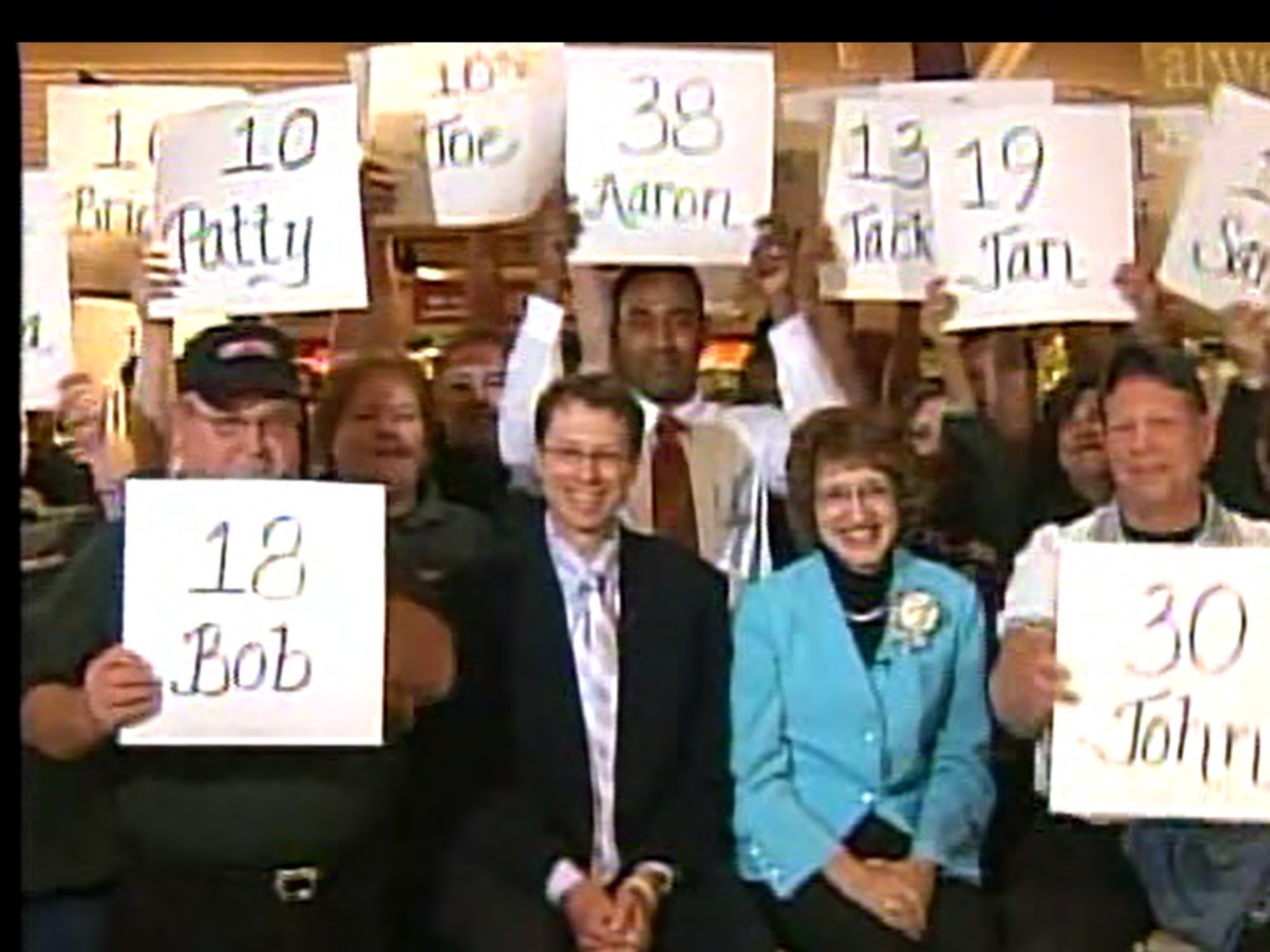
- 'Giant Loser' associate's contest
- 4 stores competing
- 26 Willow Grove associates completed
- 357 total pounds lost in 12 weeks
- Philadelphia ABC affiliate story
- Good Morning America



NEW YORK, NY

WILLOW GR





10  
Patty

10 TV  
Joe

38  
Aaron

13 19  
Tack Jan

12  
Bob

30  
John

# Everyone Wins With Weight Loss

- Customers stay healthy
- Customers stay or *become* loyal customers
- Attracts new customers
- Associates stay healthy
- Associates build team spirit
- Professionally rewarding
- Store sales increase

# Tips For Weight Loss Programs

- Company commitment essential
- 4-month implementation
- Promotional materials
- Incentives for participants
- Charge a nominal fee
- 12-week informal program
- NO PowerPoint

# No PowerPoints

- Are you reading this or listening?
- Engage your associates and customers with face-to-face interaction

# Wrap It Up

- Graduation/celebration
- Publicize good results
- Program evaluation
- 'Advanced class' for motivated groups

# Thanks to . . .

- ABC's "Good Morning America"
- NBC Channel 10 WCAU Philadelphia
- <https://www.giantfoodstores.com/shareddev/sharedcontent/PR/GMA.cfm>

# Thanks For Listening!

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