

# SHOPPING & TASTING THE MEDITERRANEAN DIET

## GROCERY STORE TOUR



Our Mediterranean Grocery Store Tour teaches shoppers how to navigate supermarket aisles and select foods from the Mediterranean Diet Pyramid. We've included basic guidelines for the tour and encourage you to structure it to best meet your store's and customers' needs.

### Tour Overview and Procedure

Start with a **quick introduction** before beginning the tour. One good way to start is to hand out copies of the Mediterranean Diet Pyramid or our "Welcome to the Mediterranean Diet" trifold brochure.



Keep your intro short, to emphasize practical shopping skills and food choices over words. Be sure to cover all the food groups in the Mediterranean Diet Pyramid as you go through the aisles, and to point out special features of your store. Invite questions as you go, and make sure to discuss:

**Grains:** breads, pastas, rice, cereals, potatoes, orzo, couscous, etc.... being sure to emphasize whole grains options

**Fruit:** all fresh, frozen, and canned varieties

**Vegetables:** all fresh, frozen, and canned varieties (including tomatoes and sauces)

**Bean and Nuts:** cannelloni, chickpeas, hummus, lentils, walnuts, almonds, pistachios, peanuts, etc.

**Dairy:** yogurt (Greek and plain), cheese, eggs

**Healthy Fats:** olive oil, canola oil, nuts, avocados, fish, olives, etc.

**Seafood:** explain the difference between fattier fish like salmon (high in omega-3 fatty acids) and white fish (good source of lean protein)

- \* Finish the tour by giving out **additional information** about the Med Diet such as the Med Diet Shopping List (included in kit).
- \* If a seating area can be arranged, you can start or end the tour with a **general discussion** on the Med diet and/or go through the Med diet PowerPoint provided with this kit.
- \* Take advantage of participants' interest in learning more about Mediterranean foods by placing POS displays throughout your store featuring healthy Med products like olive oil.
- \* Assess the tour's success, by asking participants for feedback on an evaluation form (included in kit) at the end of the tour.



HEALTH THROUGH HERITAGE



Questions? Comments?  
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An estimated 70% of purchase decisions are made in the grocery store while shopping. Grocery retailers have the opportunity to simultaneously educate consumers and influence their food choices.

## Before the Tour – Get Ready!

### 2 weeks before tour

- \* Place store tour announcements around store.
- \* Use social media (Facebook, Twitter) and your website to spread the word.
- \* Place store tour sign-up sheet at the front of the store.

### 1 week before tour

- \* Plan store tour. In each aisle, make notes of products you'd like to emphasize during the tour.

### Day before tour

- \* Print/rganize necessary shopper handouts: "Mediterranean Diet Shopping List" and "8 Simple Steps"

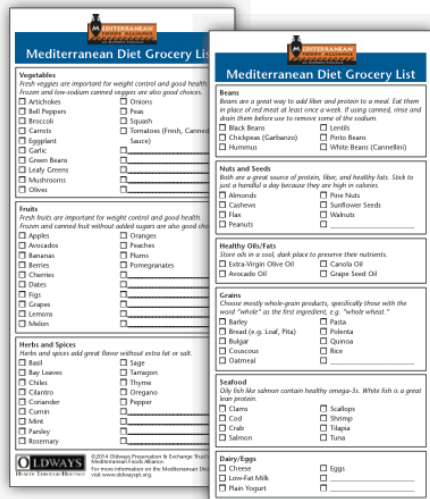
### Day of tour

- \* Hang Mediterranean Diet Pyramid poster
- \* Prepare grocery cart if using one (see below)
- \* Meet participants on arrival at store

## List of Materials for Tour

All materials below (except the grocery cart and AV equipment!) are included in this kit. It's entirely up to you which resources you want to mix and match to make your tour a success.

- \* Mediterranean Grocery Store Tour Announcement Sheet
- \* Mediterranean Diet Pyramid poster
- \* Mediterranean Diet Aisle by Aisle Shopping List handout
- \* Mediterranean Diet - 8 Simple Steps for Good Health handout
- \* Mediterranean Diet PowerPoint and any necessary audio visual equipment
- \* Grocery cart. You might find it handy to use a grocery cart during the tour. One effective approach is to ask the group to choose a few healthy Med choices in each aisle, then put those choices in your cart - to reinforce their intent to buy these products. At the end of the tour, your full cart will remind the group of what their carts will look like when they shop the Med way.



# Celebrate the Mediterranean Diet

# Med Store Tour



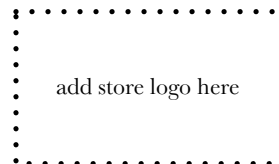
You don't have to travel halfway around the world to enjoy the healthy and delicious tastes of the Mediterranean diet. They're everywhere, in the aisles of our store - and we'll help you find them.



Please join us for a free Mediterranean Diet Store Tour.

on \_\_\_\_\_  
date

at \_\_\_\_\_  
time



# Mediterranean Diet Pyramid

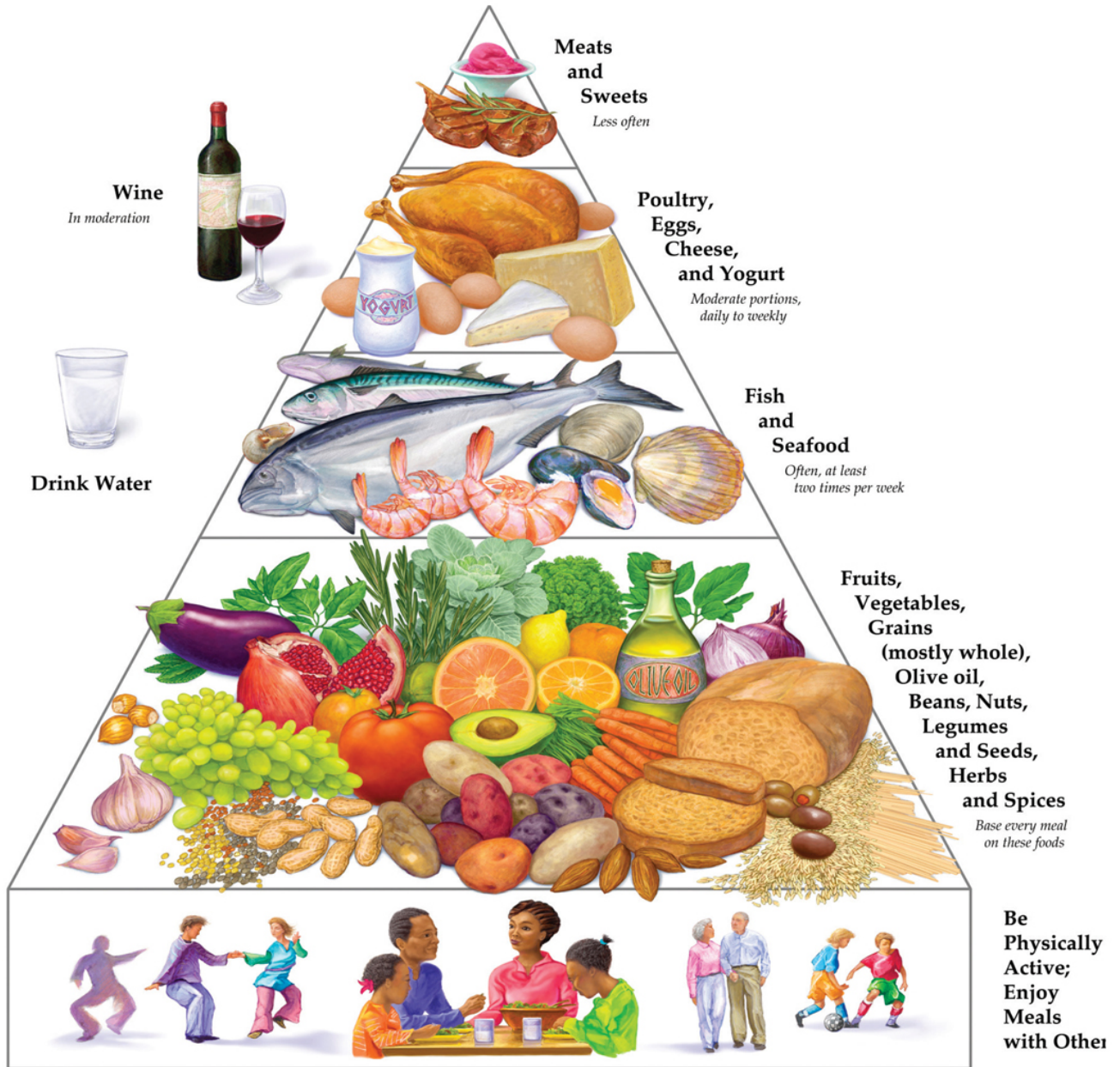


Illustration by George Middleton

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## SHOPPING & TASTING THE MEDITERRANEAN DIET

# AISLE BY AISLE IDEAS

The foods listed below are not the only foods you can enjoy in the Mediterranean diet - just some examples that fit in a single page. Let your taste buds guide you, and pick your favorite fruits, vegetables and whole grains, along with fish, beans, nuts, seeds and other healthy foods. As long as you stick with a wide variety of minimally-processed foods, as close to their original form as possible, it's hard to go wrong!

### Mediterranean Diet Grocery List

#### Vegetables

*Fresh veggies are important for weight control and good health. Frozen and low-sodium canned veggies are also good choices.*

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Artichokes   | <input type="checkbox"/> Onions                          |
| <input type="checkbox"/> Bell Peppers | <input type="checkbox"/> Peas                            |
| <input type="checkbox"/> Broccoli     | <input type="checkbox"/> Squash                          |
| <input type="checkbox"/> Carrots      | <input type="checkbox"/> Tomatoes (Fresh, Canned, Sauce) |
| <input type="checkbox"/> Eggplant     | <input type="checkbox"/> _____                           |
| <input type="checkbox"/> Garlic       | <input type="checkbox"/> _____                           |
| <input type="checkbox"/> Green Beans  | <input type="checkbox"/> _____                           |
| <input type="checkbox"/> Leafy Greens | <input type="checkbox"/> _____                           |
| <input type="checkbox"/> Mushrooms    | <input type="checkbox"/> _____                           |
| <input type="checkbox"/> Olives       | <input type="checkbox"/> _____                           |

#### Fruits

*Fresh fruits are important for weight control and good health. Frozen and canned fruit without added sugars are also good choices.*

- |                                   |                                       |
|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Apples   | <input type="checkbox"/> Oranges      |
| <input type="checkbox"/> Avocados | <input type="checkbox"/> Peaches      |
| <input type="checkbox"/> Bananas  | <input type="checkbox"/> Plums        |
| <input type="checkbox"/> Berries  | <input type="checkbox"/> Pomegranates |
| <input type="checkbox"/> Cherries | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Dates    | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Figs     | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Grapes   | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Lemons   | <input type="checkbox"/> _____        |
| <input type="checkbox"/> Melon    | <input type="checkbox"/> _____        |

#### Herbs and Spices

*Herbs and spices add great flavor without extra fat or salt.*

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Basil      | <input type="checkbox"/> Sage     |
| <input type="checkbox"/> Bay Leaves | <input type="checkbox"/> Tarragon |
| <input type="checkbox"/> Chiles     | <input type="checkbox"/> Thyme    |
| <input type="checkbox"/> Cilantro   | <input type="checkbox"/> Oregano  |
| <input type="checkbox"/> Coriander  | <input type="checkbox"/> Pepper   |
| <input type="checkbox"/> Cumin      | <input type="checkbox"/> _____    |
| <input type="checkbox"/> Mint       | <input type="checkbox"/> _____    |
| <input type="checkbox"/> Parsley    | <input type="checkbox"/> _____    |
| <input type="checkbox"/> Rosemary   | <input type="checkbox"/> _____    |

### Mediterranean Diet Grocery List

#### Beans

*Beans are a great way to add fiber and protein to a meal. Eat them in place of red meat at least once a week. If using canned, rinse and drain them before use to remove some of the sodium.*

- |   |   |
|---|---|
| <input type="checkbox"/> Black Beans          | <input type="checkbox"/> Lentils                  |
| <input type="checkbox"/> Chickpeas (Garbanzo) | <input type="checkbox"/> Pinto Beans              |
| <input type="checkbox"/> Hummus               | <input type="checkbox"/> White Beans (Cannellini) |

#### Nuts and Seeds

*Both are a great source of protein, fiber, and healthy fats. Stick to just a handful a day because they are high in calories.*

- |                                  |  |
|----------------------------------|--|
| <input type="checkbox"/> Almonds | <input type="checkbox"/> Pine Nuts       |
| <input type="checkbox"/> Cashews | <input type="checkbox"/> Sunflower Seeds |
| <input type="checkbox"/> Flax    | <input type="checkbox"/> Walnuts         |
| <input type="checkbox"/> Peanuts | <input type="checkbox"/> _____           |

#### Healthy Oils/Fats

*Store oils in a cool, dark place to preserve their nutrients.*

- |   |   |
|---|---|
| <input type="checkbox"/> Extra-Virgin Olive Oil | <input type="checkbox"/> Canola Oil     |
| <input type="checkbox"/> Avocado Oil            | <input type="checkbox"/> Grape Seed Oil |

#### Grains

*Choose mostly whole-grain products, specifically those with the word "whole" as the first ingredient, e.g. "whole wheat."*

- |  |                                  |
|--|----------------------------------|
| <input type="checkbox"/> Barley                  | <input type="checkbox"/> Pasta   |
| <input type="checkbox"/> Bread (e.g. Loaf, Pita) | <input type="checkbox"/> Polenta |
| <input type="checkbox"/> Bulgur                  | <input type="checkbox"/> Quinoa  |
| <input type="checkbox"/> Couscous                | <input type="checkbox"/> Rice    |
| <input type="checkbox"/> Oatmeal                 | <input type="checkbox"/> _____   |

#### Seafood

*Oily fish like salmon contain healthy omega-3s. White fish is a great lean protein.*

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| <input type="checkbox"/> Clams  | <input type="checkbox"/> Scallops |
| <input type="checkbox"/> Cod    | <input type="checkbox"/> Shrimp   |
| <input type="checkbox"/> Crab   | <input type="checkbox"/> Tilapia  |
| <input type="checkbox"/> Salmon | <input type="checkbox"/> Tuna     |

#### Dairy/Eggs

- |                                       |                                |
|---------------------------------------|--------------------------------|
| <input type="checkbox"/> Cheese       | <input type="checkbox"/> Eggs  |
| <input type="checkbox"/> Low-Fat Milk | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Plain Yogurt | <input type="checkbox"/> _____ |

## SHOPPING &amp; TASTING THE MEDITERRANEAN DIET

**8 SIMPLE STEPS***for Good Health with the Mediterranean Diet*

- 1. Eat lots of vegetables.** From a simple plate of sliced fresh tomatoes drizzled with olive oil and crumbled feta cheese to stunning salads, garlicky greens, fragrant soups and stews, healthy pizzas, or oven-roasted medleys, vegetables are vitally important to the fresh tastes and delicious flavors of the Mediterranean diet.



- 2. Change the way you think about meat.** If you eat meat, have smaller amounts - small strips of sirloin in a vegetable sauté, or a dish of pasta garnished with diced prosciutto.

- 3. Enjoy some dairy products.** Eat Greek or plain yogurt, and try smaller amounts of a variety of cheeses.

- 4. Eat seafood twice a week.** Fish such as tuna, herring, salmon, and sardines are rich in omega-3 fatty acids, and shellfish including mussels, oysters, and clams have similar benefits for brain and heart health.



- 5. Cook a vegetarian meal one night a week.** Build meals around beans, whole grains, and vegetables, and heighten the flavor with fragrant herbs and spices. Down the road, try two nights per week.

- 6. Use good fats.** Include sources of healthy fats in daily meals, especially extra-virgin olive oil, nuts, peanuts, sunflower seeds, olives, and avocados.



- 7. Switch to whole grains.** Whole grains are naturally rich in many important nutrients; their fuller, nuttier taste and extra fiber keep you satisfied for hours. Cook traditional Mediterranean grains like bulgur, barley, farro and brown, black or red rice, and favor products made with whole grain flour.

- 8. For dessert, eat fresh fruit.** Choose from a wide range of delicious fresh fruits – from fresh figs and oranges to pomegranates, grapes and apples. Instead of daily ice cream or cookies, save sweets for a special treat or celebration.

