



Guiding Stars®
Nutritious choices made simple®

Guiding Stars

Weekly Ad Circulars
A toolkit for incorporating Guiding Stars

Overview

- **Purpose of the deck**
- **What is Guiding Stars?**
- **Key things to consider when including Guiding Stars in your circular**
 - How to display Guiding Stars ratings in your circular
 - Tips for execution & choosing products for your circular
- **How AD USA brands are using Guiding Stars in their circulars**
 - Examples of Good, Better, & Best practices when incorporating Guiding Stars in your circular
- **How Guiding Stars can help**
 - Brand book
 - Logos & icons
 - Proofing
 - Product assortment
 - Draft copy of disclaimers and program intro
- **Wrap-up**



Purpose of this slide deck

This deck was created by Guiding Stars to support Ahold Delhaize USA efforts to feature the program in weekly ad circulars.

The growth and expansion of Guiding Stars to all our brands as well as our new alignment with the Sustainable Retailing team has led to great successes across AD USA. We have had several brands reach out for ways to incorporate the program in their circulars and we wanted to take the opportunity offer this guide to best practices and share examples of the execution of this strategy at several brands.

We are excited to continue to support these initiatives moving forward!



Questions on the deck or Guiding Stars?

We are here to help!

Contact:

Elizabeth Caton

Brand & Nutrition Manager

207.885.3146

elizabeth.caton@guidingstars.com



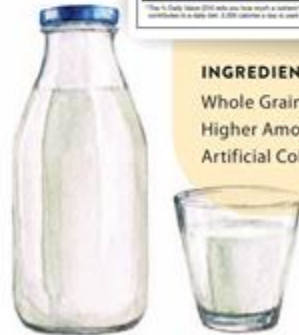
What is Guiding Stars?

Since 2006, Guiding Stars has been making **nutrition as easy as 1, 2, 3**. We analyze foods using a patented algorithm and translate the nutrition information to a rating system that is easy for shoppers to understand. At its most basic level, Guiding Stars is a shelf tag program that helps consumers navigate the grocery store to quickly find the most nutritious choices for themselves and their families.



WE LOOK AT THE SAME NUTRIENT INFORMATION AVAILABLE TO YOU

Nutrition Facts	
18 servings per container	
Serving size 22g	
Amount per serving	
Calories	100
<hr/>	
Total Fat 2g	4%
Sodium 2mg	0%
Cholesterol 0mg	0%
Total Carbohydrate 20g	4%
Dietary Fiber 2g	4%
Total Sugars 0g	0%
Protein 1g	2%
<hr/>	
Vit. C 20mg 40%	Calcium 200mg 40%
Iron 2mg 40%	Fiber 20mg 40%
Vit. A 20mg 40%	Vit. C 20mg 40%



INGREDIENTS THAT INCLUDE:

- Whole Grains +
- Higher Amounts of Omega-3s +
- Artificial Colors -

GUIDING STARS TAKES THE GUESSWORK OUT OF NUTRITIOUS SHOPPING



ANALYZE FOODS USING A PATENTED ALGORITHM



LOOKING FOR:

MORE

- Vitamins
- Minerals
- Fiber
- Whole Grains
- Omega-3s

LESS

- Saturated Fat
- Trans Fat
- Added Sodium
- Added Sugars
- Artificial Colors

THEN TRANSLATE TO AN EASY TO UNDERSTAND RATING SYSTEM



**Key things to consider when
including Guiding Stars in your
circular**



How to display Guiding Stars ratings in your circular

- **Match rating to the specific item pictured in the circular**
 - This is our preferred method
 - Disclaimer required: rating shown is for featured item and other items within this promotional group may not share the same rating
 - E.g. \$2 off select sizes of Kashi cereal with Kashi Go Lean Crunch featured you would display the 2 star rating that item earns
- **Show rating for lowest star-earning item in promotion**
 - This is perfectly acceptable, although not our preferred option, as this can cause confusion for our customers; they see a star-earning product, but no star rating associated with it
 - Disclaimer required: displayed rating represents the lowest Guiding Star-earning item within a promotion
 - e.g. \$2 off select sizes of Kashi cereal - you would display the rating for the item in that grouping with the least number of stars

Tips for execution & choosing products for your circular

- **Private Brands products**
 - We are aware that some Private Brand packaging is out of date and may display the incorrect Guiding Stars rating or old program logos (i.e. Healthy Ideas). Our Private Brands team is working diligently to get these updated in accordance with their policies and priorities. Please be aware when choosing Private Brands products that:
 - Guiding Stars rating on front of pack matches rating displayed in circular
 - Item does not show Healthy Ideas icon on front of pack
- **Consistency of featured item in circular for in-store promotions**
 - It is important the item featured in the circular is also one of the products featured in all in-store promotions (e.g. end caps and bargain bins)
- **Guiding Stars ratings can change**
 - Updates in product packaging & formulations as well as changes in science or policy can lead to a changes in our ratings. This is necessary to stay relevant and credible to consumers but means that star ratings can change over time. It is best practice to use one of the internal databases or check with Guiding Stars to confirm product ratings. It is important to never use stagnant rating files.



How Guiding Stars Can Help:

We can give you draft copy of disclaimers and offer current reports of all private brand products that have a rating discrepancy on their package vs. the shelf tag.

How AD USA brands are using Guiding Stars in their circulars

This section of our toolkit guides you through examples of GOOD, BETTER, & BEST choices when incorporating Guiding Stars in your circular. We highlight real examples of how Guiding Stars is used in circulars across our brands to demonstrate certain points and considerations. Please note that many of these examples are cropped or pulled from the full circular. These visuals are used to highlight key aspects needed to feature the program within the GOOD, BETTER, or BEST options and do not represent the brand's efforts in totality.





Good Choice

Include Guiding Stars in your circular at least once a month

- Display ratings in at least one section of products in your circular
- Include brief “What is Guiding Stars” explanation within the section



Good Choice

Hannaford See the savings for yourself!

3-5 Lb. Pkg. - Hannaford Freshly Ground - Family Pack 80% Lean Ground Beef

2.49 lb.



SAVE \$1 PER LB.

Hannaford All Natural - Pork Loin Assorted Pork Chops

99¢ lb.



SAVE \$1 PER LB.

6 Oz. Pkg. Rich Source of Dietary Fiber and Antioxidants Raspberries or Blackberries

2/\$4



SAVE \$3.98 ON 2

Four-Star Best Aquaculture Practice Fresh Farm Raised Boneless Atlantic Salmon Fillets

7.99 lb.



SAVE \$2 PER LB.

Taste of Inspiration's Black Angus or Italian-Style Roast Beef

6.99 lb.



SAVE \$5 PER LB.

Taste of Inspiration's Horseradish Cheddar Cheese

5.99 lb.



SAVE \$2 PER LB.

Tender Green Asparagus

1.99 lb.



SAVE \$1 PER LB.

Pint - Sunset One Sweet, Zinnia or Angel Sweet Tomatoes

2/\$4



SAVE \$1.98 ON 2

Amazing deals that last for weeks!
WOW!
These prices held until **MAY 4**

4.75-10 Oz. Select Varieties On the Border® Big Mtn Snacks or Smart Ones® Popcorn
2.47



32 Oz. - Select Varieties Powerade
79¢



14-15 Oz. - Select Varieties Excluding French Style Green Beans Libby's Vegetables
69¢



12-13 Oz. - Select Varieties English Muffins
2/\$4



7-13.6 Oz. Newell's Fudge Shoppe Cookies or Nabisco Chips Ahoy! Cookies
2/\$4



12 Ct. N-Cups or 10-12 Oz. Bag Select Varieties Green Mountain K-Cups or Dunkin' Donuts Bag Coffee
5.99



1.9-14 Oz. Select Varieties Deluxe or Kraft Waiwais Shells & Cheese
2/\$5



5.3 Oz. - Select Varieties Chobani Flip Greek Yogurt
5/\$5



Prices effective May 24 - May 30, 2019

my hannaford rewards

GET 2% REWARDS on all our store brands! THAT'S MORE THAN 5,000 items!



Good Choice

The flyer features several product offers with prices and quantities:

- Top row: \$1.99 (2 for 1), 2 for \$7, \$5.99 (2 for 1), and a coffee cup.
- Second row: 2 for \$6, Free (2 for 1), and \$1 (2 for 1).
- Third row: 2 for \$10, \$1.99 (2 for 1), 2 for \$5, 10 for \$10, and 3 for \$9.99.
- Bottom row: \$6.99 (2 for 1), 3 for \$6, 2 for \$5, \$5.99 (2 for 1), and \$1.99 (2 for 1).

The highlighted section at the bottom contains the **GUIDING STARS** logo and the tagline "nutritious choices made simple". Below the logo, it says "See pages 2 & 3 for more information".

Brief callout of the program and tagline for context of ratings.





Better Choice

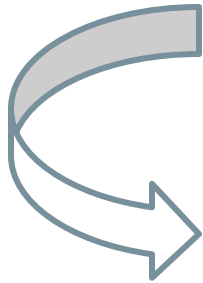
Include Guiding Stars in your circular every week

- Display ratings in front page section of circular as well as an inner section
- Include more in-depth “What is Guiding Stars” within the section



Better Choice

Brief program overview with tag line and prepared product image







GUIDING STARS
nutritious choices made simple

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. It's an easy starting point when you're looking for better choices.


Shady Brook Farms Ground Turkey



Zucchini Squash



Giant Boneless, Skinless Chicken Breast



2/53 2/59 30% 2/54 2/55 2/55

DAIRY

2/54 2/55 2/57 10/10

2/53 2/56

BUY 1, GET 1 FREE

2/56

2/57

DELICIOUSLY GOOD

Atlantic Salmon Fillet

Chicken Thighs

Giant Light Red Kidney Beans

SAVE \$5

STACK YOUR SAVINGS AT THE PUMP! SAVE 50¢

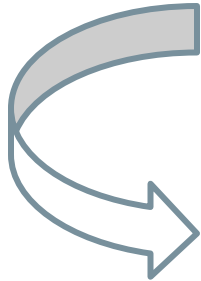
USE GUIDING STARS®

GOOD BETTER BEST



Better Choice

Brief program overview with star-earning private brand products



Atlantic Salmon Fillet 

Chicken Thighs 

Giant Light Red Kidney Beans 

USE GUIDING STARS®

Follow the Guiding Stars to find foods with more vitamins, minerals, fiber, and whole grains. Three stars are best!

 **GOOD**

 **BETTER**

 **BEST**

It's as easy as 1, 2, 3...

SEAFOOD

DELICIOUS

FREE 9 OZ. BUTTONI FLAT CUT PASTA*

GUIDING STARS

nutritious choices made simple

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. It's an easy starting point when you're looking for better choices.

BAKERY

FLORAL

CHOOSE ORGANIC!

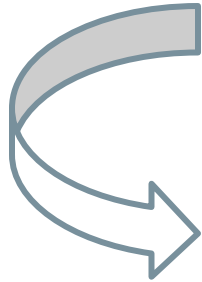
Nature's Promise

Wonderful Pistachios

Giant Pearl Barley



Better Choice



GUIDING STARS

nutritious choices made simple

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. It's an easy starting point when you're looking for better choices.

Bertolli Extra Virgin Olive Oil

Fisher Natural Chopped Walnuts

Giant Quick Oats

Nature's Promise Spinach

Wonderful Pistachios

Giant Pearl Barley

Brief program overview with star-earning products



Better Choice



Nature's Promise
Extra Firm Tofu

Wesson
Canola Oil

Tuna Steak



Bob's
Organic Flaxseed

Nature's Promise
Organic Turkish Figs

Mariani
Chopped Walnuts

Star-earning products on interior circular pages

DELI

FREE SABRA
 (10oz) CHICKEN MIDDLE
 WHEN YOU BUY 2 SABRA
 (10oz) HUMMUS*

\$6.99
 10oz. Hummus

\$9.99
 10oz. Chicken Middle

\$7.99
 10oz. Chicken Middle

2/\$9
 10oz. Hummus

\$9.99
 10oz. Chicken Middle

50¢
 10oz. Hummus

\$2.79
 10oz. Chicken Middle

2/\$7
 Sabra Hummus

GUIDING STARS

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. It's an easy starting point when you're looking for better choices.

Giant Chicken Thighs

93% Lean Ground Beef

Pacific Cod Fillet

YOUR CHOICE

\$5
 1lb. Assorted Produce

2/\$5
 1lb. Assorted Produce

\$7.99
 1lb. Assorted Produce

**BETTER INGREDIENTS
 BETTER SOUPS - All in 1 -
 Nature's Promise Ingredients**

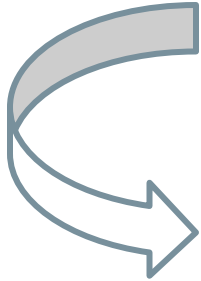
Russet Potatoes

Jumbo White Onions

Giant Diced Tomatoes



Better Choice



GUIDING STARS

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. It's an easy starting point when you're looking for better choices.

Giant Chicken Thighs

93% Lean Ground Beef

Pacific Cod Fillet

Russet Potatoes

Jumbo White Onions

Giant Diced Tomatoes

Brief program overview with prepared star-earning products

Front page and interior page star-earning products call-outs



Better Choice

Hannaford Take a Fresh Look!

3-5 Lb. Pkg. Hannaford's Best Boneless Skinless Chicken Breast or Thighs **1.69** SAVE 80¢ PER LB.

Hannaford All Natural Pork Loin Bone-in Center Cut Pork Chops **1.49** SAVE \$1.20 PER LB.

2 Lb. Bag Hannaford Cara Cara Navel Oranges **2.99** SAVE \$1 PER LB.

2 Lb. Pkg. Hannaford's Best Oven-Baked Pork or Smoked Sausages Turkey Breast **2.49** SAVE \$1 PER LB.

2 Lb. Pkg. Hannaford's Best Oven-Baked Pork or Smoked Sausages Turkey Breast **5.99** SAVE \$1.20 PER LB.

2 Lb. Pkg. Hannaford's Best Oven-Baked Pork or Smoked Sausages Turkey Breast **4.99** SAVE \$1.30 PER LB.

2 Lb. Pkg. Hannaford's Best Oven-Baked Pork or Smoked Sausages Turkey Breast **2.99** SAVE 70¢ PER LB.

2 Lb. Pkg. Hannaford's Best Oven-Baked Pork or Smoked Sausages Turkey Breast **99¢** SAVE \$1.10 PER LB.

SPECIAL DEALS Limited time only

4.79, 1.99, 2/\$5, 4/\$5, 3.49, 6.99, 2.39, 3.59

whole health

whole health TAKE A STEP TOWARD HEALTHIER

WOW! 1.59, 1.99, 2.49, 3.77, 7.99

real savings every day low prices you can count on every day. Every day!

1.39, 2/\$5, 3.39, \$1, 4.49, 2.79, 1.69, 5.49, 69¢, 1.49, 2.49, 2/\$3

Guiding Stars™ fast food choices made simpler

2/\$4, 2.39, 1.89, 89¢, 1.19, 3.99, 4.49, 6.99, 2.79

health & beauty

6.39, 3.49, 3.97, 1.99, 2.79



Best Choice

Display Guiding Stars ratings on products throughout your circular weekly

- Full page ad including only star-earning products
- Include recipe (Savory/Fresh or other) and Private Brand products in promotion
- Provide detailed “What is Guiding Stars” overview including program's more and less table



Best Choice

Detailed "What is Guiding Stars" overview including program's more and less table

guiding stars[®]

Reach for the stars.

Guiding Stars help you make simple, nutritious choices on your health journey. Get ahead of weeknight take-out cravings and vending machine munchies - stock the pantry, gym bags, briefcases and backpacks in your busy life with healthy and delicious meals and snacks for the whole family.

Choosing to eat healthy? Reach for the stars.

It's simple.
One, two or three Guiding Stars means an item has:

MORE	LESS
Vitamins	Saturated Fat
Minerals	Trans Fat
Fiber	Added Sodium
Whole Grains	Added Sugars
Omega-3s	Artificial Colors

One star, good nutritional value.

Two stars, better nutritional value.

Three stars, best nutritional value.



Best Choice

Detailed “What is Guiding Stars” overview including program's more and less table



GUIDING STARS

- ★ Good!
- ★★ Better!
- ★★★ Best!



FOOD WITH GUIDING STARS HAVE:

- | | |
|----------------|---------------------|
| ↑ MORE | ↓ LESS |
| ✓ Vitamins | ✓ Saturated Fat |
| ✓ Minerals | ✓ Trans Fat |
| ✓ Fiber | ✓ Added Sodium |
| ✓ Whole Grains | ✓ Added Sugars |
| ✓ Omega-3s | ✓ Artificial Colors |

Let the stars be your guide towards more nutritious choices. Look for products with at least one star for good nutritional value. Add products with more stars to your cart each week!

Check more information at: | <https://stopandshop.com/health-and-wellness>





Best Choice

Program call-out on front page, interior page and full-page ads with star-earning products

Stop & Shop
\$1.79
\$2.99
\$5.99
FREE
10/10
FREE
10/10
FREE
3/9
\$6.99
10/10
2/5
2/5
2/5
3/9
1/1
5/9
1/10
10/10
33/3
40/3
2/4
1/6
1/6
2/7
\$5.99

Introducing **GUIDING STARS**
nutritious choices made simple

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. It's an easy starting point when you're looking for better choices.

good better best
It's as easy as 1 2 3.

MOBILE	LEADS
Vitamin Minerals Fiber Whole Grains 100% Juice	Saturated Fat Trans Fat Added Sodium Added Sugars Artificial Colors

Find the ratings on select products and LOOK FOR TABS to store.

25%
2/5
2/5
3/4
\$3.48
\$1.99
\$5.79
\$4.99

Honey Nut Cheerios
WILD BUNCH THE BEE!

4/10
\$2.99
Stop & Shop Abundant
Selected Varieties
per 8 oz. cont.
100% milk

REACH OUT TO ONE OF OUR NUTRITIONISTS FOR MORE INFORMATION OR VISIT STOPANDSHOP.COM/GUIDINGSTARS

10/10
2/5
2/5
2/6

Reducing stress in weeknight meal planning is key to balancing healthy food choices and good mental health. Build confidence in your ability to cook wholesome meals by starting with a simple, nutritious recipe.

The **Mediterranean Diet** is famous for its heart health benefits. Our recipe for **Mediterranean Baked Salmon** balances the healthy fats of salmon and nuts with the plant benefits of leafy greens - and it's delicious, too. **Take a step toward healthy with Hannaford.**



whole health



Best Choice

mediterranean baked salmon

1. Preheat the oven to 400° F. Line a baking sheet with aluminum foil for easy cleanup.
2. In a small bowl, mix together the tabouleh salad and chopped nuts. Slice lemon in half and set one half aside for garnish.
3. Place fillets on baking sheet skin side down and squeeze half of lemon juice over fillets. Divide salad and nut mixture evenly between fillets and spread on top, pressing down lightly.
4. Bake for 10 minutes per inch of thickness, measured at thickest part, or until salmon just flakes when tested with a fork. Garnish with fresh sliced lemon.
5. Toss together spring mix with the remaining tabouleh salad to create a delicious bed of greens to serve alongside salmon. Salt and pepper to taste.

7 Oz.
Cedar's
Tabouleh Salad



975-1025 Oz. - Select Varieties
Planters
NUT-rition Nuts



5 Oz. Pkg. - 50/50 Mix, Baby
Spinach, Baby Arugula or
Hannaford
Spring Mix



1.5 Oz.
McCormick
Coarse Ground
Black Pepper



5 Oz. Portion
Center Cut Salmon



14 Oz. - Instant White Rice or
Minute
Instant Brown Rice



SIMPLE & EASY & GOOD

Here's what you'll need:

- | | |
|---|-----------------------------|
| 2 salmon fillets (roughly 4 oz. with uniform thickness) | Lemon |
| 1/4 cup Cedar's® Tabouleh Salad | McCormick® Ground Pepper |
| 1/2 cup Planters NUT-rition Heart Healthy Mix, chopped | 4 cups Hannaford Spring Mix |

Full page ad with star-earning *fresh* magazine recipe



How Guiding Stars can help

Brand Book

You can access our brand book [here](#)

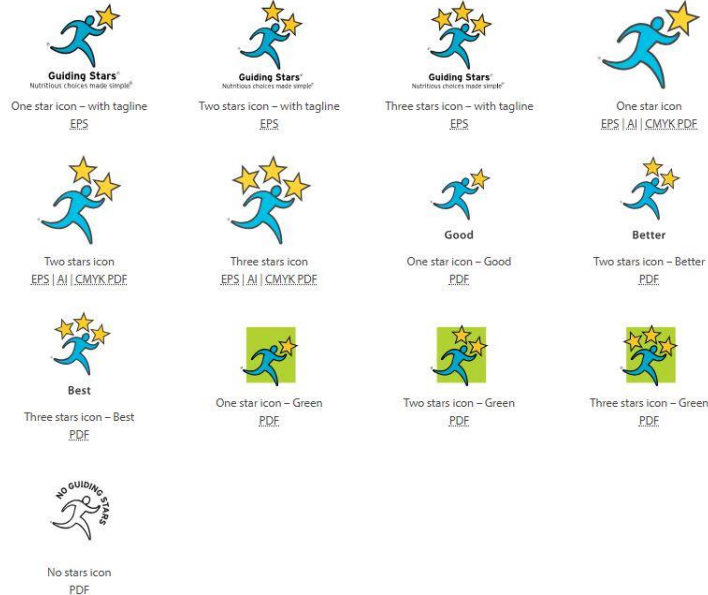


Logos & Icons



You can access our star rating logos and graphics [here](#)

Star Rating Graphics



Proofing

We can provide proofing of copy and product ratings prior to publication. We work closely with brands to fit this step into their work flow without impacting their publication timeline.



Product assortments

We can provide product suggestions that match the themes and priorities for your circular. We can focus on private or national brands, budget-friendly, etc. We always use product movement data along with the Guiding Stars ratings to ensure product availability at the brand.



Draft copy of program intro and disclaimers

We have plenty of great examples of program intros that we can share. We also can work with you and your creative team to ensure the messaging for the program aligns with the needs and wants of your shopper while maintaining the standards of the program.

Depending on how you choose to feature ratings in your circular, disclaimers are often needed. We can provide examples and work with you to develop a disclaimer about the ratings shown in you circular.



Introducing
GUIDING STARS
nutritious choices made simple

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. It's an easy starting point when you're looking for better choices.

 **good**  **better**  **best**

It's as easy as 1, 2, 3.

FOODS WITH GUIDING STARS HAVE:	
MORE	LESS
Vitamins Minerals Fiber Whole Grains Omega-3s	Saturated Fat Trans Fat Added Sodium Added Sugars Artificial Colors

Find the ratings on select products and LOOK FOR TAGS in store.



Wrap-up

This deck was created by Guiding Stars to support efforts to feature the program in weekly ad circulars. There was a desire for examples of how brands incorporate the program to inspire future planning and implementation. Thank you for sharing the unique ways you are featuring the program already. We offer this as a guide outlining best practices and remind you that we are here to support your efforts.

We are excited to continue to work with you and to support these and other initiatives moving forward!



Questions on the deck or Guiding Stars?

We are here to help!

Contact:

Elizabeth Caton

Brand & Nutrition Manager

207.885.3146

elizabeth.caton@guidingstars.com