



Guiding Stars®
Nutritious choices made simple®

How to Implement Guiding Stars

Retail

Overview

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- **In Store**
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Overview

Purpose of this slide deck

This deck is meant to be used as a cohesive tool outlining how your brand can implement Guiding Stars to fit your strategy and consumer needs.

The strategies in this deck outline the minimum implementation requirements to make Guiding Stars a successful shelf tag program in each store. Best practice examples are also included for full brand and strategy integration. This is not a comprehensive tool, but rather, a guide for improving visibility and usability of Guiding Stars for customers and associates.

Guiding Stars is here to help. We are happy to be included in your workfront process, channel planning, and other appropriate meetings to make implementing brand standards as easy as possible.



Guiding Stars is Here to Help!

If you have questions about implementing Guiding Stars, we have answers. Contact:

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Overview

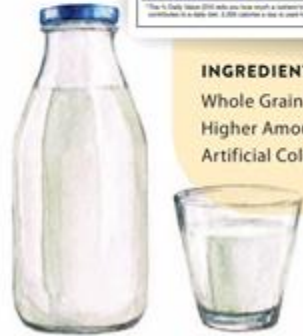
What is Guiding Stars?

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 them 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 200mg	4%
Total Carbohydrate 20g	4%
Protein 1g	2%



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

THEN TRANSLATE TO AN EASY TO UNDERSTAND RATING SYSTEM



In Store - Shelf Tags

Shelf tags are the foundation of the Guiding Stars program. Visibility, accuracy, and inclusion throughout the store are essential. Customers must be able to quickly and easily identify all star-earning items in order to maintain the integrity of the program and simplicity of the tool.

Because tags are the foundation of Guiding Stars, it's important to note that **shelf tags need to be carefully implemented first**. Once your shelf tag program is in place, you can branch out to include other practices in this deck.



How Guiding Stars Can Help:

We can plan a visit to walk through your site to help you identify how to improve shelf tags.



One Star means **good** nutritional value.

Two Stars, **better** nutritional value.

Three Stars, **best** nutritional value.

In Store - Tags

Rating Display Option: *Minimum*

Shelf tag needs to include the rating on the channel/UPT:



Evergreen signage in produce, deli, meat, seafood, and other departments should contain ratings.



If you are not able to include the rating on in-store-printed shelf tags, delivery of a replacement tag from Vestcom needs to be triggered or included in the process whenever a tag is printed in store.



In Store - Tags

Rating Display Option: Preferred

In addition to the rating on the price tag, private brand items should contain a bib callout. This will support our STI tied goal for healthy sales.



Scale labels for meat/seafood/deli and in-store prepared foods should contain the rating.



In Store - Tags

Rating Display Option: *Optimum*

Bibs displayed for all products calling out the program and rating.



Ratings should be included on in-store prepared items, such as hot bar, salad bar, and “restaurant style” items.

Side cars and toppers can be placed throughout the fresh departments on star-earning items.



In Store - Integrating with Your Brand

Guiding Stars is more than just shelf tags.

Integrating Guiding Stars into your brand gives customers the best experience by making it a familiar, ubiquitous tool for nutritious eating. Making Guiding Stars comfortable to customers will also improve your store's ability to meet goals for selling star-earning, private label items. Guiding Stars can easily fit into your wellness strategy for:

- Online shopping
- Print and digital materials
- Recipes
- Store demos and tours
- Cooking classes
- Community and corporate events

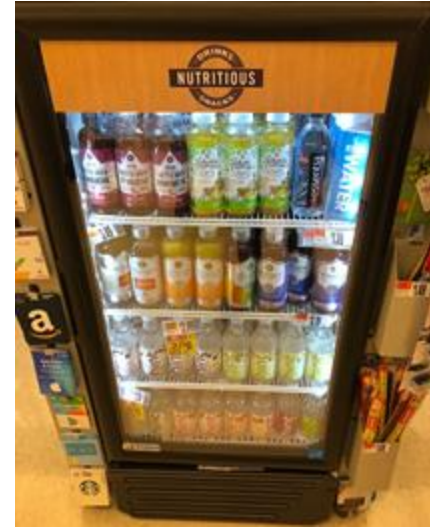


In Store

Nutritious Checkout

These candy-free checkout lanes are a great opportunity to increase sales of Guiding Stars earning products through impulse buys without ruining customers' daily health goals.

- Guiding Stars should be used as the tool behind selection of foods on these aisles.
 - Items that are not rated (such as water or unsweetened tea) are also good choices for these checkout lanes.
- Guiding Stars information should be present in these lanes via signs, glossed brochures (to stay in aisle), or aisle talkers.

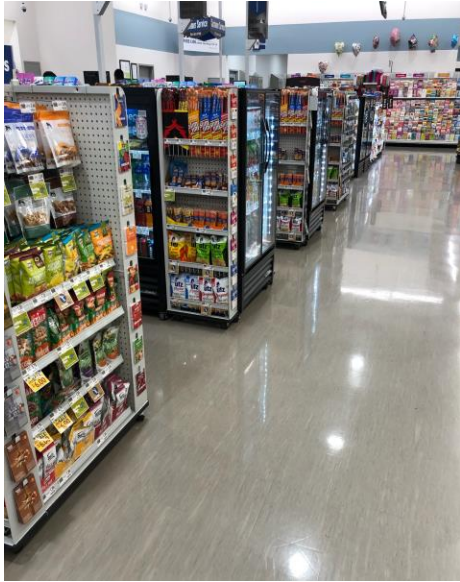


How Guiding Stars Can Help:

If you're struggling to balance vendor requirements in a nutritious checkout lane with internal objectives to place and sell Guiding Stars items, we can help you identify the more nutritious choices from your vendors.

In Store

More Nutritious Checkout examples



In Store

Service Desk

- Guiding Stars brochures and information should be visible and available to shoppers.
- Associates working the service desk should be able to answer the most common FAQs about Guiding Stars.

Promotion Example:

Free fruit baskets could have basic “About Guiding Stars” information and include the star rating of the fruits in the basket.



How Guiding Stars Can Help:

We have tools for training needs as well as materials you can brand and use for your stores.

In Store

Nutritionists and Demo Tables

- Guiding Stars brochures and information should be visible and available to shoppers.
- Provided handouts should reference Guiding Stars. (e.g., Savory recipes should include their Guiding Stars rating.)
- Store tours/classes/demos should have a Guiding Stars component.



In Store

Nutritionists and Demo Tables

Examples:

- A cooking demo might feature a Guiding Star rated recipe from Savory.
- Food samples should include one food that earns Guiding Stars or a recipe that earns stars.



How Guiding Stars Can Help:

We can provide a guide to wellness walks, a list of star-earning Savory recipes in advance to issue publication, recipe cards, and guidance on best practices.



In Store

Pharmacy

- Guiding Stars brochures and information should be visible and available to shoppers.
- Associates working at the pharmacy should be able to answer the most common FAQs about Guiding Stars.
- Include Guiding Stars recipes and “About Guiding Stars” info on prescription printouts.



How Guiding Stars Can Help:

We provide associate flashcards, a training video, and a store tour training webinar to help raise associate understanding of Guiding Stars

In Store

Signage

Stanchion signs should be placed in a minimum of three places throughout the store.

- One stanchion must be in the produce section.
- Stanchions should be present in two other departments as fits the individual store needs.

We suggest rotating these quarterly to keep things fresh.



In Store

Signage

Example:

- Stanchion in the bakery could call out more nutritious choices by listing items with stars.
- The dairy area could call out star-earning choices.
- Window signage could be on the door as you enter the store.



How Guiding Stars Can Help:

We can provide sign files, graphic assets, and theme-based content to support sign development.

In Store

Associate Training Opportunities

Associates are the face and voice of our brand. They need to understand our programs and be included in order to buy into and therefore best represent the programs. They are also incredibly limited on time and need to have quick, easy tools at hand to make this aspect of their job as simple as possible. Trainings should at minimum target the front end—baggers and cashiers—but should also include all customer-facing associates. Better trained associates mean more sales.



How Guiding Stars Can Help:

We can join your regional meeting for rapid fire training and trivia with prizes to engage associates and send them on with the tools to offer this same presentation for their store meetings.

In Store

Associate Training Opportunities

Tools for associate training should include:

- Guiding Stars elevator pitch for associates to talk to customers
- Training video - The 7-minute branded video should be shown to all new associates as part of their onboarding
- Wellness captain for the store - Establish a Guiding Stars champion and promoter to colleagues, store meetings, tours, demos, etc.
- Link employee rewards to Guiding Stars items.
- Flashcards - These are based on FAQs for the program, have been used successfully in Hannaford, and are available for Ahold.
- Pocket card



In Store

Other Opportunities

The following placements have been successful in other stores in making Guiding Stars a go-to tool for shoppers looking to lead more healthful lives:

- Screens should include Guiding Stars information in their rotation.
Example: Registers and service counters
- Register belt wraps
- Idents, aisle invaders, and shelf talkers throughout the store
- Bib tags with “Guiding Stars nutritious choices made simple” tag and Gus (with appropriate star rating)



- Floor decals
- End caps
- Receipts
Example: About Guiding Stars on the back or a callout of a star-earning item on sale

Example: Include number of starred items purchased, totaled at the bottom

In Store

Cross Merchandising Opportunities

“Good Idea” signs are a great opportunity to call out items that don’t get stars when they stand alone, but can easily be combined with items to earn stars together. This is a way to also meet any vendor merchandise placements while staying aligned with healthy living strategies.



How Guiding Stars Can Help:

We have already created a number of these, but also have recipes with regional/national brand product callouts that can easily be used for this purpose. We are also happy to rate any combinations you come up with!



Good Idea Keep it easy, affordable and healthy.
from your Hannaford dietitian!

Sparkling Blueberry Tea

Mix 1 bottle of tea with 8 oz. sparkling water. Add 1 cup frozen berries. Stir and refrigerate for 30 minutes. Berries will help chill the beverage while the sparkling water adds crispness to your tea. Perfect for a warm day!

Feature sign during WOW from May 6 - July 7.



Good Idea Keep it easy, affordable and healthy.
from your Hannaford dietitian!

Blueberry Pie in a jar

Prepare graham crackers according to package directions. Drain and rinse beans and peas and heat in a microwave-safe dish for 1 minute. Combine heated cauliflower, beans and peas for a fiber-filled veggie side dish.

Feature sign during WOW from May 6 - July 7.



Good Idea Keep it easy, affordable and healthy.
from your Hannaford dietitian!

Cauliflower Rice

Prepare cauliflower rice according to package directions. Drain and rinse beans and peas and heat in a microwave-safe dish for 1 minute. Combine heated cauliflower, beans and peas for a fiber-filled veggie side dish.

Feature sign during WOW from May 6 - July 7.

In Store

Cross Merchandising Opportunities

We can easily pull products based on manufacturer code to offer a comprehensive list of all star-earning items. This is a great way to use these items in an end cap display, creating cross merchandising bins throughout the store, or in recipe production.

5 take
quick summer meals

Spend more time outside and less in the kitchen with these fast, family-friendly recipes.

Find the full recipe on store.grotonline.com

1 OLIVE OIL
Add to your meal or to your salad.

2 MINCED GARLIC
Use in a variety of recipes, from pasta to bread.

3 SHRIMP
Shrimp is a great protein source. Add to your meal or use in a variety of recipes.

4 RED PEPPER
Add to your meal or use in a variety of recipes.

5 PARSLEY
Fresh parsley adds a pop of color and flavor to your meal.

GARLICKY SPANISH SHRIMP

Serve this dish with baguette slices for soaking up the flavorful oil.

In Store

Breakroom

Guiding Stars materials should be present in employee break rooms.

- Signage explaining Guiding Stars
- Star-rated items provided with the ratings displayed - samples, etc.
- Screen with Guiding Stars info
- Roll the Guiding Stars introductory video with closed captions every hour.



How Guiding Stars Can Help:

We can provide sign files, graphic assets, and theme-based content to support signage development.

The sign is a vertical poster with a white background and a large green arrow pointing right. At the top left is the Giant logo (a stylized bird icon) and at the top right is the Guiding Stars logo. The main headline reads "Reach for the Stars!" in large white letters on a yellow background. Below this, it says "Starting April 2018". The central text on the green arrow says "Good nutrition is for everyone." followed by "Guiding Stars® food rating program on products throughout our stores." A list of star ratings explains the program: "More stars means more nutritious foods:" followed by "1 star means an item has GOOD nutritional value", "2 stars mean an item has BETTER nutritional value", and "3 stars mean an item has the BEST nutritional value". At the bottom, it provides contact information: "For more info, see www.guidingstars.com, an in-store nutritionist, your store manager, or customer service." The sign also features a photograph of a grocery store aisle with a blue figure and stars overlaid on it.

Marketing Materials

Circular

- Include a Guiding Stars featured section at least quarterly.
- Products should include Guiding Stars ratings in circular—at least on the front page, but ideally throughout the circular.



COOL P2 ACCO-C P2 ACCO-M P2 ACCO-S P2 ACCO

All these great advertised prices are available when you use your Smart Card. • Some items not available in all stores. All minimum spend requirements must be met after all discounts and coupons have been subtracted from order.



How Guiding Stars can help:

Connect us with the team who manages your circular if you're having trouble including the rating in the spreadsheets used to communicate sale items with your circular layout team.

Marketing Materials

Co-branding

- All store materials referencing Guiding Stars must be co-branded to include the logo and tagline.
- Make your own co-branded Guiding Stars materials. We offer an extensive library of graphics and templates to inspire you with ideas and make creating signs easy.



How Guiding Stars Can Help:

We can provide design support, guidance on best practices, proofing of information, and previous design files.

Take home a three-star meal.

Tonight, dinner is on us!

All the ingredients you need to make a heart-healthy pasta meal, in one bag - plus a

\$3 SAVINGS COUPON!



Eat better. Live better with Guiding Stars® at Hannaford.



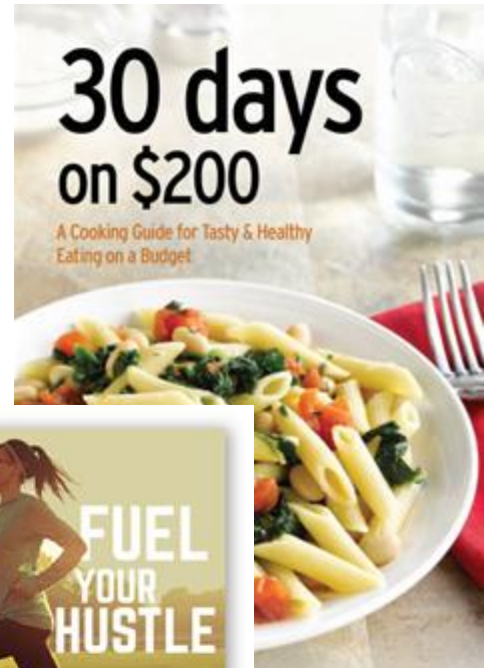
Heart Walk

Marketing Materials

Make it your own

We encourage you to make marketing materials for your brand that will fit your customers' needs and we are here to help!

Guiding Stars is a tool for every customer whether they are looking for affordable nutrition to fit a tight budget, healthful foods their kids will eat, or a convenient meal that will satisfy throughout their busy day. As you decide how your customers will most benefit from the program we are here to help with any content. Send us proofs or simply add us to your workflow process.



Marketing Materials

Publications

Bring Guiding Stars to life in your customers' kitchens by including information about the program as well as the ratings on recipes.

Minimum option: Include rating in index and on the recipe page for star-earning recipes. Include a blurb about what the icon means in the index.

Preferred option: In addition to the Good option, include Guiding Stars information on brand pages and private brand product advertisement.

Optimum option: In addition to all of the above, include a Guiding Stars ingredient page, calling out common ingredients for recipes within the magazine that are star earning; product placement ratings, labeling the star rating on all product ads within the magazine; and an all-star meal section where all recipes earn stars have worked well to highlight the program.



Rewards Programs

Reward programs should include Guiding Stars.

Incentive programs should encourage customers to purchase more star earning products.

Example: Larger discounts on private brand star-earning items.

Provide incentive for more starred items bought or an increased % of starred items bought.

Example: If 30% of your cart earns stars, an additional coupon or % off will be applied.



Make a game of comparing customer carts and overall purchases and the % of starred items bought.

Example: Compare with average customer and provide incentive for purchasing more starred items than average carts.



How Guiding Stars Can Help:

We are in the process of updating our database and creating integrations that can plug into your existing brand's app to fill the personalization needs of your customers.

E-commerce

Display

The star rating should be displayed on all star-earning products on brand websites, including:

- Adding to shopping cart for home
- Store pickup/delivery
- Searching products

The icon should be linked so customers can click on it and find out more info on what the program is.

Search

Search should allow items to be sorted with Guiding Stars items on top or filtered to only star earning products.



Online

Website

We have options ready for you and the files and materials to directly add to your site:

Minimum: Basic info on Guiding Stars with link to our site and the “powered by Guiding Stars” logo on the footer of all pages referring to the program.

Preferred: Pull in Guiding Stars resources, label all recipes, and allow search function to filter by Guiding Stars.

Optimum: “Live” site pulling our latest newsletter, blog, recipes etc. We have this ready for you.

Social Media

Social media healthy outreach should reference Guiding Stars at least once a month.

Guiding Stars is active on Facebook, Twitter, and Pinterest.



How Guiding Stars Can Help:

We can provide digital assets for the website and some help with content development.

Corporate

Cafeteria

- Offer a Guiding Stars recipe of the month. This could be from our calendar or the most recent Savory issue.
- Display Guiding Stars rating for all grab & go items, rated recipes, and packaged items.
- Offer a Star Card. (Buy 10 star earning items, get a free X.)
- Offer a Guiding Stars corner where all items earn stars or are unrated because they have too few calories per serving, like water or unsweetened iced tea.
- Display rating for all items.
- Display rating for all recipes.
- Catering options: Offer a separate nutritious catering menu with all Guiding Stars earning items.



How Guiding Stars can help:

We can rate your recipes and grab & go items as well as offer a list of recipes that are already rated and scaleable for your needs.

Corporate

Signage & Screens

- Signage explaining Guiding Stars

Examples: Elevator signs, window signs, stanchion signs, bulletin board, RD table

- Star-rated items provided with the ratings displayed for giveaways, break rooms, events
- Screens with Guiding Stars information



How Guiding Stars Can Help:

We currently create and send files to be included on legacy Delhaize America's corporate screens and we are happy to send these to you. We can modify them to your brand's needs and screen specifications.

Corporate

Events

We can help you with your events by providing items you can order, such as co-branded brochures and relevant merchandising (e.g., veggie peelers, measuring cups/spoons). We also have examples from previous events on how to use Guiding Stars to make wellness front and center in your event by highlighting recipes or products that work well for giveaways and sampling.



For More Information

Wrap-up and Contact Info

This deck is meant to be used as a cohesive tool outlining how your brand can implement Guiding Stars to fit your strategy and consumer needs. This deck offers strategies from minimum implementation requirements to best practices for full integration. This is not a comprehensive tool, but rather, a guide for improving visibility and usability of Guiding Stars for our customers and associates.

Guiding Stars is here to help. It is essential that Guiding Stars is included in the process for material creation to ensure adherence to our brand standards which is key to our program's integrity. For more tools and info on how you can use Guiding Stars in your brand you can check out our [Partner Toolkit](#).



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