



**Guiding Stars**<sup>®</sup>  
Nutritious choices made simple<sup>®</sup>

# Helping Associates Understand and Use Guiding Stars

Associate Wellness

# Overview

- **Purpose**
- **What is Guiding Stars?**
- **Retail**
- **Home Office**
- **Rewards Programs**
- **Marketing Materials**
- **Guiding Stars Services**
- **For More Information**



# Overview

## Purpose of this slide deck

This deck is meant to be a tool outlining how your brand can utilize Guiding Stars to promote associate wellness.

You will find examples of associate wellness programs, initiatives and activities that support understanding and usage of Guiding Stars.

The Guiding Stars team is here to help. We are happy to be included in your health and wellness strategy discussions and other meetings when appropriate. Please don't hesitate to reach out if you have something in mind.



### **Guiding Stars is Here to Help!**

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

Elizabeth Caton

Brand & Nutrition Manager

207.885.3146

[elizabeth.caton@guidingstars.com](mailto:elizabeth.caton@guidingstars.com)

# 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.

# 1

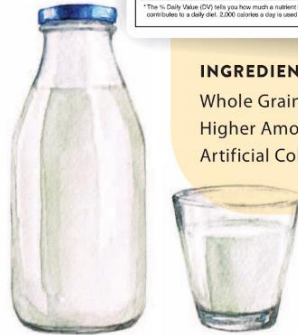
WE LOOK AT THE SAME NUTRIENT INFORMATION AVAILABLE TO YOU

Nutrition Facts	
18 servings per container	
Serving size 22g	
Amount per serving	
<b>Calories</b>	<b>100</b>
% Daily Value*	
Total Fat 2g	2%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 100mg	5%
Total Carbohydrate 20g	6%
Dietary Fiber 2g	20%
Total Sugars 8g	4%
Includes 2g Added Sugars	
Protein 0g	
Vit. D 2mg 10%	Calcium 200mg 20%
Iron 4mg 40%	Potas. 235mg 6%
Vit. A 2mg 10%	Vit. C 20mg 20%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

### INGREDIENTS THAT INCLUDE:

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



## GUIDING STARS TAKES THE GUESSWORK OUT OF NUTRITIOUS SHOPPING



# 2

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

# 3



# Retail

## Associate Training Opportunities

Associates are the face and voice of our brand. They need to understand our programs and be included in order to best represent them to customers. 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.

# Retail

## 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.



# Retail

## Breakroom

Guiding Stars materials should be present in employee breakrooms.

- 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.



# Retail

## Associate Incentives

Offering associates coupons or other incentives on purchases of Guiding Stars earning products can support understanding and usage of the program.

Here are some examples of when an incentive could be offered to promote associate wellness:

- Trainings on new private brand products in-store (Nature's Place to Nature's Promise).
- Participation in wellness programming offered by the store dietitian or pharmacist.
- Associate appreciation events.





# In Retail

## Nutritionists and Demo Tables

### Examples:

- A cooking demo for associates might feature a Guiding Star rated recipe from Savory or Fresh Magazine using a new Nature's Promise product.
- 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 associate wellness walks, a list of star-earning Savory or Fresh Magazine recipes in advance to issue publication, recipe cards, and guidance on best practices.



# Home Office

## Vending

- Stock and feature Guiding Stars earning food and drinks in vending machines.
- Set expectation where at least 50% of items must earn Guiding Stars.



### How Guiding Stars Can Help:

We can help you manage this with your vending partner. We can provide product suggestions, ratings and labeling options.

# Home Office

## 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. Find Guiding Stars earning Food Service recipes [here](#).

# Home Office

## 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 legacy Ahold USA. We can modify them to your brand's needs and screen specifications.

**Go Further with Food**  
March is National Nutrition Month



Cashew Salmon with...

Tips to get the most out of your food choices:

**GIANT**



**Guiding Stars**  
Nutritious choices made simple®

**Associates, choose this not that and get 5% cash back!**



Good

No Guiding Stars

Guiding Stars is a nutrition navigation system created to help you quickly identify more nutritious foods throughout the store. Choose star-earning products and receive 5% cash back on your purchases.

# Home Office

## Events

We can help you with your associate 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 by highlighting recipes or products that work well for giveaways and sampling.



### How Guiding Stars Can Help:

We can help you order co-branded giveaway items that feature your brand and Guiding Stars. We have an online [request form](#).



# Marketing Materials

## Co-branding

- All associate materials referencing Guiding Stars must be co-branded to include the logo and tagline.
- 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. Download our logos and graphics [here](#).

A promotional sign for Guiding Stars with a green background. At the top, a blue banner contains the text "Hey there, associates!". Below this, the main message reads "YOU SAVE 5% ON OVER 13,000 ITEMS" in large, bold, yellow and white letters. Underneath, it says "THAT HAVE THE GUIDING STARS ICON" in white. A blue banner with the text "Like these!" is positioned above several product images: a box of "Smart Chex", a jar of "Puff &amp; crunch RASPBERRY", a jar of "GIANT" brand items, and a bag of "Wavy" potato chips. A small blue figure with stars is also visible. At the bottom, a black banner contains the text "NO LIMIT. ALL DAY. EVERY DAY." and a small disclaimer: "Excluded per classes include, but are not limited to, milk, alcohol, tobacco, fuel, subscriptions or no payments, postage charges, money orders, Western Union, battery chargers, phone cards, gift cards, 501(c) deposits and sales tax. Other items may be excluded by store. Please see your store for details."

# Guiding Stars Services

## Nutrition Education

**Webinars** – Live and recorded broadcasts. Free for participants.

**Blogs** – Nutritious cooking guidance and recipes published 2-3 times a week, available for reuse.

**Newsletters** – Weekly newsletters to sharing Guiding Stars news, recipes, and blog articles.

**Recipes** – Over 1,200 Guiding Stars-earning recipes, which provide nutritious cooking education. Available for reuse.

**Educational Materials** – Video introduction to Guiding Stars for in-store associates, cookbook for easy meals, and other printed and online materials.



### How Guiding Stars Can Help:

Need some nutrition expertise? We can help. You can find co-branded Guiding Stars brochures [here](#).



# Guiding Stars Services

## Client Portal

We have many resources available for you on our open access Client Portal.

- [Guiding Stars Toolkits](#)
- [Logos & Graphics](#)
- [Request branded materials for events](#)
- Over 500 [Food Service Recipes](#) that earn Guiding Stars.



The screenshot shows the Guiding Stars Client Portal website. The browser address bar displays <https://clients.guidingstars.com>. The page features a navigation menu on the left with the following items: **DOWNLOAD** Logos & Graphics, **HOW TO** Toolkits & Guides, Style Guide, Media Standards, **REQUEST** Materials, **RECIPES** Food Service, and **SUPPORT** Resources. A **CONTACT** section is also visible at the bottom of the menu. The main content area is titled **Welcome!** and includes a photograph of two women smiling at an event, with a Guiding Stars sign in the background. Below the photo, a message reads: "You've found the client portal for Guiding Stars. You can find many resources to support your implementation of Guiding Stars for your brand." Three columns of content are displayed: **Promote** (Now you can request Guiding Stars' branded materials for your event. [Request Materials >](#)), **Brand** (Need one of our logos or graphics for digital or print materials? Get them here. [Download Logos or Graphics >](#)), and **Recipes** (We've got recipes tailored for food service cooks, that are fully rated and ready to use. [View Food Service Recipes >](#)).

# Guiding Stars Services

## Employee Portal

We have options ready for you to add Guiding Stars content to your employee portal.

- Basic info on Guiding Stars with a link to our website
- Guiding Stars resources and recipes
- Upcoming events like Guiding Stars webinars

## Social Media

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

Please review our Media Placement Standards [here](#) if you plan to use our content.



### How Guiding Stars Can Help:

We can provide digital assets for your employee portal and some help with content development.

# For More Information

## Wrap-up and Contact Info

This deck is meant to be a tool outlining how your brand can utilize Guiding Stars to promote associate wellness. It offers some examples of associate wellness programs, initiatives and activities that support understanding and usage of Guiding Stars.

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 [Client Portal](#).



**Guiding Stars is Here to Help!**

Contact:

Elizabeth Caton

Brand & Nutrition Manager

207.885.3146

[elizabeth.caton@guidingstars.com](mailto:elizabeth.caton@guidingstars.com)