



Choosing Foods for a Healthy Diet can be Overwhelming!



Hannaford Helps Your Patients Make Good Food Choices:

Even well-intended shoppers can feel frustrated by conflicting claims, misleading labels and confusing facts panels. Guiding Stars is a patented nutrition navigation program that helps shoppers quickly identify foods with more nutrition per calorie as they make choices in the aisles of our stores.

What's behind Guiding Stars?

A team of leading doctors and scientists translated recommendations from the FDA, USDA, WHO, DHHS & National Academies of Science into an algorithm that evaluates **all** of the foods sold at Hannaford. Foods are credited for the presence of vitamins, minerals, dietary fiber, and whole grains and debited for added sugar, added sodium, cholesterol, *trans*-fat, and saturated fat. The weighted score is communicated to shoppers on a scale of 0-3 stars. Visit www.guidingstars.com for more details.

What do Shoppers See?

1, 2 or 3 Guiding Stars on the shelf tag indicates good, better or best nutrition per calorie, respectively. Simply put, foods with Stars have more positive nutritional attributes than negative. If a shelf tag does not have a star, it means that the food did not meet the nutritional criteria to earn a Star, or has less than 5 calories per serving.



Good



Better



Best

Free Resources from Hannaford:

- _ Guiding Stars basic brochures – explains how this simple system works
- _ Good Nutrition Starts Early brochures – feeding baby & toddler
- _ Smart Snacks for Kids brochures – great ideas for healthy eating
- _ Saving with the Stars brochure – money saving meal ideas
- _ Children's Activity booklets - make it fun!

The Hannaford website (www.hannaford.com/healthy) has information about free services, including store tours and healthy eating classes with Hannaford's Registered Dietitians.

If you are interested in receiving these free materials or want to learn more about store tours and healthy eating classes with Hannaford's Registered Nutrition Coordinators, please call Hadley Johnson or Connie Clifford at 207-885-2000.

