

Hannaford's Guiding Stars® Program

Guiding Stars is a unique program that helps shoppers quickly identify the most nutritious foods in the store. Hannaford Supermarkets hired a team of leading doctors and scientists to translate recommendations from the FDA, USDA, and World Health Organization into an algorithm that rates **all** of the foods sold at Hannaford.

Foods are credited for the presence of vitamins, minerals, dietary fiber, and whole grains. They are then debited for the presence of added sugar, added sodium, cholesterol, trans-fat, and saturated fat. The weighted score is a food star rating that equals one of the following:

No star: The food did not meet the nutritional criteria to earn a star (or it is not rated, which is in the case of water, coffee, tea, spices, and alcoholic beverages)

One star: Good nutritional value

Two stars: Better nutritional value

Three stars: Best nutritional value

Guiding Stars helps shoppers choose the most nutritious food choices as they shop. It also helps physicians, schools, and daycare centers as they teach the important link between good nutrition and good health.

Hannaford is proud to offer the following free resources to you as part of your nutrition curriculum:

- Good Nutrition Starts Early brochures
- Smart Snacks for Kids brochures
- Children's Activity booklets
- Saving with the Stars brochure

The Hannaford website (www.hannaford.com) is also full of information about our free services, including store tours and healthy-eating classes with Hannaford's Registered Nutrition Coordinators.

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 Heather Paquette or Katie Jones at 1-800-341-6393 ext. 2701.



Guiding Stars™
Nutritious shopping made simple.™



Eat right. Be active. Get healthy.
www.letsgo.org