



Samplefest®

Retail Dietitians, get ready!

The bell is about to ring for Back-to-School

Back-to-School is important for its sales impact and your opportunities as a Retail Dietitian:

- To the store.
- To shoppers – in-store, in the community and online.
- To how managers and executives think of you as a business-building professional.
- To your career.



Back-to-School opportunities exist with preschool to college students.

Food-based retail dietitian programs help supermarkets lead in back-to-school by engaging shoppers, driving repeat trips and enhancing loyalty.

As a retail dietitian, it's essential for you to keep pace with the launch of new better-for-you products in your stores and to consider how you can bundle products under important retail selling seasons. To help you meet these needs, the Retail Dietitians Business Alliance (RDBA) has launched Samplefest®. This program bundles new products with product information and sales/merchandising insights into one convenient mailing exclusively for our retail dietitian members.

The theme of our first Samplefest® is back-to-school, providing new suggestions and ideas for meeting your shoppers' needs and growing your business during this important shopping seasons. Enclosed in this bundle, you'll find:

- Data and insights on the back-to-school shopper
- Suggestions on how to leverage these insights and meet the back-to-school shoppers' needs through your programs and services
- Samples of new products from RDBA sponsors
 - Town House® Pita Crackers and Hummus Snack Box
 - StarKist® Thai Chili Style Tuna Creations pouch
- Information from sponsors on new products
 - House Foods Go Umami™ Baked Tofu Bars
 - Naked® Pressed Juices
 - Quaker® Overnight Oats
- Recipes for use during in-store food experiences, media spots, classes and more!

As we continue to grow our Samplefest® program, you'll see bigger bundles, more new products, and continued inspiration for meeting your shoppers' needs and helping sales grow at your company. RDBA's goal is to provide services that make you more effective in your role, including Samplefest®. In two weeks, you'll receive a survey asking your input on Samplefest® and how well effective it was in providing new ideas and introducing you to new products. We thank you in advance for sharing your thoughts on how Samplefest® can be improved.

Thank you for your ongoing membership in and support of the Retail Dietitians Business Alliance!



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Back to School Samplefest®

Table of Contents

- BTS Shopper Insights page 5
- BTS RD Program Launch Timing page 9
- Categories of Focus page 14
- Implementation Strategies to Capture BTS Shopper Market Share page 16
- Video Engagement of the BTS Shopper page 30

Back to School is one of the biggest selling seasons of the year in all of retail.

Wide-ranging family needs drive Stock Up Trips, the most valuable ones for stores.

BTS and College spending reached
\$75.8 BILLION in 2016.



The big impact Retail Dietitians can make is in FOOD CATEGORIES that students consume the entire school year.

College consumers spent about \$5.8 billion on food items in 2016.



48% of parents are influenced by coupons, up from **43%** last year and the highest in the survey's history

39% take advantage of in-store promotions and **33%** use advertising inserts

For those who started shopping early **50%** of their purchases were influenced by coupons, sales and/or promotions



“The budget-conscious consumer is not forgetting about price, quality or value, and we continue to see this when it comes to back-to-school shopping.”

“That is why many parents are taking advantage of shopping early, scouring ads and websites for the best deals, and taking advantage of free shipping with online purchases.”

- Prosper Principal Analyst Pam Goodfellow

National Retail Federation’s annual survey conducted by
Prosper Insights and Analytics

Industry data show more parents are shopping online, however, approximately



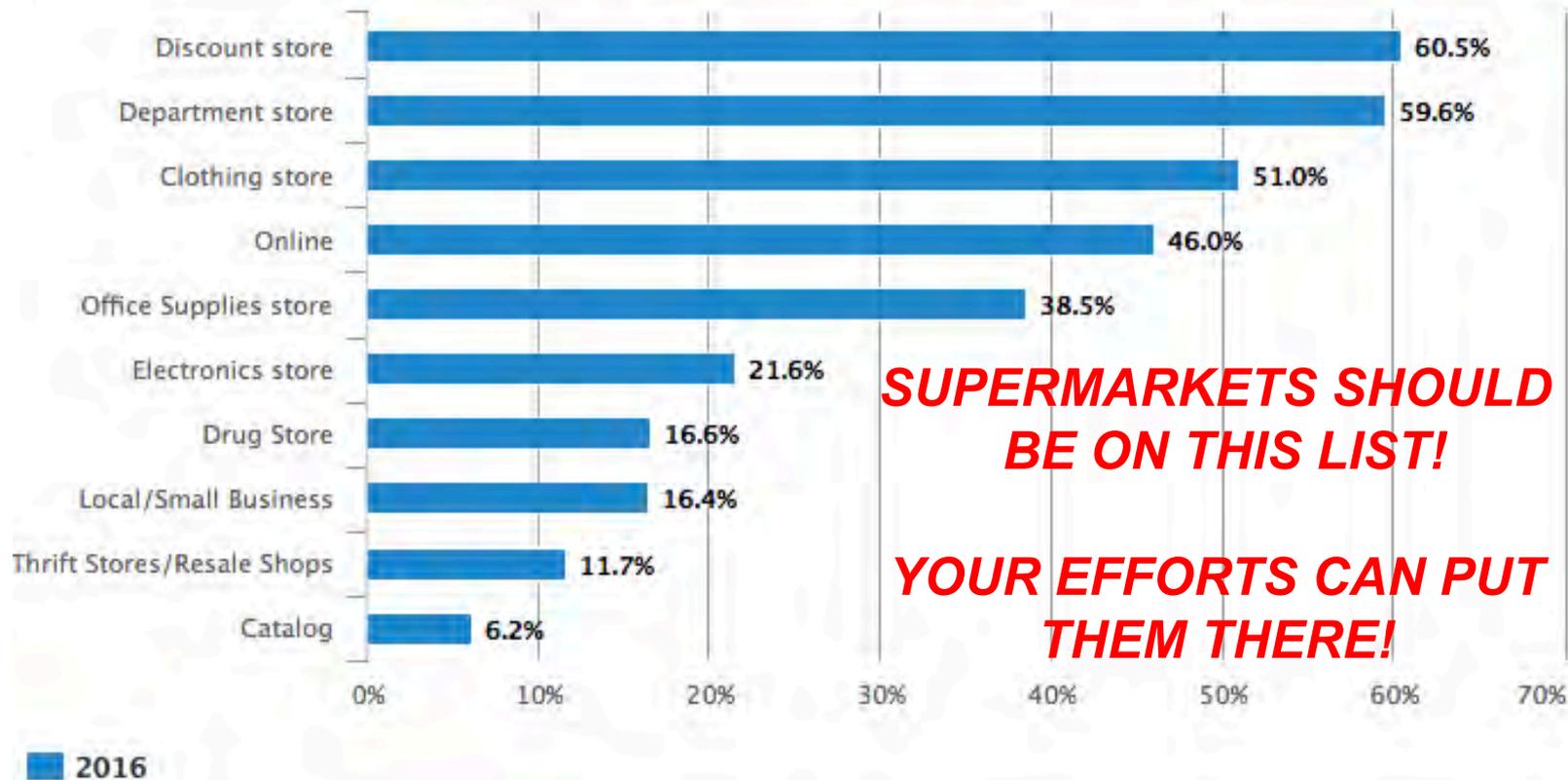
of parents engaged in 'back to school' shopping, plan to purchase 'in-store.'

Competitive pricing is **five times more** important to parents than brand name goods, shopping convenience and shopping channel.

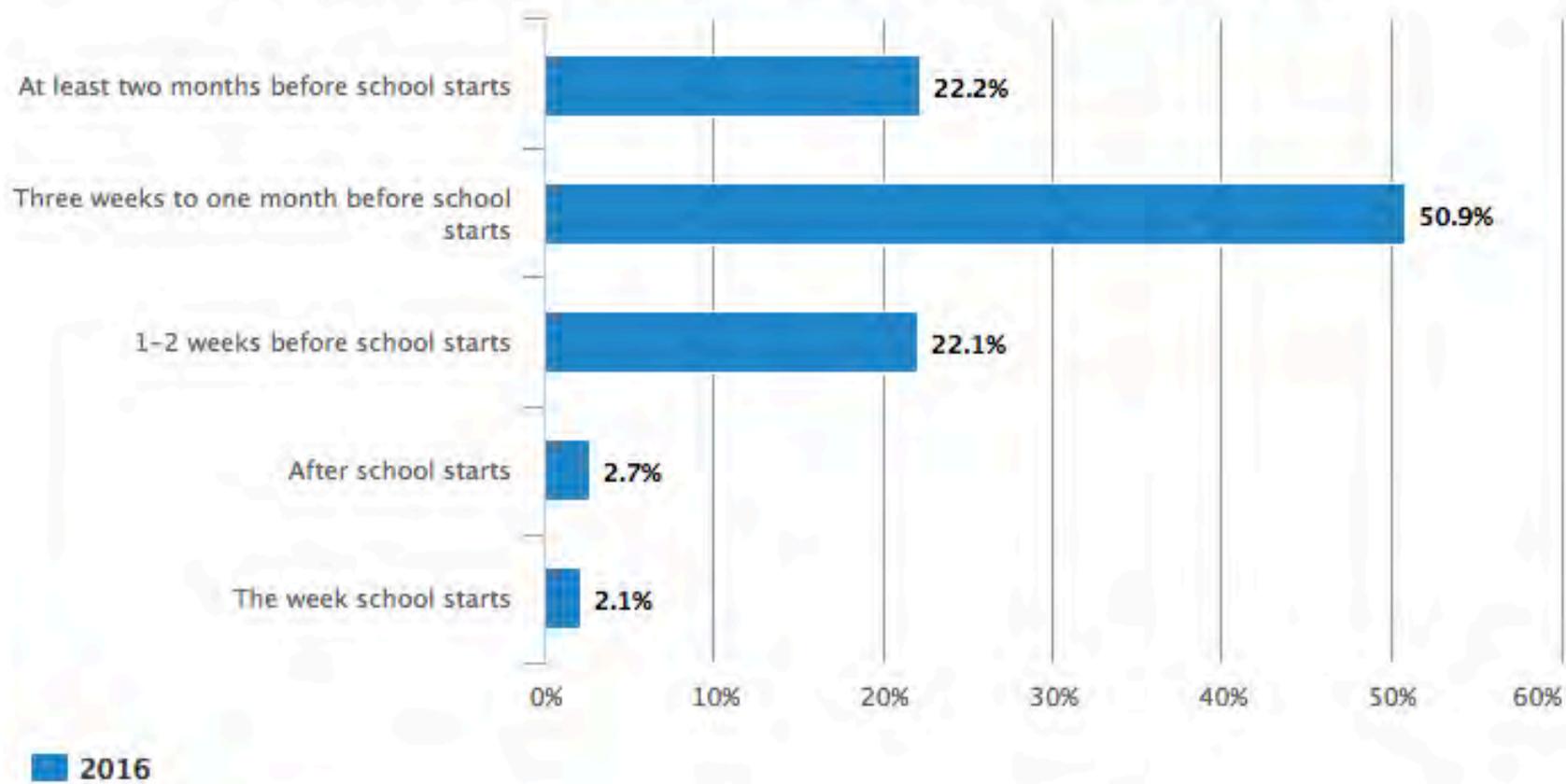
*August is historically the peak month for 'back-to-school' shopping...
So mid-July is the time to reach out with your programs!*



Where consumers plan to shop for back-to-school



When consumers plan to start back-to-school shopping



Early to BTS is a major success step to take

Stores that win over student households in the summer can reap sales through the entire academic year.

3 out of 4 U.S. families tackle their BTS shopping lists earlier than ever



73%

Of respondents starts about a month to two months out from the beginning of school



62%

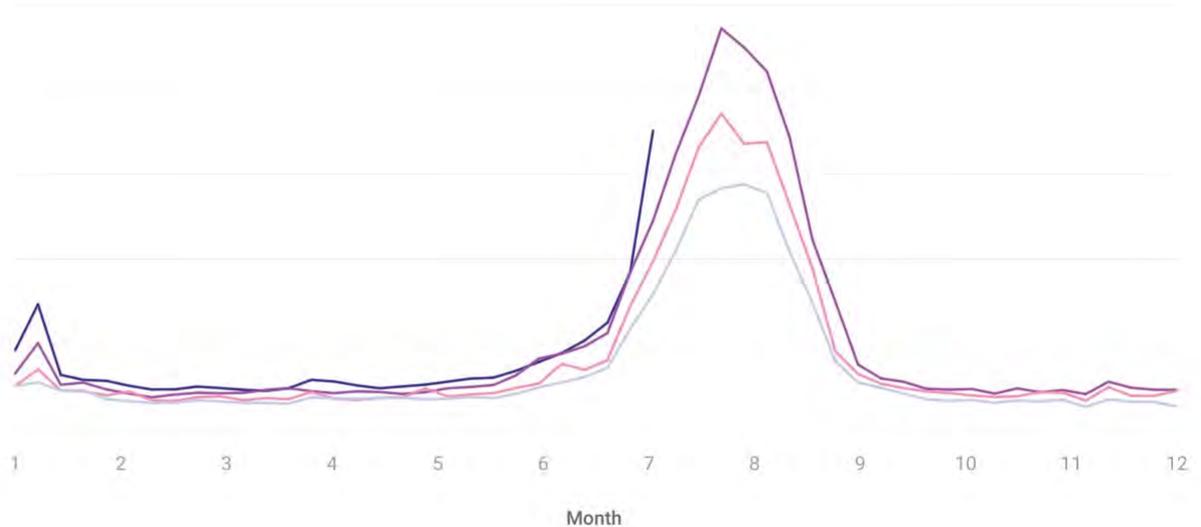
Up from last year

Be set to launch programs in July

BTS is on shoppers' minds well before the school year starts

Early birds: Back-to-school shoppers searching earlier than previous years.

- 2013
- 2014
- 2015
- 2016



**Establish your Retail Dietitian Back-to-School presence by mid-July.
Ramp it up through August and September.**

Where to focus your efforts

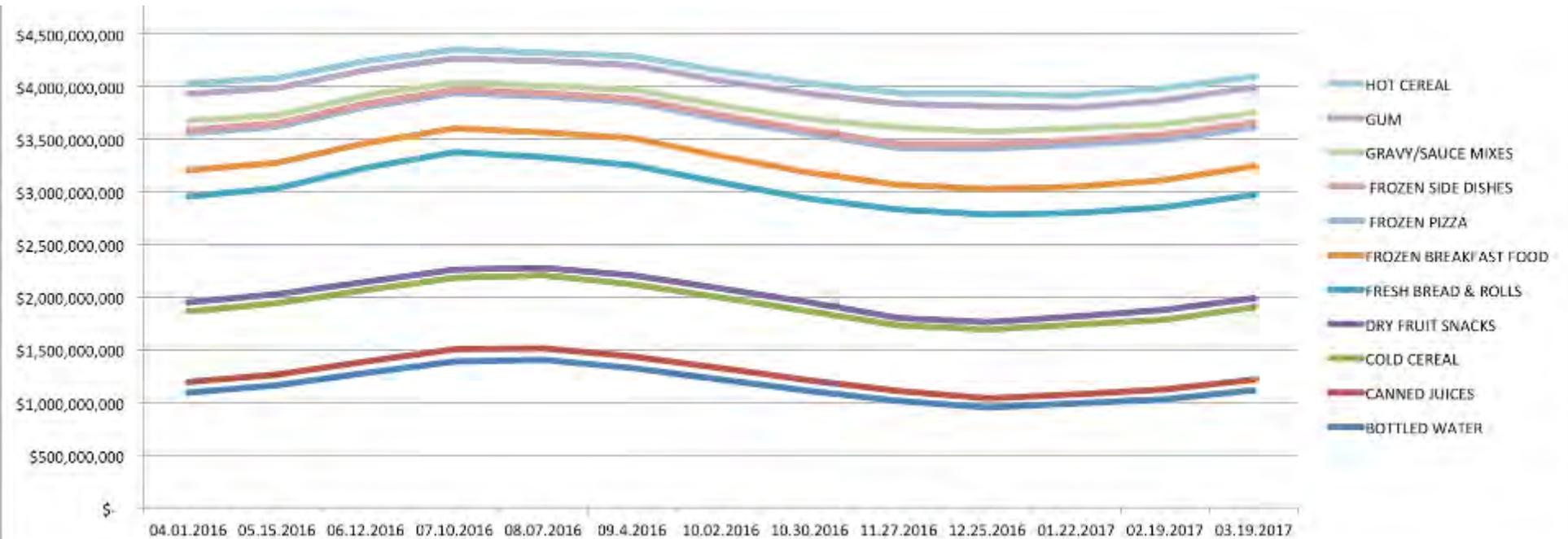
RDBA has identified the **food & beverage categories that reach peak sales during BTS season months** - sales are higher than usual during August, September and October, and often maintain a robust sales pace throughout fall and winter.

These data points create a road map of the food & beverage categories where Retail Dietitian initiatives can make the biggest differences in store performance.



These food categories grow the most during BTS season.

Retail Dietitian programs can support their sales lifts by making stores memorable with events and information synchronized to the calendars and patterns of students, parents and local schools.



Source: IRI, a Chicago-based market research firm (@iriworldwide). Latest 13 quad-week periods, Retail Sales Data, Total U.S. Multi-Outlet with C-Store (Supermarket, Drug Stores, Mass Market Retailers, Gas/C-Stores, Military Commissaries, and Select Club & Dollar Retail Chains).

For Retail Dietitians there are 2 opportune Back-to-School Seasons:

-  The one leading to September
-  The mid-winter semester starting in January

Align your programs with local school calendars

-  Reach out to the local school district and school administrators to be aware of their major events, including semester start and end dates, vacation weeks and breaks, exam periods.
-  Schedule your own events around these. Depending on your program, you may want to totally avoid a certain time frame, or augment one, if perhaps you have a food-based event that ties to curriculum being taught or school trips.
-  Post the schools' schedules in your store as a quick reference guide for parents and reinforce you are at the center of the community

Know food rules at local schools

Districts and schools often prohibit certain foods with allergens and may vary with each school



Obtain these lists and help your community understand them. Include them in educational handouts and other marketing collateral

- at the store and online
- in home delivery packages and in click-and-collect packages
- don't forget to post in-store and be sure to suggest allowable alternatives



Target neighborhood newbies

When families with school-age children move, they typically keep school start and end dates in mind, so students can have full academic years with activities and friends in place.

*Households new to an area
lack allegiance to a local supermarket – its your opportunity!*

**Court them. Win them over as loyal shoppers.
Incentivize them with knowledge and swag to shop your stores.**

- Back-to-school discount coupons
- Sample swag bags of better-for-you foods and beverages, including options from Samplefest[®] sponsors House Foods, Kellogg's[®], StarKist[®], & PepsiCo[®]
- Printouts of your upcoming classes and other store-based events

Connect with newbies through local real estate agents



-  Realtors know who is moving in and out.
-  Meet the agents and position yourself as a unique local resource – a great add to their package of neighborhood insights. Let agents know your schedules of in-store classes, store tours, post-school activities, and other events.
-  Enlist agents to incentivize families to visit your supermarkets with a welcoming certificate offering them a discount, redeemable when they sign up for your frequent shopper card.
-  Ask the agents to share contact information of new households, and be proactive and reach out to them.
-  Make sure your stores are part of Neighborhood Welcome Kits, and distribute information on your Retail Dietitian offerings in the kits.

Give your stores an edge...

After summer, families start feeling serious again about work and school responsibilities.

Chief household shoppers focus on foods and beverages that will nourish everyone - and where children are concerned - smartly fuel their academic rigors, post-school day and social activities.

Retail Dietitians that understand the needs of school-age households – and convey insights with a personalized touch – will form more meaningful shopper relationships and bring competitive advantage.



Pitch New Products to your Buyers

Retail dietitians are well equipped to identify healthier products that meet shoppers' health needs, including those tied into a particular selling season like back to school. Identifying and pitching these products to buyers can showcase the value you bring to the company, increase your ROI, and position yourself as a partner to key retail departments.

The following tips can help you effectively pitch new products to your buyers and merchants:

- Identify products that fit within your retailers' target health and wellness objectives. For example, the House Foods Go Umami™ Baked Tofu Bars, Naked® Pressed Juices, and Quaker® Overnight Oats all have impressive nutrition profiles.
- Partner with vendors to capture costing and pricing information, recommended category placement, promotional dollars available, and other pertinent information about the new product.
- Be prepared to discuss products that will come off the shelf as the new product goes on, and anticipated profits on the new product.
- In your pitch to buyers, include efforts you will take to promote the product in your RD programs and services.



Host a Back-to-School Night at the store



-  Have community members bring their kids.
-  Include new families in the area. They can start to socialize with their new neighbors while learning in your store.
-  Speak to the audience about all the ways your stores support school-aged households throughout the academic year, such as:
 - BTS “RD Picks” shelf talkers and signage guide shoppers to smarter choices
 - Kids’ Cooking Classes, scavenger hunts, and fitness-food events
 - Feature recipe and products included in this Samplefest[®] as options for busy families and parents who want to encourage healthy eating habits both in and out of school
 - Food experts who can speak about their food areas, such as the butcher, the fishmonger, or the produce manager, to name a few.



Host a Back-to-School Night at the Store



-  Distribute handouts that describe the smart, convenient, portable food options at your stores for the wide range of school-year eating occasions and nutrition preferences.
-  Address one of your favorite topics: for example “dealing with food allergies in the school setting” or “healthy afterschool snacking.”
-  Serve better-for-you beverages and light finger snacks that will encourage trial for future purchases. Offer coupons and recipes for the products sampled, such as those featured in this Samplefest®.
-  Feature a kids’ challenge or activity focused on how to build a healthier school lunch, featuring products included in this Samplefest®.
-  Partner with the Pharmacy team to offer information on stocking the medicine cabinet with common OTC products, vaccinations and flu shots and with store clinics on BTS physicals.



Be interviewed by the school media – newspapers, websites, radio and TV

Share practical tips for students as the local, accessible food authority.

Possible topics:

- Food ideas for stressful periods, like exam time
- Foods that help your body perform better in athletics, and recover quicker from workouts
- Age-appropriate foods that help student bodies mature properly as they grow up

Always include your contact information in interviews, so families can easily follow up with you directly or through your social media channels.



Offer to speak at assembly periods and health classes



-  In these settings, students have opportunities to pose questions. It's a personalized way to connect with school-aged households.
-  Build powerful word-of-mouth following by speaking at grade-, middle- and high schools to reach students at all different ages.
-  Retail Dietitians can become influential business-building goodwill ambassadors for stores.



Set up BTS office hours at store, during the week before school starts



-  Give parents and students a chance to sit and ask questions, plan meals for BTS, understand stay-safe strategies around food allergens.
-  One-on-one in a quiet setting is a very different, valuable, much-appreciated experience.
-  This can be a true differentiator for your store and build stronger customer loyalty.

Create a highly visible BTS LUNCH display



–a go-to must-have section adjacent to the Coffee Bar pickup in the morning

 Mom or dad can pick up their morning coffee on the way to work AND make sure students have great better-for-you lunches, prepared and pre-packed fresh by the store. BTS LUNCH can be a steady, repeatable transaction 200+ times a year per household.

 Retail Dietitians can create menus for pre-packaged brown bag lunches bearing RD APPROVED stickers, which name the Retail Dietitian.

 Offer at least two choices a day. Rotate the menu every day. Younger and older kids have different nutritional needs and appetites. If possible, segment offerings based on age with different nutritional criteria.



Partner with in-store grocerants to create an after-school menu of tasty healthy snacks.

Provide a nutritious alternative to the junk food they might pick up in a c-store.



Couple this with a program where in-store food experts such as the butcher, the fishmonger, and the produce manager speak with students after-school. Feature nutritious options like those products included in this Samplefest® in the snack options. This program is a real relationship-builder with kids and the parents who pick them up. The program would also foster an appreciation for what the entire store offers – a key path to business growth.

The underlying appeal is that **grocerants are protected after-school places where kids can go that their parents will appreciate.**

Apply your digital savvy



Online shoppers are at least as important as in-store shoppers.

- 53% of grocery shoppers today use retailers' apps to shop at the store
- 59% look for sales or coupons on their mobile devices.

Baskets of online shoppers are often bigger Stock Up Trips - because they get home delivery or curbside pickup at the store. These trips are especially valuable for stores to win during Back-to-School season, and an opportunity for Retail Dietitians.



Here's the flash on digital shopping. It's surging, and is already pivotal to retailer success



Online food shopping will reach \$103 billion within 10 years.

- 23%** of U.S. households bought food online in 2016, up from 19% in 2014.
- 28%** of Millennials bought food online in 2016, up from 21% IN 2014.

That's a lot of families with school-age kids.

Reach your BTS community via mobile

Between 2014 and 2016, people more than doubled their daily time on mobile devices: they jumped from 59 minutes a day in 2014 to almost 2 hours, 15 minutes per day in 2016.

Nearly 2 out of 3 Americans today rely on mobile devices to make their lives better. This means they use their phones and tablets to find products, and information about products, in a finger click or swipe.



Go viral with **YOUR own BTS videos.**



Make YouTube videos and Facebook LIVE part of your digital repertoire.



Video watching is soaring.
Moms of school-age kids love the practical ideas they can bring into their homes.



Watch what they do in the following videos.
See what you're comfortable bringing into your own digital platform to become better known, be seen as approachable, and be trusted and chosen by parents and kids to answer follow-up questions relating to food and school success.

“Healthy Back to School Lunches + After School ideas!”

Over 17 million views and 150k comments

Published in August 2013

Easy lunch recipes for teenagers with fresh ingredients

<https://www.youtube.com/watch?v=qKlv6K8oD5Y>



“DIY Back to School Lunches!”

Over 7 million views and 6,000 comments

Published in August 2014

Easy lunch recipes for teenagers using mostly packaged products

<https://www.youtube.com/watch?v=0IMw7LfQqlw>





Back To School Lunchboxes with the SACCONEJOLYs!

Over 1 million views and 600 comments

Published in August 2015

Easy lunches for toddlers made with mostly packaged food products

<https://www.youtube.com/watch?v=TqyEH5lpJNQ>



“Bento Box Lunches | Healthy Recipes! - Mind over Munch”

Over 800k views and 1800 comments

Published in August 2016

Homemade and creative lunch ideas for all ages

<https://www.youtube.com/watch?v=rRT4Tqx-NBk>

School Lunch Ideas! Back To School!

Over 600k views and 500 comments

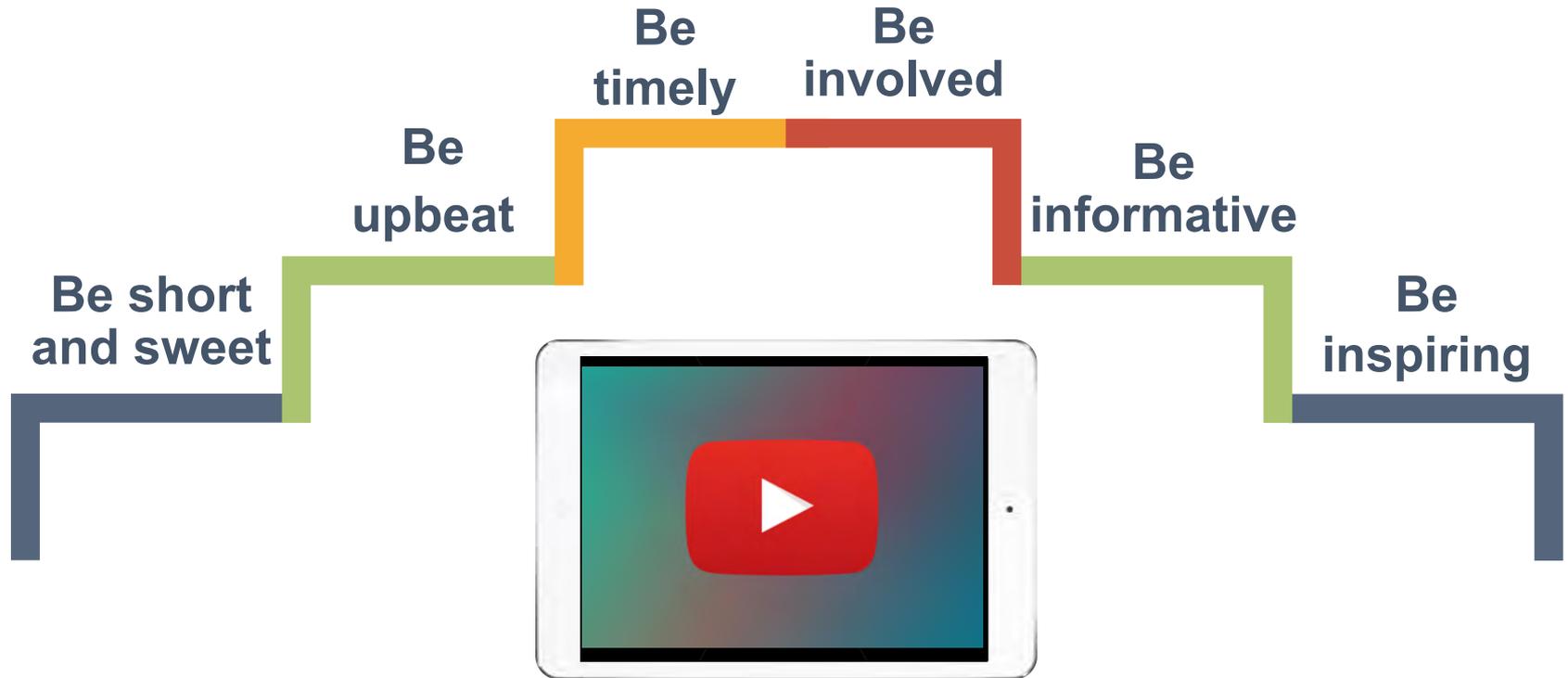
Published in August 2016

Easy lunch ideas with both packaged and fresh ingredients for preschoolers



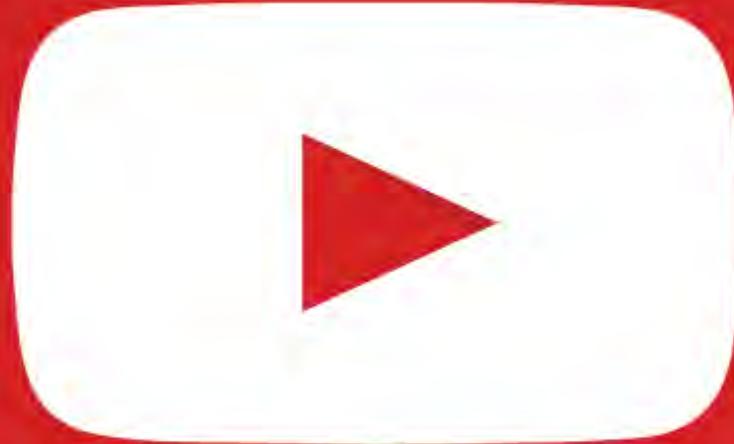
<https://www.youtube.com/watch?v=ZceZYQfNmqw>

6 Ways To Make Your Video Go Viral



Creator Playbook

Version 4



[youtube.com/playbook](https://www.youtube.com/playbook)



Reading, Writing, Arithmetic.... AND FOOD

Your can get an A+ with parents, students, schools and your store

Your Retail Dietitian programs turn stores into preferred places for households:

- In-store events – presentations, food classes for students and parents, after-school activities...and more
- Education – handouts, in-store and digital
- Instructive signage and shelf talkers in food aisles
- Outreach to local schools and the community



The goal is to become the local food hero to school-aged households