



Combining the Power of the Product with the Power of Health Experts



The Quaker Family



Supporting positive choices by providing
real solutions.



Quaker is Built on **Whole-Grain Heritage**



- A whole-grain staple on American breakfast tables for **over 130 years**
- 505 million pounds of whole grains in 2010 – equivalent to **5.7 billion bowls of oatmeal.**
- Reduced sugar, reduced sodium, and increased whole grains
- One bowl of Quaker Oatmeal Squares = Nearly 3 servings of whole grains

The Shared Challenge: Raising Consumer Awareness

Quaker Stands for **Heart-Healthy Living**



- Quaker Oats' cholesterol-lowering benefits are backed by over **25 years of supporting clinical studies.**
- Nearly two-thirds of Americans believe that heart disease only affects those in adulthood – yet **risk factors may now appear before age 10.**



The Shared Challenge: Making heart-disease prevention relevant to all.

Quaker Believes in the Power of Breakfast



- The dietary guidelines support breakfast's potential role in **weight loss and weight loss maintenance**
- Breakfast may help improve
 - **nutrient intake**
 - **concentration**
 - **energy level**
- Bottom line: A missed breakfast is a missed opportunity



The Shared Challenge: Encouraging Mindful Morning Meals

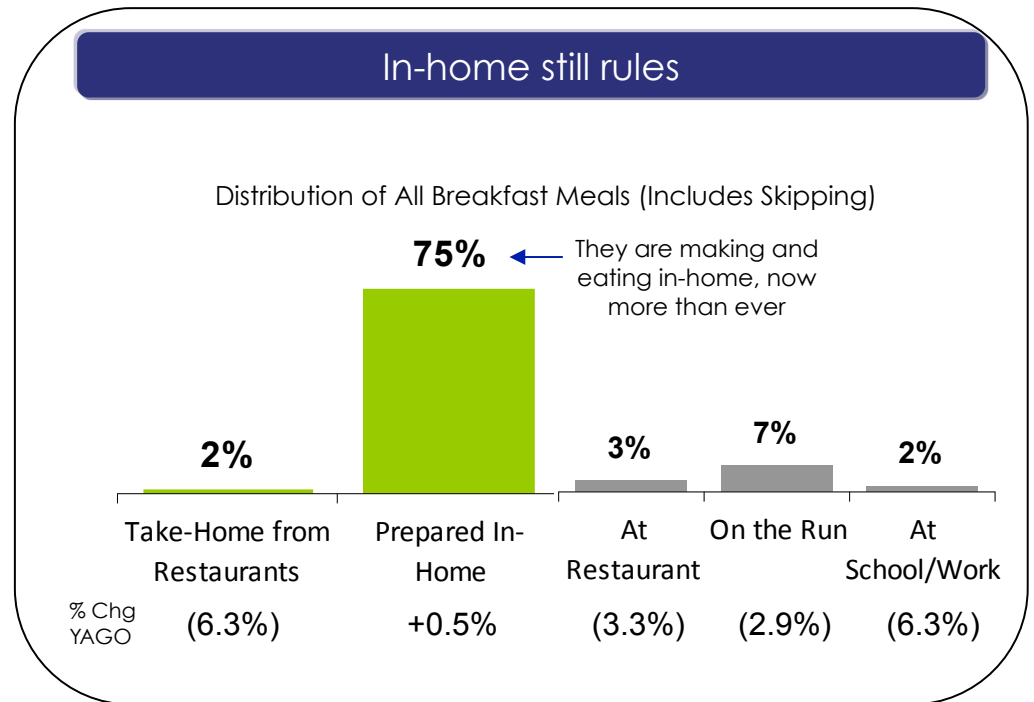
Breakfast is a HUGE Market....\$159B and growing!



BEVERAGES | \$51B

FOOD | \$108B

Beverage (32%) Food (68%)

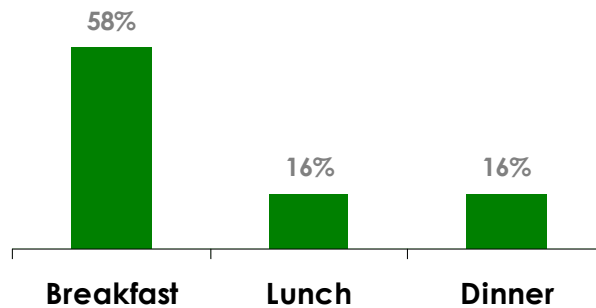


While Mom knows that Breakfast is essential, it's a challenging meal to shop for and serve to her family.



Breakfast is Important to Mom...

Most Important Meal of the Day



AND...

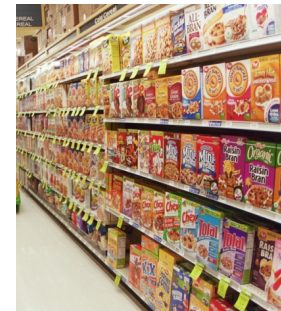
62%

Of Consumers feel it's most important meal to make healthy choices!

...But Breakfast is Challenging

Mom As Shopper

- Lack of inspiration in breakfast aisle
- Perception of too few healthy options
- Believe center store = processed
- Breakfast items all over the store, not always intuitively stocked together



Mom as Consumer

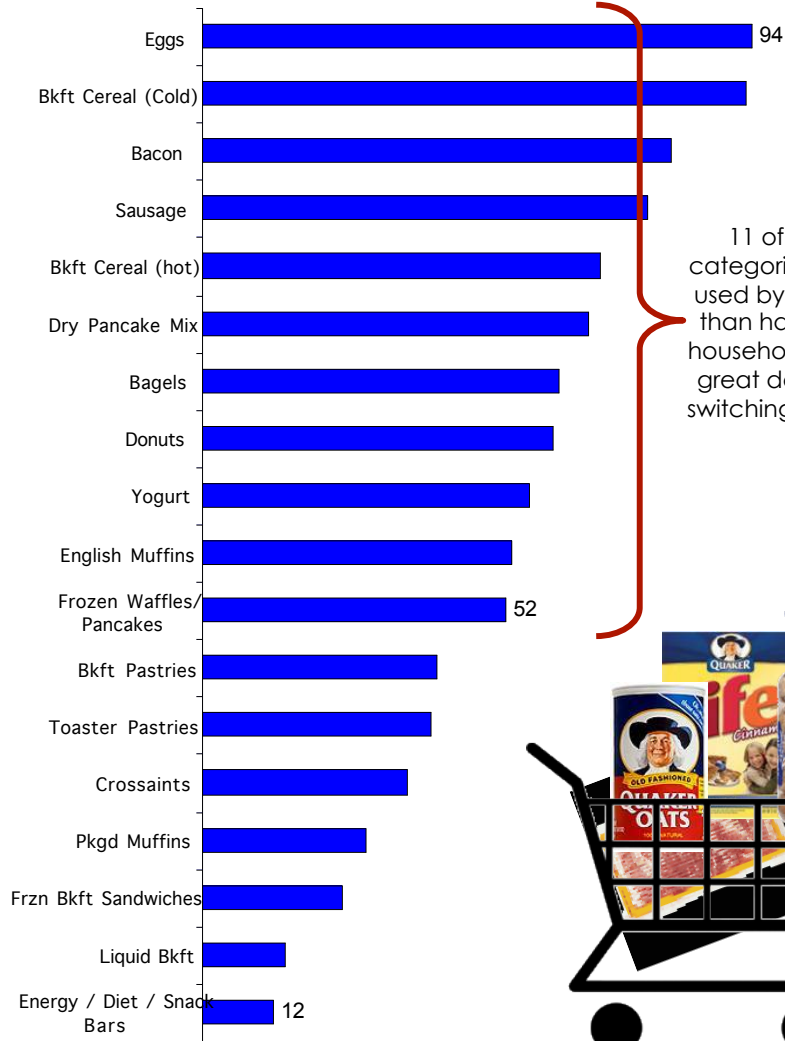
- Juggling multiple schedules
- Trying to please multiple "tastes"
- Trying to balance taste & nutrition
- High-risk because the cost of failure is steep



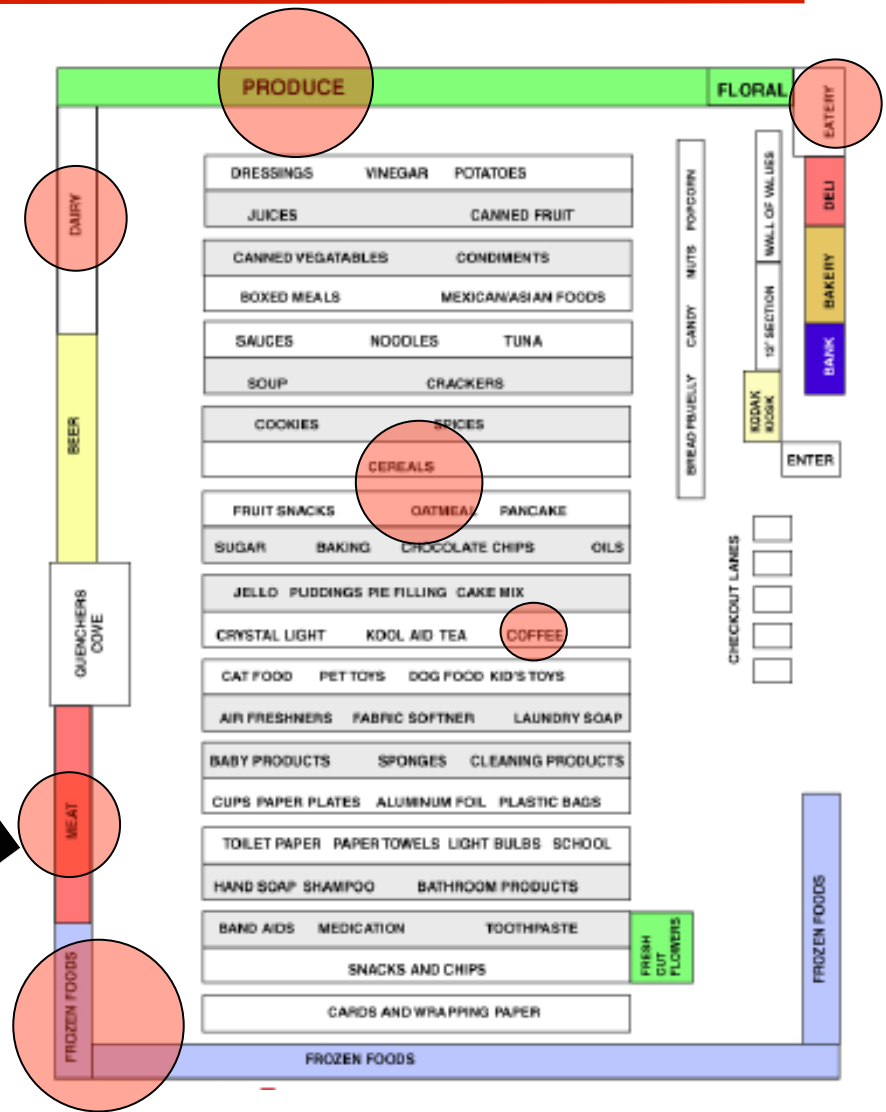
And...not just challenging to shop in one-aisle either...



Types of Breakfast Foods Eaten



11 of 19 categories are used by more than half the households – a great deal of switching exists



Source: Mintel "Breakfast Foods" 11.2009



So...how can we work with RD's
to Connect with Shoppers?

OR....

just make it a little easier to make
healthy choices...

Working Together to Understand Her Rules...



CRITICAL HEALTH & WELLNESS SUCCESS FACTORS

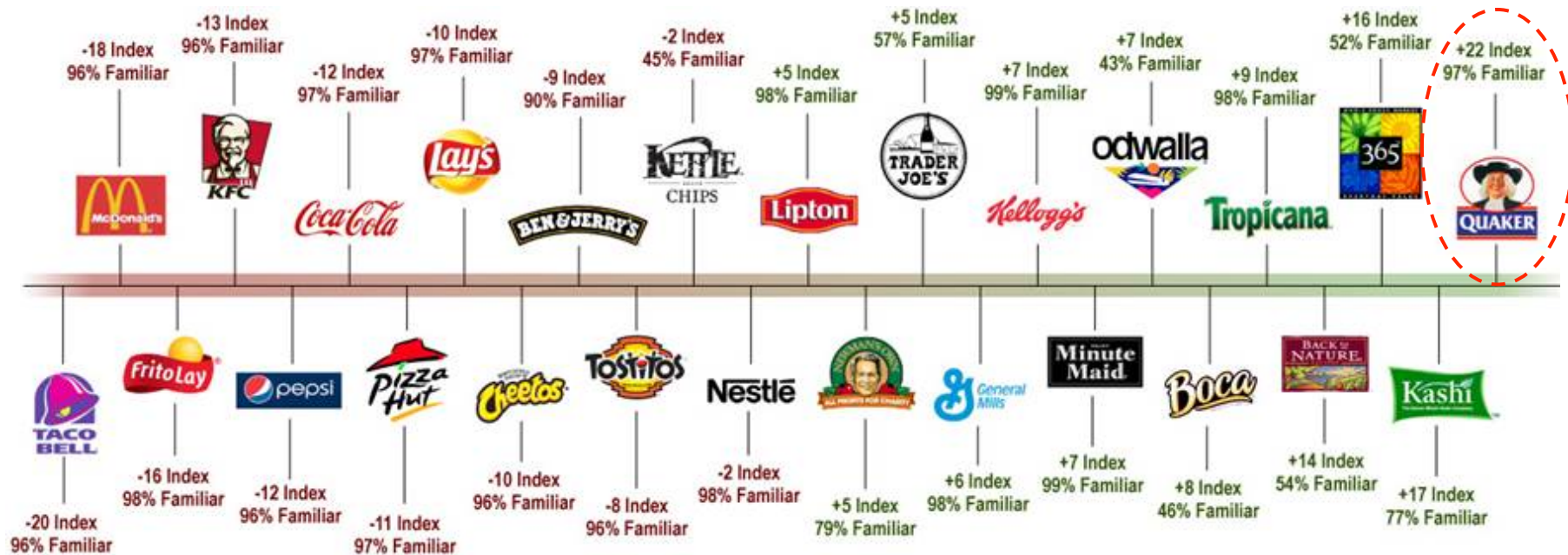
- 1. Make it simple to understand and do**
- 2. Make it attainable**
- 3. Make it inspiring - reward the small successes/
milestones**
- 4. Make it sustainable**

...Because She Trusts Us



Negative Index

Positive Index



Note: Positive index = % top 2 box / % bottom 2 box; Negative index = % bottom 2 box / % top 2 box; based on a 7-point scale from 1="Extremely unhealthy" to 7="Extremely healthy"

Source: Healthy Eating Trends 2009 survey, A wellness insights syndicated study by the Hartman Group; N=1501 total, ratings provided by consumers familiar with the brand

Shopper Planning Tools Can Empower Shoppers with RD Knowledge



Shoppers are getting savvier and spending more time planning before heading to the stores.

- *Shoppers are increasing money-saving behaviors by planning their trips, with 56% making a list, up 3pts vs 2009.**
- *Shoppers make 40% of brand buying decision before heading to the store.*
- *1/3 are comparing prices across stores, up from 22% in 2009.**
- *Approximately 40% are using circulars and direct mailers.*
- *81% of US consumers use the Internet for product research.***



Partnering with RDs on Shopper Planning Tools in Store...



Learn about the importance of knowing your vital numbers!

The pharmacy brochures contain RD, American Heart Association and Quaker added value content for a start to a heart healthy lifestyle.

nutrition IQ

WHEN IT COMES TO HEART-SMART SHOPPING, WHERE DO I START?

When you shop at our stores, nutrition IQ[®] is a great way to start shopping smart. nutrition IQ[®], available exclusively at our stores features color-coded icons in-store to help you make smart choices at a glance. Key nutrients and benefits in qualified items are highlighted throughout the store, which makes it easy to find heart-smart choices.

LOOK FOR THESE COLOR-CODED ICONS IN-STORE

WHOLE GRAINS	PROTEIN	LOW CALORIE
FIBER	LOWER SODIUM	LOW SATURATED FAT

www.nutritionIQ.com

Did you know?

Diets low in sodium may help reduce the risk of hypertension. A serving of Quaker's Old-Fashioned Oats provides 2 grams of soluble fiber, is sodium free, and, at a sensible 150 calories, is a good breakfast choice for those watching their weight, blood pressure, or just trying to maintain a healthy lifestyle.

QUAKER

We developed the nutrition IQ[®] program in collaboration with an independent panel of dietitians from JOSLIN CLINIC, PART OF AN ACADÉMICAL MEDICAL CENTER AFFILIATED WITH HARVARD MEDICAL SCHOOL.



Your Numbers

Cholesterol:

Blood Pressure:

Systolic Diastolic

To find out more about your testing results, as well as learn other ways to help prevent and control high cholesterol and high blood pressure, visit www.quakeroats.com/powerinnumbers.



www.supervalu-pharmacies.com

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take care of your numbers & they'll take care of you.



take power over your heart health

You've heard the saying, "there's power in numbers." But when it comes to your health, what does that mean? In health and wellness, there's strength in knowing and maintaining YOUR numbers. And with Quaker's support, our stores can help you keep up with these important numbers. It's time to embrace the small changes that can make a big difference.

What is cholesterol and why should I get a cholesterol screening?

Cholesterol is one of the many substances created and used by our bodies to keep us healthy. Some of the cholesterol we need is produced naturally (and can be affected by your family health history), while some of it comes from the food we eat. A cholesterol screening measures your level of total cholesterol and may measure High-Density Lipoprotein and Low-Density Lipoprotein in your blood. HDL is the "good" cholesterol which helps keep the LDL (bad) cholesterol from getting lodged into your artery walls. Here's a quick guide on how to read your total cholesterol measurement (mg/dL):

Total Cholesterol Level	Category
Less than 200 mg/dL	Desirable level that puts you at lower risk for coronary heart disease. A cholesterol level of 200 mg/dL or higher raises your risk.
200 to 239 mg/dL	Borderline high*
240 mg/dL and above	High blood cholesterol. A person with this level has more than twice the risk of coronary heart disease as someone whose cholesterol is below 200 mg/dL.*

*Visit your doctor for help on managing your results.

What can I do to help maintain a healthy cholesterol level?

While following your doctor's orders is always the most effective way to help prevent high cholesterol, there are a number of proactive measures you can take to help your cholesterol levels stay in check. Visit www.quakeroats.com/powerinnumbers to find how to incorporate heart-healthy measures into your daily routine.



What is blood pressure and why should I get it checked?

Blood pressure rises and falls throughout the day, but when it stays elevated over time it's called high blood pressure. High blood pressure is dangerous because it makes the heart work too hard, and the high force of blood flow can harm arteries and organs like the heart, kidneys, brain and eyes. When you get your blood pressure checked, it is typically recorded as two numbers written as a ratio. Systolic measures the pressure in the arteries when the heart beats. Diastolic measures the pressure in the arteries between heartbeats.

What can I do to help prevent and control high blood pressure?

Adopting a healthy lifestyle is a critical step towards the prevention of high blood pressure and an indispensable part of managing it. For simple ways to help keep your blood pressure in check, visit www.quakeroats.com/powerinnumbers.

Understanding your numbers and the effect they have on your health isn't always easy. That's why organizations like the American Heart Association have a wealth of resources you can use to help you maintain healthy levels of cholesterol and blood pressure.

* Information referenced from the American Heart Association



Quaker is dedicated to supporting a lifetime of total health and leading the industry of nutrition and wellness. Backed by more than 25 years of cholesterol research, we know that our oats can be a valuable ally when it comes to heart health. Three daily grams of oat soluble fiber as part of a diet low in saturated fat and cholesterol may help reduce the risk of heart disease.* For more information on our products, recipes, and health tips, visit www.quakeroats.com.



What does my blood pressure level mean?

Category	Systolic (mmHg)	Diastolic (mmHg)	Result
Normal	Less than 120	and Less than 80	Good for you!
Prehypertension	120-139	or 80-89	Your blood pressure could be a problem!
Hypertension	140 or higher	or 90 or higher	You have high blood pressure.*

*Visit your doctor for help on managing your results.



Products with this mark meet criteria for Saturated Fat & Cholesterol heartcholesterol.org

...and at Home: Utilizing RD Input to Help Shoppers Plan Their Store Visits



HOME · YOUR NUMBERS · BREAKFAST PLANNER · WELLNESS RESOURCES

Jewel-Osco
Pharmacy.

THERE'S POWER IN NUMBERS A HEART HEALTHY LIFESTYLE STARTS RIGHT HERE



Taking care of yourself isn't something you have to do alone - Quaker and SUPERVALU are here to help. By knowing and understanding your numbers you can make a commitment to begin living a healthy lifestyle.

Use the tools and resources found within this site to get you started and help support you on the path of heart health.



YOUR NUMBERS

BREAKFAST PLANNER ▾ WELLNESS RESOURCES ▾ POWER IN NUMBERS



YOUR NUMBERS

You've taken the initiative, you've had your blood pressure and cholesterol screenings*, and you've got your numbers. Now take the time to learn how blood pressure and cholesterol affect your body and how to interpret your screening results.

[Start Interpreting Your Results >](#)

POWER IN NUMBERS

You've committed to a lifestyle of health and wellness, now tell your world.

[f Share](#)

* Free cholesterol screening at a participating SuperValu pharmacy with the purchase of 3 participating Quaker products bought during one store visit between 2/28/11 - 3/27/11. Coupon required for redemption. See in-store for details.

Nutrition and Wellness Resources

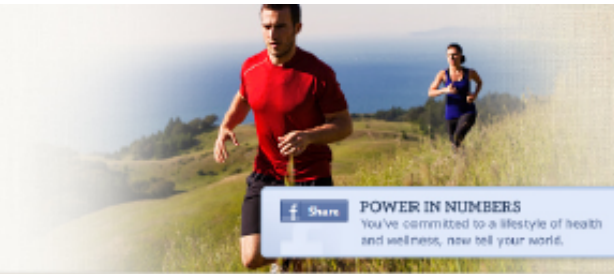


WELLNESS RESOURCES

RESOURCES TO HELP YOU GET IN GEAR
TO LIVE LIFE TO THE FULLEST



Check out these useful sites to find out even more about the different ways you can put your heart into living a healthy life.



POWER IN NUMBERS
You've committed to a lifestyle of health and wellness, now tell your world.



DIET AND NUTRITION

Maintaining a hearty and nutritious diet is key to living a full and healthy life.

- **Nutrition.gov** - Provides easy access to government information on food and nutrition. www.nutrition.gov
- **FDA Consumer Information** - A comprehensive guide to reading, understanding and using the Nutrition Facts Label. www.fda.gov
- **Build a Heart Healthy Pantry** - An easy-to-use guide to stocking your home with wholesome, healthy foods. www.quakeroats.com
- **Better Choices at a Glance** - nutrition IQ® color-coded tags help point out important nutrition content in qualified items throughout your local grocery store. www.nutritionIQ.com
- **Helping Hands are Just Around the Corner** - Save time by visiting the pharmacy at your local grocery store and managing your prescriptions online. www.supervalu-pharmacies.com

EXERCISE AND FITNESS

Practicing an active lifestyle keeps your body strong and your heart healthy.

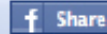
- **President's Council on Fitness, Sports & Nutrition** - A government council that promotes healthy lifestyles through fitness, sports and nutrition programs and initiatives. www.fitness.gov
- **Heart Health Fitness & Nutrition, Exercises That Can Help Strengthen Your Heart** - A helpful article detailing different exercises to help strengthen your heart. www.quakeroats.com
- **For Your Family - Family Fitness** - A list of topics and ideas to help make exercising a fun family affair. www.quakeroats.com

Working Together to Provide Tools that Help Prepare Shopping Lists



BREAKFAST PLANNER

START YOUR DAY WITH AN AMAZING BREAKFAST



Share

POWER IN NUMBERS

You've committed to a lifestyle of health and wellness, now tell your world.

SHOW ALL FIBER SODIUM LOW CALORIE LOW SATURATED FAT CALCIUM PROTEIN WHOLE GRAINS

All Categories Cereal & Grains Fruits & Vegetables Dairy & Non-Dairy Meat, Eggs & Nuts Beverages Other

Quaker Oats

+ Add to List

Nutrition Info

Quaker Natural Granola - Oats & Honey

+ Add to List

Nutrition Info

Quaker Hearty Medleys™

+ Add to List

Nutrition Info

Orange Juice

+ Add to List

Nutrition Info

Quaker Oatmeal Express

+ Add to List

Nutrition Info

Non-Fat Milk

+ Add to List

Nutrition Info

Shopping List

Take Your List on the Go:

Email Print

No Items Added...

Email Print

Consumers identified a number of benefits to connecting pharmacy, RD content and grocery...

Teach Us Healthier Living

- "Help me make healthy choices for what my family eats"
- "Help us choose a healthier lifestyle"



Help Us Manage Cholesterol

- "Educate us on keeping our cholesterol low"
- "Help me and my family manage our cholesterol"



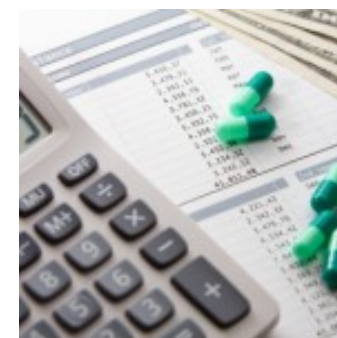
Make Healthy Shopping Easier

- "[Enables] better shopping choices"
- "Aids in helping me select proper products"



Save on Healthcare Costs

- "It will save me money instead of going to the doctor"
- "It could reduce visits to the doctor"



...while Store managers and pharmacists embraced the concept by creating their own displays and communications



"It's great to see food vendors work so closely with pharmacy to provide our shoppers resources which enhance their health and lives"

-Sarah, Pharmacist, Chicago

Pharmacists have enthusiastically embraced this initiative with their own enhancements, including displays and shopper consultations

Thank You!

