thefreshgrocer

YOUR NEIGHBORHOOD SUPERMARKET

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The Fresh Grocer Experience













thefreshgrocer

Value Produce Aisle



thefreshgrocer

Prepared Foods





OUNDER 400 CALORIES! O LOW FAT!



FRESH N' FIT SNACK PACK Sliced boneless skinless chicken

@ Wholesome & Delicious!

Exclusively of the fresh grocer



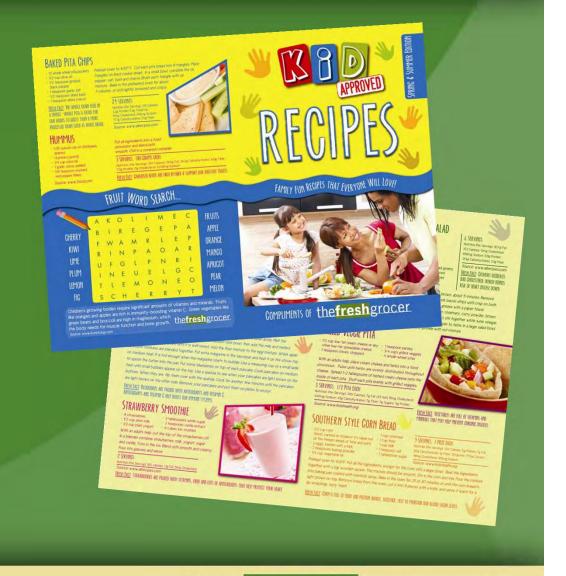
Signage and Literature



- ✓ Low Fat
- ✓ Low Cholesterol
- ✓ Low Sodium

HEALTHY ELEMENTS

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Partnerships & Studies

Healthy Eating Study



Are you...

- · Over the age of 18
- . The primary shopper in a household with at least one child
- A regular shopper at The Fresh Grocer @ The Shoppes at LaSalle and have been for at least one month
- . Do you have a frequent shopper card from The Fresh Grocer

If so, you could be eligible for a study on fruit and vegetable consumption. Participants will be asked to complete a brief interview and will receive materials related to the healthy foods, specifically fruits and vegetables. Study participants will receive \$40 in coupons to be used in the study towards the purchase fruits and vegetables. All data collected is strictly confidential. Contact the Einstein Center for Urban Health Policy and Research for more information (215) 456-1122. Mention the Healthy Eating Study. Enrollment is limited so call now.

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What's Next?



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