

Loblaws



Guiding Stars

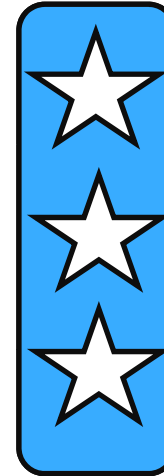
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Introducing Guiding Stars



Introducing Guiding Stars



Based on ratings of up to three stars, Guiding Stars, is a nutrition navigation system designed to assist Canadians in finding nutritious foods throughout the store.

Guiding Stars Program History

- Originated in Maine by regional grocer Hannaford
- Began with extensive consumer research in 2005
- US Scientific Advisory Panel Established
 - Criteria to identify more nutritious foods
- Food rating system developed
 - Simplicity, integrity, relevancy
- First storewide nutrition profiling program launched in 2006
- Guiding Stars Licensing Company formed in 2008
 - 1,700 supermarkets in the U.S.
 - Colleges, hospitals, corporate offices, schools
 - iPhone app & social media
 - www.GuidingStars.com / www.GuidingStars.ca
 - Online & mobile platform for population health

Canadian Algorithm – Scientific Advisors

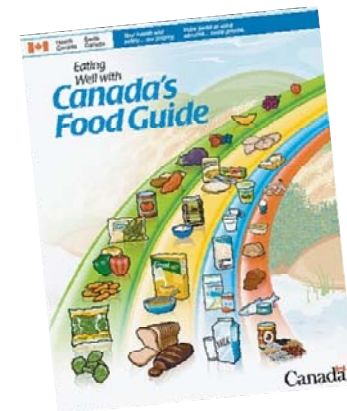
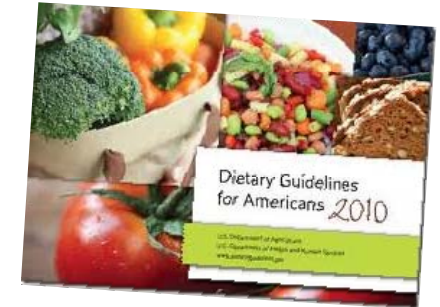
- Alison Duncan, Ph.D., R.D., University of Guelph
- Kelley Fitzpatrick, M.Sc., R.D., NutriTech Consulting

US advisors:

- Leslie Fischer, Ph.D., MPH, R.D., L.D., University of North Carolina
- Jeremy Nobel, M.D., MPH, MS, Harvard University
- Clare Hasler-Lewis, MS, MBA, Ph.D., University of California, Davis
- Jeffrey Blumberg, Ph.D, FACN, FASN, CNS, Tufts University
- Kitty Broihier, M.S., R.D, L.D, NutriComm Inc.

Based on Science and Policy

- Aligned with advice from major health and regulatory agencies involved in
 - Developing nutrition labeling guidance
 - Determining beneficial nutrient levels
- Consistent with national dietary recommendations
 - U.S: Dietary Guidelines for Americans, MyPlate
 - Canada: Health Canada
- Based on broad scientific consensus from authoritative bodies
 - DHHS (FDA, NIH), USDA, NAS/IOM, AHA, WHO, Health Canada



Guiding Stars: Recent Validation

Patent Protection

- Guiding Stars was granted U.S. Patent No. 7,974,881 on 7/5/2011.
- Guiding Stars was granted Canadian Patent No. 2,652,379 on 10/2/2012.

American Journal of Health Promotion

- A peer reviewed article was published making the Guiding Stars algorithm fully transparent:
- Fischer, LM, Sutherland, LA, Kaley, LA et al. 2011. Development and Implementation of the Guiding Stars Nutrition Guidance Program. Nov/Dec. 26(2): e55.

Guiding Stars Science

- Uses a scientific algorithm
- Balance between...
- Credits:
 - Fibre, Whole Grains
 - Omega 3
 - EPA/DHA
 - Vitamins, Minerals
- Debits:
 - Added sodium and sugar
 - Saturated and Trans fat
- Scientific background paper on www.guidingstars.ca



100 calories

GUIDING STARS
NUTRITIOUS CHOICES MADE EASY™

FOR NUTRITIOUS CHOICES,
LOOK FOR 1, 2 OR 3 STARS!

2/6.99
3 Stars

Rated impartially using nutritional standards including Canada's Food Guide

Evidence-Based Algorithm

Points		-3	-2	-1	0	+1	+2	+3
Positive Attributes	Vitamins & Minerals				x	x	X	X
	Dietary Fibre *				x	x	X	X
	Omega-3 Fatty Acids				x	x	X	X
	Whole Grains				x	x		
	EPA/DHA				x	x		
Negative Attributes	<i>Trans</i> & Sat. Fat *	X	X	x	x			
	Added Sugars	X	X	x	x			
	Added Sodium	X	X	x	x			

Algorithm Concepts

X = Higher amounts
 x = Lower amounts

* Slight variations for Meats/Poultry/Seafood/Dairy/Nuts

Example: Model for Meats/Poultry/Seafood/Dairy/Nuts

Nutrients to Limit	POINTS				
	0	-1	-2	-3	-11
Trans and Saturated fat	≤1.5 g (7.5 % of DV)	≤2 g (10 % of DV)	≤2.5 g (12.5 % of DV)	>2.5 g (12.5 % of DV)	
Added sugars	None Added	≤10% kcal	≤25% kcal	>25% kcal	
Added sodium	≤120 mg (5% DV)	≤240 mg (10% DV)	≤360 mg (15% DV)	≤600 mg (25% DV)	>600 mg
Nutrients to Encourage	POINTS				
	+3	+2	+1	0	
Dietary fibre	NA	NA	≥1.25 g (5% DV)	<1.25 g (<5% DV)	
Vitamins & Minerals	≥10% DV of 2 or more OR ≥20% DV of 1 vitamins/minerals	≥10% DV of 1 OR ≥5% DV of 2 or more vitamins/minerals	≥5% DV of 1 vitamin/mineral	<5 DV% of 1 vitamin/mineral	
Omega-3 Fatty Acids	≥0.81 g (30% AI)	≥0.54 g (20% AI)	≥0.27 g (10% AI)	< 0.27 g	
EPA & DHA	---	---	≥12.5 mg EPA or DHA, or EPA+DHA	---	

Comprehensive and Discriminating

Algorithm addresses inherent nutrient differences between 4 broad food categories:

1. General Foods & Beverages
 - Credits & debits as shown
2. Meats/Poultry/Seafood/Dairy/Nuts
 - Intrinsically more cholesterol & saturated fat (different cut points)
 - Whole grain bonus not applicable
3. Fats & Oils
 - Credits for MUFAs, omega-3 fatty acids, presence of DHA/EPA
4. Infant & Toddler (<2 yr) Foods
 - Different nutritional needs and recommendations
 - Credits for vitamins & minerals
 - Debits for added sodium & sugar

Standards and Exclusions

- Foods standardized to 100 calorie (kcal) serving size
 - Works as well for liquids as dry foods
 - Adjusts for water weight (addresses dehydrated foods)
 - Controls for differences in package and stated serving size
- All foods evaluated except
 - Foods <5 calories/serving size
 - Bottled water, coffee, tea, spices
 - Infant formula
 - Dietary supplements/natural health products
 - Medical foods
 - In-store prepared foods with no nutrition information available
 - Alcohol
- Limits credit for fortification
 - Maximum points for vitamins and minerals capped



Product Database

- All data used are up-to-date and available to consumers
- Packaged product data collected from Nutrition Facts table and ingredient list
- Data for fresh products and single ingredient foods obtained from Canadian Nutrient File and USDA National Nutrient Database (SR-25)
- Debit for added sugar and added sodium, credit for whole grain based on key words in ingredient list
- Ongoing product reviews, ratings, verifications, multiple audits, continuing updates



Stars by Category In Canada (Loblaw)




What percentage of foods receive stars?

- 45% of foods receive at least one star
(approximately 17,000 of the 38,000 rated products)

- By GS category, stars appear on:
 - 100% of fresh fruits & vegetables
 - 77% of seafood
 - 70% of cereals
 - 63% of milks and juices
 - 47% of meats
 - 28% of canned goods
 - 27% of breads & baked goods
 - 31% of yogurts
 - 11% of soups

6-25-12

Sample Ratings *

0 Stars			
Whole milk	2% milk	Rice Milk	Skim & 1% milk
White bread	Light rye bread	Multi-grain sourdough bread	100% whole wheat & fibre bread
Canned green beans (with salt)	Canned whole potatoes	Canned kidney beans	Canned six bean medley (no salt added)
Hot dogs	Extra lean ground beef	Chicken legs	Salmon

* For example only – specific items may vary based on exact nutrient levels and ingredients



Guiding Stars at Loblaw

- Began exploration in 2010
- Working group established in 2011
- 4 Pilot stores launched in Ontario, fall 2011
- 44 Stores (Loblaws banner) launched in August 2012
- 259 Stores (Ontario banners) launched in Feb 2013
- Quebec planned – summer 2013
- National expansion - 2014

Guiding Stars Launches in Loblaw's Banner

August 2012



Introducing...

Introducing Guiding Stars at Loblaw's!

Looking for nutritious choices?

Guiding Stars is a tool that rates food based on its nutritional value and helps guide you towards nutritious options.

A star studded tour through the aisles

ars®
ion rating system.

Guide

FLIP THE PAGE TO LEARN MORE!

Produce: For a better one dash, For a better one dash, For a better one dash.

Meat: For a better one dash, For a better one dash, For a better one dash.

Cereal: For a better one dash, For a better one dash, For a better one dash.

Pasta: For a better one dash, For a better one dash, For a better one dash.

Dairy: For a better one dash, For a better one dash, For a better one dash.

Seafood: For a better one dash, For a better one dash, For a better one dash.

Bakery: For a better one dash, For a better one dash, For a better one dash.

Look for 1, 2 and 3 stars on the shelf tag in-store and see how the foods you usually choose rate.

More stars means the item has:

More	Less
Vitamins	Saturated Fat
Minerals	Trans Fat
Fiber	Added Sodium
Whole Grains	Added Sugar
Omega-3s	

Visit guidingstars.ca for more information

Guiding Stars
Nutritious choices made simple!

About | Partner | Advisors | News | Contact | Food Finder

Guiding Stars Food Finder

Search for foods in the Guiding Stars database and view the zero, one, two or three star nutrition rating for that food.

LEARN MORE +

Become a Guiding Stars Partner

Get Started

Guiding Stars helps guide your shopping.



Customer Feedback From Loblaws

Key Findings:


2011:

Guiding Stars stands to be a strong companion to food nutrition labels.

While the program won't replace label reading, it offers short-cuts as well as a reminder for shoppers to think twice about some products that might have a healthier alternative.

2012 research results:

- 95% of customers say they like the program
- 71% say they have a stronger impression of LSL as a result



“So you know exactly what you’re comparing, I’m still going to have to pick up the box to compare.”

“It forces you to look at the labels. It’s a good thing for me because I want to learn about labels.”

Rave Reviews! Customer & Colleague Comments

- ★ *“Guiding Stars is an incredibly useful tool.”*
- ★ “I love the new star program, it is so easy to follow and makes so much sense when I’m shopping!”
- ★ *“I think Guiding Stars is a great program. I mostly use it when I’m looking at packaged foods.”*
- ★ “I have started to use the stars more and more every time I grocery shop.”
- ★ *“It makes grocery shopping quicker.”*
- ★ “My kids only want me to buy products with stars.”

Guiding Stars Implementation

- Product rating
 - Supplier education
- Technology to have stars automatically print on labels
- Store colleague education and training
- Building consumer awareness

BRING HEALTHIER HOME

PC* Easy Carve turkey breast 12.99
with turkey, stuffing and gravy, 1.11 kg

PC* Fossil pocket butter 2.49
25g

PC* Blueberry yogurt 4.99
25g

PC* Green Smoothie 3.99
single cup coffee or tea, 125g

PC* Easy Carve turkey breast 12.99
with turkey, stuffing and gravy, 1.11 kg

PC* Fossil pocket butter 2.49
25g

PC* Blueberry yogurt 4.99
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25g

PC* Blueberry yogurt 4.99
25g

PC* Green Smoothie 3.99
single cup coffee or tea, 125g

GUIDING STARS
NUTRITIOUS CHOICES MADE SIMPLE™

LOOK FOR 1, 2 OR 3 STARS ON OUR SHELF LABELS!

1, 2 OR 3 STARS MEANS NUTRITIOUS CHOICES!

THE PROGRAM RATES FOODS BASED ON:

- ✓ VITAMINS
- ✓ MINERALS
- ✓ FIBRE
- ✓ WHOLE GRAINS
- ✓ OMEGA-3s
- ✗ SATURATED
- ✗ TRANS FAT
- ✗ ADDED SODIUM
- ✗ ADDED SUGAR

849 single cup coffee or tea, 125g

GUIDING STARS
NUTRITIOUS CHOICES MADE SIMPLE™

FOR NUTRITIOUS CHOICES, LOOK FOR 1, 2 OR 3 STARS

Rated impartially using nutritional standards including Canada's Food Guide. The program rates foods based on vitamins, minerals, fibre, whole grains, omega-3s, saturated fat, trans fat, added sodium and added sugar.

2/6.99

Always look for products to be certified by a registered nutritionist. Ratings are based on a standard of comparison. Ratings are not to be used for products that do not meet the standard.

BEHIND THE STARS:
Why are products rated differently?

PC* NATURAL SPRING WATER
Water is not added in or contains no calories and low fat content.

PC* BLUE BERRY CARROT FROSTING BEAN MUFFIN MIX
This item contains more than 10g of sugar.

PC* BLUE BERRY PC FIBRE™
This item contains more than 10g of sugar.

PC* 0% GREY YOGURT
This item contains more than 10g of sugar.

2/6.99

WHILE SHOPPING, LOOK FOR 1, 2 OR 3 STARS ON SHELF!

VISIT GUIDINGSTARS.CA FOR MORE INFORMATION. SEARCH FOR THE STARS AT:

ValueSmart **PriceSmart** **SuperCentres** **SuperValue** **SuperSaver** **Zehrs** **Maxx** **Loblaws**

Training

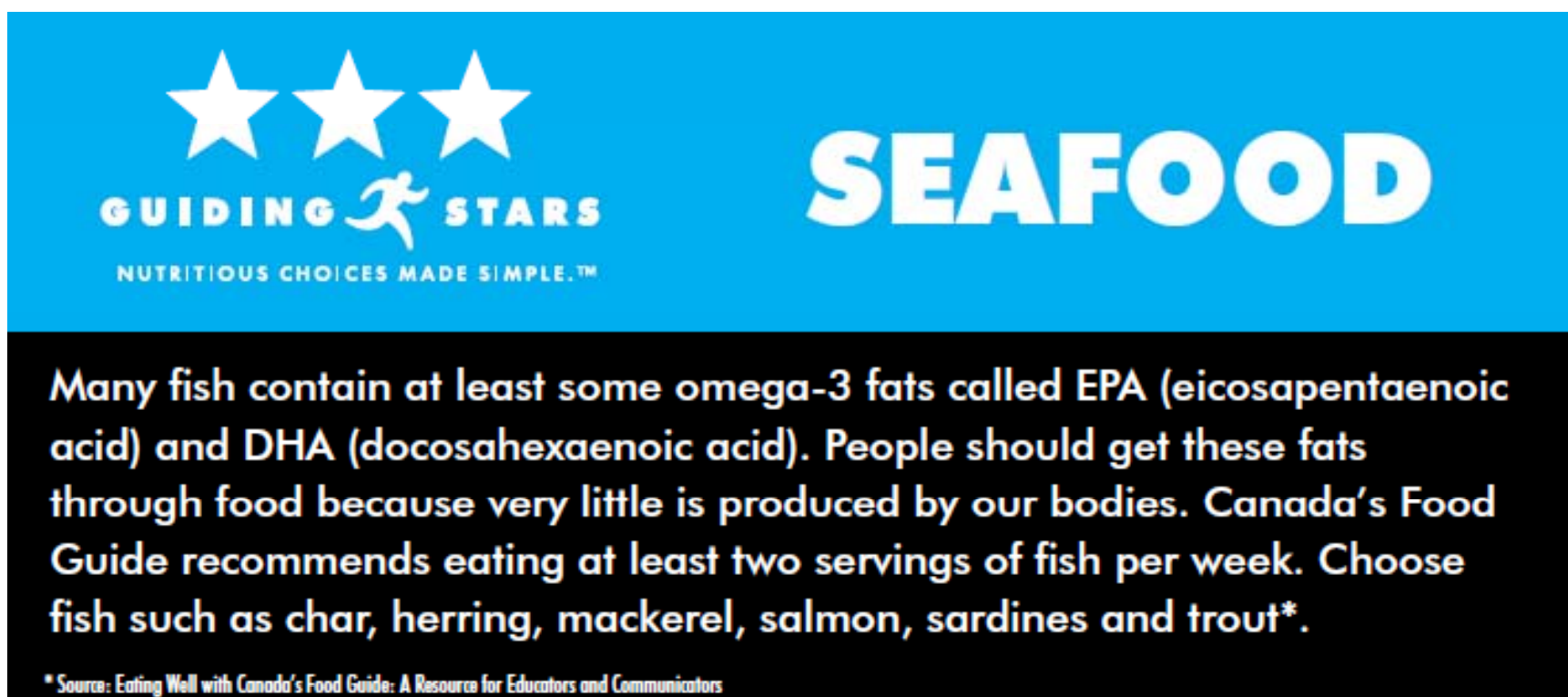
- Extensive training for health related disciplines completed by Director & Guiding Stars Scientific Advisors:
 - Registered Dietitians
 - Pharmacists
 - Cooking School coordinators
 - Natural foods department managers
 - Fitness club managers
- Learning & Training department lead training:
 - Store managers
 - Department managers
 - All colleagues
- Built into new hire training
- Continuous colleague engagement through huddles/tips

Guiding Stars Encourages Seafood



Seafood Key Message

- Appears on barker cards in seafood section



The image shows a key message card for seafood. The top half has a blue background with the 'Guiding Stars' logo (three stars and a running figure) and the text 'GUIDING STARS' and 'NUTRITIOUS CHOICES MADE SIMPLE.™'. To the right, the word 'SEAFOOD' is written in large, bold, white letters. The bottom half has a black background with white text providing a key message about omega-3 fats (EPA and DHA) and recommending at least two servings of fish per week, listing examples like char, herring, mackerel, salmon, sardines, and trout. A small source note is at the bottom left of the black section.

SEAFOOD

Many fish contain at least some omega-3 fats called EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid). People should get these fats through food because very little is produced by our bodies. Canada's Food Guide recommends eating at least two servings of fish per week. Choose fish such as char, herring, mackerel, salmon, sardines and trout*.

* Source: Eating Well with Canada's Food Guide: A Resource for Educators and Communicators

Guiding Stars in Deli

- Helps consumers find lower sodium deli options



Guiding Stars helps demystify meat & poultry

- Fresh Meat Case signage



Meat & Poultry 5 Deck signage

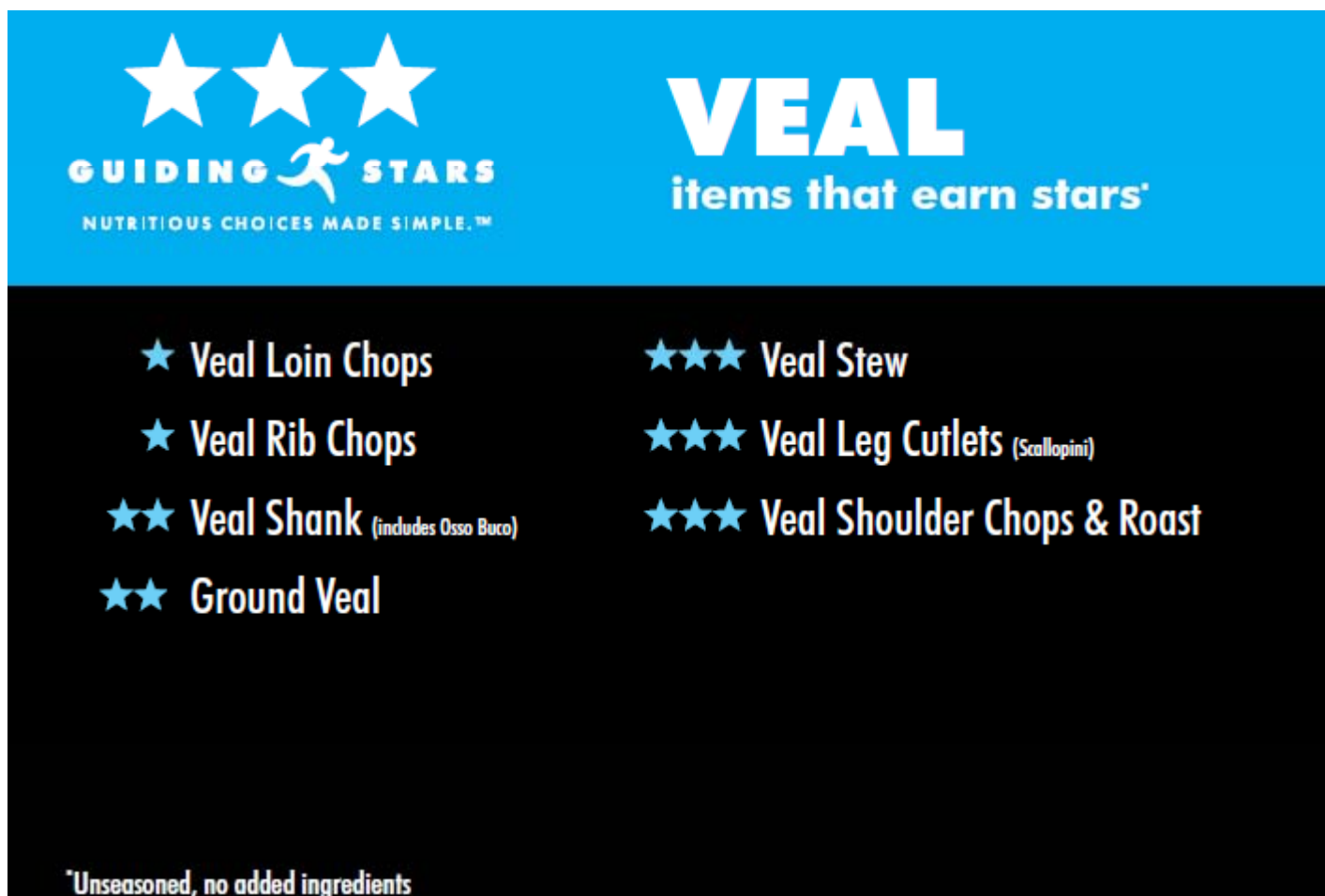


The signage features a blue header with the 'GUIDING STARS' logo (three white stars and a running figure) and the tagline 'NUTRITIOUS CHOICES MADE SIMPLE.™'. To the right, the word 'POULTRY' is written in large white letters, with 'items that earn stars' below it. The main body is black with white text listing 12 poultry items, each preceded by a star rating (1 to 4 stars). At the bottom left, a note states '*Unseasoned, no added ingredients'.

★ Chicken Thighs	★★★ Chicken Breast Bone-In
★ Cornish Hens	★★★ Chicken Drumsticks
★★ Chicken Legs	★★★ Chicken Thighs Boneless & Skinless
★★ Chicken Wings	★★★ Turkey Breasts
★★ Turkey Wings	★★★ Turkey Drumsticks
★★★ Chicken Breast Boneless	★★★ Turkey Tenderloins

*Unseasoned, no added ingredients

Meat 5 Deck signage



The signage is a rectangular graphic with a blue top half and a black bottom half. The top half features the 'GUIDING STARS' logo with three white stars and a running figure, and the text 'VEAL items that earn stars*'. The bottom half lists seven veal items with their respective star ratings: 1 star for Veal Loin Chops and Veal Rib Chops; 2 stars for Veal Shank (includes Osso Buco) and Ground Veal; and 3 stars for Veal Stew, Veal Leg Cutlets (Scallopini), and Veal Shoulder Chops & Roast. A small asterisked note at the bottom left reads '*Unseasoned, no added ingredients'.

GUIDING STARS
NUTRITIOUS CHOICES MADE SIMPLE.™

VEAL
items that earn stars*

- ★ Veal Loin Chops
- ★ Veal Rib Chops
- ★★ Veal Shank (includes Osso Buco)
- ★★ Ground Veal
- ★★★ Veal Stew
- ★★★ Veal Leg Cutlets (Scallopini)
- ★★★ Veal Shoulder Chops & Roast

*Unseasoned, no added ingredients

Meat 5 Deck signage



The signage is a rectangular graphic with a blue top section and a black bottom section. The blue section contains the 'GUIDING STARS' logo (three white stars above a white running figure) and the text 'GUIDING STARS' and 'NUTRITIOUS CHOICES MADE SIMPLE.™'. To the right, the word 'PORK' is written in large white letters, with 'items that earn stars*' below it. The black section contains a list of pork items with star ratings: '★ Pork Blade Chops & Roasts', '★ Pork Loin Chops & Roasts', '★ Pork Rib Chops & Roasts', '★ Lean Ground Pork', '★★★ Pork Tenderloin', and '★★★ Pork Sirloin Chops & Roasts'. At the bottom left of the black section, it says '*Unseasoned, no added ingredients'.

GUIDING STARS
NUTRITIOUS CHOICES MADE SIMPLE.™

PORK
items that earn stars*

- ★ Pork Blade Chops & Roasts
- ★ Pork Loin Chops & Roasts
- ★ Pork Rib Chops & Roasts
- ★ Lean Ground Pork
- ★★★ Pork Tenderloin
- ★★★ Pork Sirloin Chops & Roasts

*Unseasoned, no added ingredients

Meat 5 Deck signage



The signage is a rectangular graphic with a blue top section and a black bottom section. The blue section contains the 'GUIDING STARS' logo (three white stars above a white running figure) and the text 'GUIDING STARS' and 'NUTRITIOUS CHOICES MADE SIMPLE.™'. To the right, the word 'BEEF' is written in large white letters, with 'items that earn stars*' below it. The black section contains a list of beef items, each preceded by a star rating (1 to 4 stars) in white. At the bottom left of the black section, the text '*Unseasoned, no added ingredients' is written in white.

GUIDING STARS
NUTRITIOUS CHOICES MADE SIMPLE.™

BEEF

items that earn stars*

- ★ Extra Lean Ground Beef
- ★ Beef Shanks
- ★ Top Sirloin Steaks & Roasts
- ★ Flank Steaks
- ★ Beef Tenderloin Steaks & Roasts
- ★★ Cross Rib Steaks & Roasts
- ★★ Boneless Blade Steaks & Roasts
- ★★ Eye of Round Steaks & Roasts
- ★★ Beef Rump Roasts
- ★★★ Sirloin Tip Steaks & Roasts
- ★★★ Inside Round Steaks & Roasts
- ★★★ Outside Round Steaks & Roasts

*Unseasoned, no added ingredients

In-Store Dietitian Program

- Registered Dietitians to educate and support customers
 - Label reading tours
 - On-floor Education
 - 1:1 Counselling
 - Education and cooking classes
 - Community outreach & health events



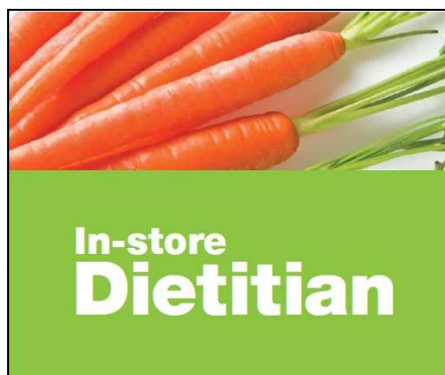
In-Store Dietitian Program

- Point of purchase information
- Guided shopping trip
- Food specific advice
- Bringing nutrition information to life
- Food preparation & skills
- Customers self-referring
- Initiate care before sick



In-Store Dietitians

- Currently in 44 Loblaws stores and 6 Superstores in Ontario



- Expanding to Zehrs summer 2013



Summary

- Loblaw continues to expand Guiding Stars
- Guiding Stars algorithm is based on broad scientific consensus and national dietary guidance
- Translates complex information into a simple, in-store navigation system
- Empowers consumers
- Guiding Stars helps point out more nutritious meat and protein options
- Registered Dietitians are there to support further