

In the trenches with...

Wegmans Wellness Keys

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Quality Assurance Association

Spring Meeting, May 2007



71 stores in
New York,
Pennsylvania,
New Jersey,
Virginia &
Maryland



Our 69th store - Hunt Valley, Maryland



Wegmans
helping you make great meals easy

Family owned since
1916

FORTUNE
100 BEST
COMPANIES
TO WORK FOR 2007

what we believe

At Wegmans, we believe that our greatest goal, our accomplishment,

is to be the very best at serving the needs of our customers in mind.

We also believe that our greatest goal, our accomplishment, is to be the very best at serving the needs of our own people.

To our CUSTOMERS: improvement, and

“Every Day/We Care”

“be the very best at serving the needs of our customers”

“We care about and listen to our people”

who we are

1. We care about and listen to our people.
2. High standards are a way of life. We pursue excellence in everything we do.
3. We make a difference in every community we serve.
4. We respect our people.
5. We empower our people to make decisions that improve their work and benefit our customers and our company.

what we do

Our target customers are people who are looking for great food, incredible service, and a one-of-a-kind shopping experience.

Our primary business is to help make great meals easy so our customers can live healthier and better lives.

“Our primary business is to help make great meals easy so our customers can live healthier and better lives”

Wegmans

Listening And Caring

- 59,734 total consumer communications in 2006
 - 918 allergen or food sensitivity questions (up 4 %)
 - 565 nutrition questions (up 1 %)
- In health and nutrition category: single most frequent request is regarding gluten status. (800-1000 requests in a typical year)
- List of Wegmans Brand Gluten Free Foods on Wegmans.com averages 9000 hits per year; with 7000 downloads of the list.



Wegmans



Wegmans Wellness Keys



Convened A Cross Functional Team

- Marketing
 - Designers
- Wegmans Brand (Merchandizing)
- Consumer Affairs
 - Corporate Nutritionists
- Regulatory/Labeling
- QA

Wegmans Brand

Wellness Keys

Wegmans Wellness Keys on our products and recipes make it easy to select the best foods for your family. Get the whole story on these helpful "dots" at wegmans.com. Our newest key, WHOLE GRAIN, shows you at a glance how this food could help you reach your "3 ounces of whole grains a day" goal.



1 WHOLE GRAIN

Indicates how a serving of the recipe counts toward your goal of 3 ounces of whole-grain foods each day



LF LOW FAT Less than 3g fat per serving of individual foods.



L LACTOSE FREE

Ingredients do not contain lactose, the natural sugar found in milk.



FF FAT FREE

Less than 0.5g fat per serving.



G GLUTEN FREE

Ingredients do not contain gluten, a protein that is naturally found in wheat, rye, barley, and oats, as well as a variety of other additives and fillers.



HC HIGH CALCIUM

Must be at least 20% of the daily value for calcium (200mg) per serving of individual foods.



LC LOW CALORIE

Less than 40 calories per serving of individual foods.



HF HIGH FIBER

Must be at least 5g fiber per serving of individual foods.



GLUTEN FREE

Wellness Keys are right on Wegmans Brand packages!



A ALLERGEN

Contains or may contain (we specify which of the following) Milk, Eggs, Peanuts, Tree Nuts, Fish, Shellfish, Wheat, Soy.



L LEAN

Less than 10g total fat, 4.5g or less saturated fat, and less than 95mg of cholesterol per 3-ounce serving of meat or fish.



SF SUGAR FREE

Less than 0.5g sugar per serving. This includes both naturally occurring sugars, such as those found in milk and vegetables as well as added sugars.



LS LOW SODIUM

Less than 140mg sodium per serving of individual foods.



V VEGAN

No ingredients have been derived from animals, including meat, fish, dairy, eggs, honey, or anything made from these. Ex: Egg Noodles are NOT Vegan.



HEART HEALTHY

Low in fat and less than 1g saturated fat, 480mg sodium and 20mg cholesterol per standard serving of an individual food. Contains at least 10% of the daily value of at least one of the following: Vitamin A, C, calcium, protein or fiber.



Brown Rice with Shiitake Mushrooms

Baby Bella Ratatouille featured on pg 68 as a base for our Pan-Seared Shrimp



Brown Rice with Shiitake Mushrooms

SERVES 4 ACTIVE TIME: 10 MIN

- 2 Tbsp Wegmans Basting Oil
 - 1 pkg (5 oz) sliced shiitake mushrooms
 - 2 Tbsp sliced *Food You Feel Good About* Peeled Shallots
 - 1/4 cup dry white wine
 - 2 pkgs (8.8 oz each) Uncle Ben's Ready Rice Whole Grain Brown, prepared per pkg directions
 - 1 tsp chopped fresh thyme
 - Salt and pepper to taste
1. Add basting oil to saucepan on MEDIUM. Add mushrooms and shallots; cook, stirring, until slightly browned, about 4 min. Stir in wine; cook 1 min. Add rice; toss. Add thyme; season to taste with salt and pepper.

Option: Drizzle with *Food You Feel Good About* Black Truffle Oil.

Whole Grains 1 1/2



Baby Bella Ratatouille

SERVES 4 ACTIVE TIME: 10 MIN
TOTAL TIME: 1 HOUR, 10 MIN

- 2 medium green squash (about 1 lb) unpeeled, 1/2-inch dice
- 1 bag (16 oz) *Food You Feel Good About* Cleaned & Cut Sliced Peppers & Onions
- 1 eggplant (about 1 1/2 lbs), ends trimmed, unpeeled, 1/2-inch dice
- 6 oz baby bella mushrooms, stems trimmed and quartered
- 4 Tbsp Wegmans Basting Oil
- Salt and pepper to taste
- 1 cup *Food You Feel Good About* Smooth Marinara Sauce

Preheat oven to 350 degrees.

1. Toss squash, peppers and onions, eggplant, and mushrooms in large bowl with basting oil; season to taste with salt and pepper.
2. Arrange in single layer on two baking sheets.
3. Roast on center rack until lightly browned, about 1 hour.

4. Heat sauce in small saucepan 1-2 min on MEDIUM-HIGH. Remove from heat and mix with vegetables in large serving bowl.

CHEF TIP: This dish can be made as early as a day ahead and warmed with meal.

Vegetables: 1 1/2 cups



This recipe available for **take out** in our Market Café



wegmans.com

Wegmans
helping you make great meals easy

great meals fresh products easy shopping eat well. live well.

Recipes Only

great meals

Recipes
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Menu Ideas
Cooking Techniques

Entertaining

Tastings Restaurant
Cooking School

Everyday Wine

Sugar Snap Peas with Mint Not Rated

Serves: 4 Active Time: 10 min Total Time: 20 min

3 pkgs (8 oz ea) sugar snap peas, trimmed (Produce Dept)
1/2 cup mint, cut in thin strips (chiffonade)
Salt and pepper to taste


1. **Bring** large pot of salted water to boil on HIGH; add peas and blanch 2-3 min, or until crisp tender. Drain.
2. **Heat** skillet on MEDIUM-HIGH; add peas. Cook 3-4 min, until heated through. Add mint, tossing to combine. Season to taste with salt and pepper.

Chef Tip(s): For additional flavor and moisture; toss with 1/2 Tbsp Wegmans Basting Oil when adding mint.

Related Recipe: Serve with [Pan-Seared Ground Beef with Roasted Sweet Red Pepper Sauce](#).

Recipe featured in Wegmans Menu Magazine, Winter 2005.

Nutrition Info: Each serving (1 cup) contains 90 calories, 12g carbohydrate (4g fiber), 4g protein, 0g fat (0g saturated fat), 0mg cholesterol and 220mg sodium.



In-Store Signage



Have Food Allergies?

You should know that despite taking every precaution cross-contact with **peanuts, tree nuts, soy, milk, eggs, wheat, fish, or shellfish** can occur in our food production areas.

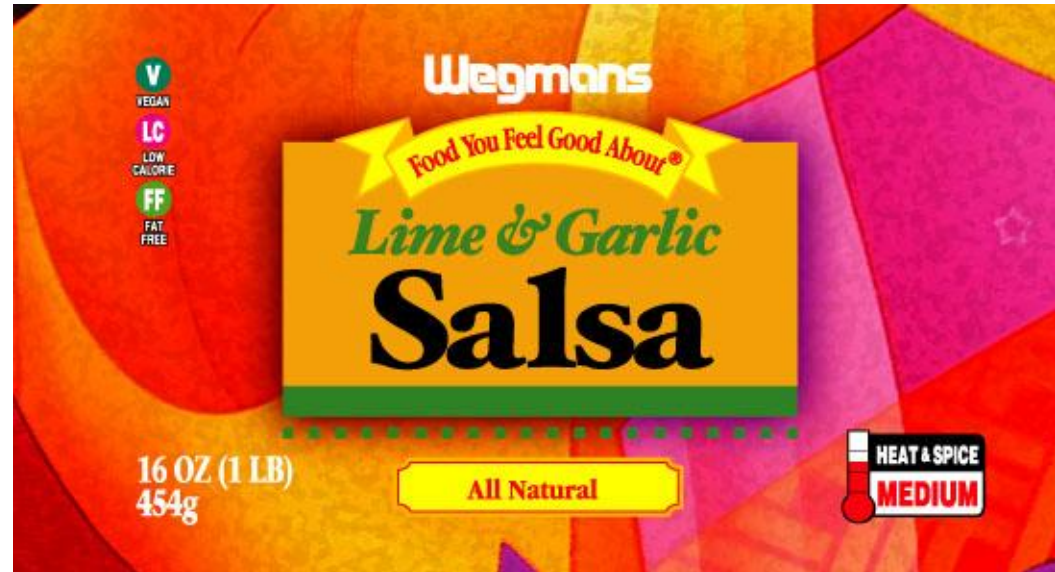


Vegetable : 1 cup



From The Trenches...

What does it mean?



L LACTOSE FREE

V VEGAN

HEART HEALTHY

FF FAT FREE

G GLUTEN FREE

LC LOW CALORIE

From The Trenches...

What happens when you are ahead of the game or miss the mark?



What's coming?

From The Trenches...

What happens when a product changes?

A Allergens*

Ingredient Change in Wegmans Red Hot Dogs

We've made changes to our Wegmans Red Hot Dogs to improve the flavor and texture. As a result:

Wegmans Red Hot Dogs (skinless) now contain milk products.

Those who have milk allergies or are lactose-intolerant should avoid this product.

Try these other lactose-free products:

Wegmans Beef Hot Dogs (skinless)

Wegmans Lite Red Hot Dogs (skinless)



From The Trenches...

Team work, partnerships with suppliers, and understanding the evidence that supports the claim.

Wegmans Whole Grain Wellness Key



Where:

- Front panel of packages
- In-store signs
- Recipes in ad and magazine

➤ A back or side panel message (see below left) encourages **3 oz whole grain foods daily.**

When:

- product/recipe is equivalent to **at least ½ oz** of a whole grain food.

An educational graphic explaining the "Whole Grain" label. It includes a "DO FOR THE GRAINS" section with a "3 WHOLE GRAINS A DAY" icon, a "WHOLE GRAIN" icon, and a "100% WHO WHE" label. The text explains that the Dietary Guidelines recommend eating 3 ounces of whole grain foods a day and that the "Whole Grain" label is a key to making it easy for consumers to know how to choose. It also notes that whole grain has three parts of the kernel: outer husk, inner endosperm, and germ, which are combined with healthy fiber and nutrients.

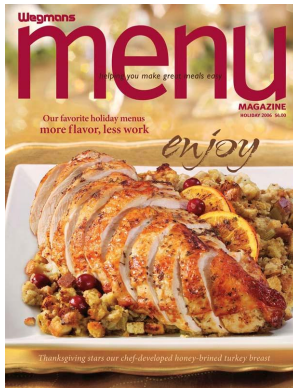
Conclusions (from the trenches).

- Clear definitions
- Front of packages
- Consistency
 - on packages
 - across divisions and segments
- Manage change
- Communicate with suppliers and customers
- Tolerate some risk

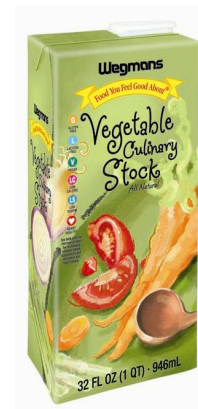
When you get it right...



“You are the only supermarket that I have found that actually labels many of its own store products as gluten-free. You have made it so pleasant and easy for me to shop at your store and I can’t thank you enough.”



“WOWOWOWOWOWOW!
My son has celiac disease and your menu suggestions and list of store brand gluten-free items is unparalleled in my experience! I’m thrilled that you care so much and I’m looking forward to my relationship with your store!”



Team concept – get the right people working together.

Listening and caring.

Develop relationships with suppliers.

Who will be an advocate for the program and guide the specific choices?

Develop systems and guidelines to manage and support.



Who are you?





Wegmans Wellness Branding and Icons

Wellness Keys

			Free/Low Claims (Gluten/Lactose/Vegan Fat/Sodium/Heart Healthy)	Fruit/Vegetable Whole Grain 
Focus:	Healthy Lifestyle based on 5 Principles	Simplicity	Absence of problem ingredients or nutrients	Counts cups of fruits/veg and ounces of Whole Grains
Target:	Everyone	Natural/Organic Consumer	Special Dietary Needs Consumers	Everyone
Benefit:	Supports healthy weight in workers, families, communities	Easy, affordable way to avoid added chemicals	Shortcut saves time when shopping or looking up recipes	Builds awareness & helps to reach goals for these food groups
Where Used:	Tips, Programs, Events, Educational Sessions – <i>not</i> on food products	Sub-brand on natural &/or organic products	Front panel icons on food products and icons on recipes (magazine, ad, wegmans.com)	Whole Grain icon is on front panel of packages; Both are used on recipes