



BACKGROUND

SUPERVALU® nutrition iQ® Program

SUPERVALU's exclusive in-store nutritional navigation program, nutrition iQ®, is designed to help consumers shopping at its family of grocery stores manage their health by making it easy to find "better-for-you" foods at a glance. To create the program, the company collaborated with an independent panel of registered dietitians from Joslin Clinic, part of an academic medical center affiliated with Harvard Medical School that is recognized internationally for its work in the area of health and nutrition, particularly as it relates to obesity and diabetes.

With more than 60,000 products on average on grocery store shelves, it takes time to compare nutrition labels. The nutrition iQ system's easy-to-see shelf tags call out the top one or two nutritional attributes of each qualified item throughout the store.

nutrition iQ features color-coded shelf tags that serve as at-a-glance cues to help shoppers identify and find healthy food options. SUPERVALU launched phase I of the nutrition iQ program in center-store areas in 2009, and expanded the program in 2011 to include the fresh food departments and more robust nutrition information for the center store. The program features nutritional attributes and health benefit information, offering consumers an enhanced storewide solution for identifying better-for-you foods — from the center store grocery, frozen food and dairy sections to the fresh produce, self-service meat and seafood departments.

Sound science and proven standards

SUPERVALU, working with nutrition experts from Joslin Clinic, made sure that the nutrition iQ system is based on sound science and proven nutritional standards. Each product category goes through a rigorous selection process in order to qualify for nutrition iQ.

Before receiving a nutrition iQ tag, products are screened against threshold criteria to ensure that the items are, at a base level, better for you. The threshold criteria require that the product have limited levels of sodium, saturated fat and in some categories, sugar. For this reason, certain categories were eliminated from further evaluation. Excluded categories include bottled water and soft drinks, candy/gum/mints, coffee and tea, cookies, dietetic foods, ice, ice cream, salts and spices, shelf-stable juice, shortening and oils, soft drink mixers, syrup, molasses and baby food.

Products meeting the threshold criteria are then evaluated further to determine their key nutrients, and the top one or two nutritional benefits or attributes of each product are then called out on a nutrition iQ shelf tag.

Although some products may not meet the U.S. Food and Drug Administration Nutrient Content Claims that are used in the nutrition iQ program, it's important to remember that these foods may still contain other important nutrients, such as vitamins, minerals or healthy fats. All foods can fit as part of a balanced diet; nutrition iQ is just one method of identifying better-for-you foods.

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SUPERVALU

Jewel-Osco

Albertsons

SHOPPERS

Farm Fresh

Shop'n Save ACME

Hornbacher's

biggs

Lucky

Cub Foods

shaw's star

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“Better-for-you cues” at the shelf

The nutrition iQ system’s easy-to-see, nutrition iQ shelf tags call out the top one or two nutritional benefits of qualified items throughout the store. The tag is located in an area where consumers naturally look when making food purchases — on the store shelf as part of a product’s price, unit price and bar code identification information.

Following are the different nutrient attributes included in the nutrition iQ program, along with the corresponding colored icon:

- Minerals such as calcium, iron, manganese, potassium, selenium and zinc are denoted by light blue tags
- Vitamins A, C and K by dark purple tags
- B vitamins as well as folate by dark purple tags
- Omega 3 fats and low saturated fat by red tags
- 100 percent juice by pink tags
- Excellent or good source of fiber by orange tags
- Excellent or good source of protein by yellow tags
- Low or healthier level of sodium by green tags
- Low calorie by a purple tag
- Whole grains by a dark orange tag

The key health benefits that are called out as part of the nutrition iQ program in the fresh produce area are:

- Important for muscle and bone health
- Helps support healthy digestion
- Promotes eye, skin and immune health
- May reduce risk of birth defects

Helping customers lead healthy lifestyles

The nutrition iQ program underscores SUPERVALU’s commitment to helping its customers lead healthy lifestyles. By providing an at-a-glance guide customers can trust, the program helps customers make nutritious food choices.

Healthy eating doesn’t mean consumers have to spend more for better-for-you foods. The program helps consumers by providing food choices in all price categories, making it easy to find better-for-you food choices to fit every budget. It also encompasses foods for people of all ages, from moms looking for nutritious foods and snacks for their children to busy adults in the workforce to seniors who wish to get the most nutritional benefit for their food dollar.

The nutrition iQ program, launched in 2009, is currently available at more than 800 stores including Acme[®], Albertsons[®], Cub Foods[®], Farm Fresh[®], Hornbacher’s[®], Jewel-Osco[®] and Shoppers[®].

For more information about nutrition iQ, visit www.nutritioniq.com. More detailed nutrition information is available on www.fda.gov, www.mypyramid.gov and www.joslin.org/nutritioniq.

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