

IN-STORE BROADCAST INTERCOM MESSAGES



SUMMER GRILLING SEASON

Many meal-planning and food-buying decisions are made at the point-of-purchase. Use these in-store intercom messages to remind your shoppers about the importance of healthy eating during summer grilling season and direct them to the recipes and other materials in this toolkit to boost sales across several departments.

Grilling Fruits & Veggies Script

Hi, I'm Registered Dietitian Nutritionist _____. {STORE NAME} and the American Heart Association encourage you to eat healthfully this summer. Try this healthy idea that's already catching on: fruits and veggies on the grill. It adds flavor and texture — and it's an easy way to add healthy foods to your summer menu. We have simple, delicious recipes and a shopping list just for you. Visit our website _____ to download them, then shop our aisles for all the ingredients you need. Also, look for the Heart-Check mark while shopping to find heart-healthy items for you and your family.

Summer Snacking Script

Hi, I'm Registered Dietitian Nutritionist _____. {STORE NAME} and the American Heart Association encourage you to eat healthfully this summer. Enjoy portable snacks with a variety of fruits and vegetables. Even when you're sticking close to home, fruits and veggies are easy to pack, tasty and healthy. We have simple, delicious recipes and a shopping list just for you. Visit our website _____ to download them, then shop our aisles for all the ingredients you need. Also, look for the Heart-Check mark while shopping to find heart-healthy items for you and your family.