



Best Practices and Excellence in National Family Meals Month™ Programming

The Story of a Campaign
That Turned Into a Movement





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2018 Executive Summary

National Family Meals Month™ was created by the Food Marketing Institute (FMI) Foundation to effect change in the number of meals that families enjoy together at home each week. It began with a platform designed for retailers to support consumers in making family meals a reality and, in turn, help them reap the physical, social, and psychological benefits of doing so.

What began as a campaign in 2015 has grown exponentially into a movement over four years. September 2018 represented significant increases in every type of implementer group, including retailers, suppliers, and community collaborators; updated resources and steadfast support from FMI; greater visibility in the marketplace; and,

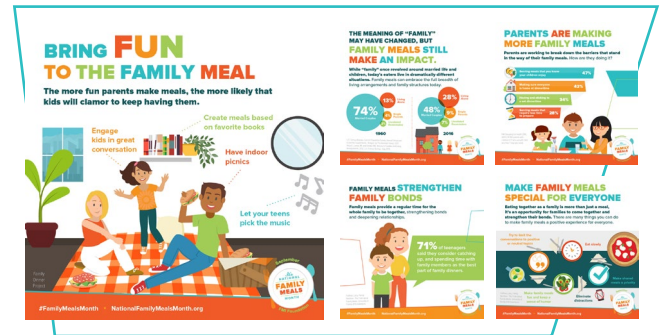
ultimately, a monumental increase in the population experiencing National Family Meals Month™, as well as those eating together more often as a family. We would like to take the opportunity to share the campaign highlights and hard-earned accomplishments of our diligent partners, without whom there would be no movement.

In 2018, National Family Meals Month™ Served Up Next-Level:

Support!

The FMI Foundation offered greater resources than ever before including:

- ▶ An updated **Best Practices Guide** to showcase true excellence among partners implementing family meals programming and inspiring consumers to action;
- ▶ **A refreshed web site** and recruitment tools;
- ▶ **NEW infographics** (with a total of 20 to choose from);
- ▶ A series of **factoid videos**; and
- ▶ Partner **co-branding opportunities!**



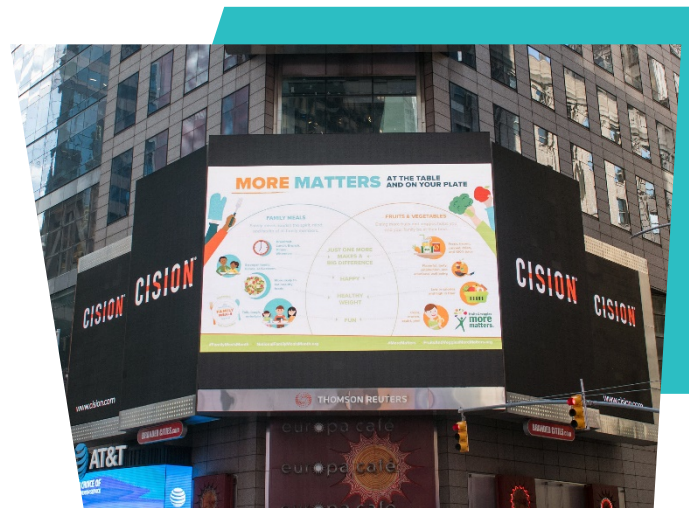
Collaboration!

A highlight of this year’s National Family Meals Month™ programming was the significant growth in every partner category, as well as the creative executions and enthusiasm brought by each. In 2018, **retailer partners grew by 20%, suppliers by 40%, and community collaborators by 37%!**



Visibility!

In addition to the millions of media impressions through broadcast, newspapers, online sources, and others, for the third year in a row, **National Family Meals Month was on display as a billboard in New York City’s Times Square**—it doesn’t get more visible than that! The result? Nielsen measured a **115% increase** in the U.S. population who reported seeing National Family Meals Month!



Connection!

In addition to providing support in the form of turnkey tools and materials to be utilized by partners, in 2018 the FMI Foundation engaged in activities designed to foster greater connections with and between influencers and implementers. These include an **e-blast series, one-on-one outreach, industry events, Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo engagement, and registered dietitian communicator outreach.**

Impact!

Each year, the FMI Foundation partners with Nielsen to measure the progress and impact of the campaign to continue to foster forward movement over time. Insights following the 2018 campaign reveal a very positive reception to National Family Meals Month™ programming. The most frequent consumer reactions included feeling that it is a good concept, is informative, provided new ideas, and inspired more time with family. Above all, however, is the impact we collectively continue to make in mealtime behavior. **This year, 9 out of 10 consumers said they took action after seeing the campaign!** Top behaviors included cooking more meals at home, making healthier food choices, eating together as a family more often, and purchasing more fruits and vegetables. Encouraging more family meals as an initiative has gained traction because consumers appreciate the significance and the benefits, yet know they need resources and support to make family mealtime practical and realistic.

What has been achieved in the first four years of the National Family Meals Month™ initiative is a big step forward. The retail food industry, in collaboration with supplier and community partners, is bringing this message to consumers where they are and providing support in the form of the healthy, affordable, and time-saving resources they greatly desire. This campaign truly has unlimited potential to touch families and help them individually, and as a unit, to reap the widespread benefits of enjoying more meals together!



Over the past four years, **MILLIONS OF CONSUMERS** have been learning about **National Family Meals Month** in their news feeds.

They are learning why and how to achieve one more meal each week at home with their families.

These messages are surrounding them with more than 100 trade groups, health professional organizations and community groups who are activating against National Family Meals Month—as well as retailers and food brands...

...and their messages are having an impact. As a result of seeing this campaign, Nielsen data shows that **33 percent** of shoppers say that are eating more often as a family.

Take a look at this short video to see a full spectrum of creative ways retailers and suppliers are setting their own place at this family meals table.



Is your brand part of these headlines?

If not, it is not too late to make it happen this September as National Family Meals Month celebrates its fifth and most successful year yet.

- ▶ Connect with your retail partners to support their efforts in September.
- ▶ Benefit from the support of community collaborators.
- ▶ Get in the game with your competition.
- ▶ Get your brand in the headlines.



To see all the supplier and retailer partners, and for even more ideas, including best practices and turnkey tools, visit fmifamilymeals.com



PROUD PARTNER OF EDDA'S *Samplefest*

Small, Medium, and Large Retailers, Suppliers, and Community Collaborators Achieve Excellence and Extend a Movement

The FMI Foundation's Gold Plate Award recognizes outstanding programs that food retailers, suppliers, and community collaborators have implemented to encourage families to share meals, together at home, more often.

The FMI Foundation provides turnkey toolkits, graphics, and other foundational resources. The implementers who join as partners do the rest. There were many robust and successful programs executed in 2018—and, as such, there was much competition for winners and honorable mentions. FMI recognizes the following Gold Plate Award winners for taking this initiative to the next level

in 2018 with programs that included innovative ideas, utilized omnichannel marketing approaches, leveraged strong partnerships, and focused on consumer and employee engagement. Awards were given in each of the following categories in 2018: small retailers (1-99 stores), medium retailers (100-199 stores), large retailers (200+ stores), suppliers, and community collaborators.



Small Retailer



Skogen's Festival Foods, "Festival Family Meals: Kid-Approved Foods"

Medium Retailer



Giant Food Stores, "Power of One More Family Meal"

Large Retailer



Hy-Vee, Inc., "Hy-Vee, Inc's National Family Meals Month Campaign"



Wakefern Food Corp, "National Family Meals Month at ShopRite"

Food Manufacturer



Kellogg's Company, "Family Meals for Healthier, More Successful, Safer Kids!"

Community Collaborator



Produce for Better Health Foundation, "Fruits and Veggies—More Matters Month: A Focus on Family Meals"

2018 HONORABLE MENTIONS



Martin's Super Markets, "The Flavorful Four"



Tops Friendly Markets, "Raising Our Mitt to Commit! #FamilyMeals Month"



Coborn's, "Healthy for Good™ Family Meals"



Albertsons Companies, "Kid Approved Meals for the Whole Family"



The Kraft Heinz Company, "Kraft Heinz Celebrates Family Meals Month"



Introduction

Each September, the retail food industry, including retailers, food manufacturers, and other organizations, celebrate National Family Meals Month™, a rapidly growing industry-wide movement to raise awareness of the advantages of frequent family meals.

The goal of National Family Meals Month™ is to bring families back to the table and share one more meal at home per week. Partners provide consumers with the tools, resources, and support to make family meals happen.

Four years into the campaign, the movement continues to grow. In 2018, the FMI Foundation not only saw an increase in the number of partners participating in the National Family Meals Month™ campaign, but also the strength of collaborations and consumer engagement. As has been the trend,

programming just keeps getting better each year with high-quality, creative, and innovative initiatives that help shoppers achieve more meals as a family in ways that fit with their lifestyles.

The value of this program cannot be underestimated. Family meals eaten at home have been proven to benefit the health and wellness of children and adolescents, to fight obesity and substance abuse, and to make families stronger—creating a positive impact on communities throughout the nation.

National Family Meals Month™ 2018: Consumer Impact

The best part of having several years of growing campaign activity? Plenty of data to provide valuable insights about where National Family Meals Month™ has been, where it is after our fourth year, and where it is going! Here, we share robust evaluation data conducted by our research partner, Nielsen, via a Harris Poll of more than 2,000 respondents.

KEY INSIGHTS AND DATA:

- ▶ **Exposure and awareness of National Family Meals Month™ is growing exponentially.** September 2018 represented the largest increase in visibility ever demonstrated over the course of the campaign with double the number of consumers reporting having seen the initiative (13% in 2017 and 28% in 2018). To put it into perspective, this represents an estimated 91.6 million adults and more than 35 million households!
- ▶ **National Family Meals Month makes a difference in families' lives with measurable changes in actionable behaviors.** Just four years into celebrating National Family Meals Month™, 9 out of 10 consumers report taking action after being exposed to the campaign! These new behaviors can serve as the basis for building critical healthful habits over time, benefiting the individual and family. Top changes reported include cooking more meals at home (43%); making healthier food choices (37%); eating together as a family more often (33%); and purchasing more fruits and vegetables (32%).
- ▶ **Social media provides valuable exposure for retailers and engagement opportunities for consumers.** Two out of five people who saw the campaign did so through social media channels. Social media serves as an extension of in-store and other communication efforts, as well as an opportunity to bring family meal solutions to life and to the consumer where they are.
- ▶ **The future is bright for National Family Meals Month™.** Data continues to point to widespread acceptance of the family meals movement with consumers reporting it to be informative and a good concept. Retailers should continue to provide actionable content, have meal kits that align with the meals that shoppers want to prepare, and to engage online and in-store with recipes and demonstrations to help consumers put family meals into practice.



Best Practices for Forward Movement

The FMI Foundation continues to be a student of the National Family Meals Month™ movement by engaging with implementers, learning from their successes, and evolving the program and the tools provided each year. The following represents, to date, a summary of findings and best practices in program development and implementation.

BEST PRACTICES IN PROGRAMMING

- ▶ **Collaborating with others** (retailers, suppliers, community collaborators).
- ▶ **Creating and executing** an omnichannel marketing approach.
- ▶ **Planning ahead** and building on previous years' resources, feedback, and momentum.
- ▶ **Engaging with consumers in person** with recipes, demonstrations, overhead audio messages, and store tours.
- ▶ **Engaging with consumers via social media.**
- ▶ **Engaging within the community.**
- ▶ **Engaging employees** to confer the same benefits of the family meals movement to the corporate culture as to shoppers and the community at large.
- ▶ **Measuring success** via both implementation metrics and outcomes (e.g., sales growth).
- ▶ **Providing actionable ideas** so that families of all shapes, sizes, and circumstances can enjoy mealtime together.
- ▶ **Offering meal kits**, based on shopper preferences and needs.
- ▶ **Communicating the message in other languages** to expand reach and understanding.
- ▶ **Finding creating ways to engage kids** in the campaign.



Featured Excellence in National Family Meals Month™ Programming

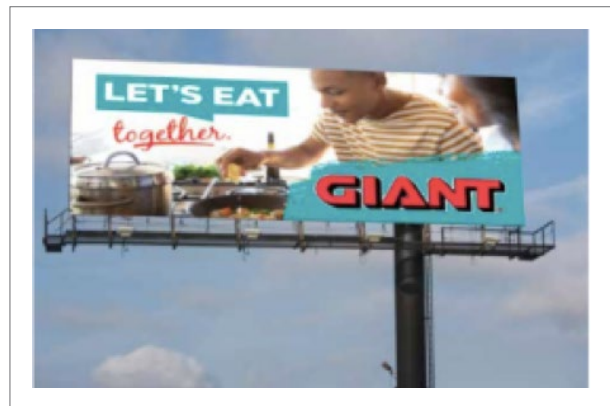
The examples in this section represent National Family Meals Month™ programming examples over several years. As you will see, these partners—retailers, suppliers, and community collaborators—exhibit true excellence in the marketplace by leveraging social media, in-store communication, paid advertising, collaborations, employee engagement, FMI Foundation-provided marketing collateral, and implementing new and innovative ideas year after year. These organizations have worked tirelessly to raise awareness of the importance of National Family Meals Month™ since its inception and to provide the motivation and tools to families to help them consume more meals at home.



Omnichannel Excellence

A common thread of Gold Plate Award winners and honorable mentions has been an integrated strategy to promoting their National Family Meals Month™ program. All of the following implementers excelled in using a combination of in-store activities, traditional and social media, advertising, web, email, collaborations, and more.

GIANT's Power of One More Family Meal campaign utilized mass media to broadly distribute family meals messaging and inspire customers to return to the table for one more meal per week. Traditional media included the launch of a TV ad focused entirely on family meals, billboards ads, and a news release. Social media drove reach with weekly posts and recipe inspiration to help Giant Food Stores' customers feel more confident about making more family meals. Money-saving offers, tips, recipes, and



other resources were sent each week by in-home mailers. An article in local magazine *Natural Awakenings* spoke about the benefits of family meals to nourish both mind and body. In stores, dietitians offered individual consultations, cooking classes, store tours, and “wellness walks,” and more than 1,500 associates brought the campaign to life with in-store displays on Quick ‘N Easy and

Easy Does It meal deals. Dietitians connected with the community on the topic of family meals through events at schools, senior centers, workplaces, and community centers like the YMCA. The philanthropic leg of the campaign donated meals to families in need, and employees volunteered at the Pennsylvania Food Bank.

Skogen’s Festival Foods’ 2017 \$10 Meals campaign consisted of six main promotional facets as part of an omnichannel marketing campaign and reached customers, associates, and the communities they serve with solutions to achieve one more family meal at home each week. Their theme, \$10 Meals, provided a consistent and cohesive messaging platform for their resources and in-store activities throughout the month. Website promotions included a recipe library, blog posts, and how-to cooking videos. The campaign was executed via traditional, as well as social, media featuring Festival Food dietitians. Renamed Mealtime Mentors, these dietitians shared mealtime solutions on Facebook Live and Instagram. Most uniquely, Skogen’s Festival Foods collaborated with the cast of “The Better Half” lifestyle TV show throughout the month of September to maximize the reach of their campaign messaging. They also partnered with healthcare systems and community

groups and collaborated with industry partners and fellow National Family Meals Month™ participants American Heart Association and Fruits & Veggies—More Matters. Throughout the month, in-store associates and staff adopted the campaign and promoted National Family Meals Month™ on their own social media platforms. Lastly, Festival Foods used mobile texting to send National Family Meals Month™ blog articles to their subscribers.

In 2018, Festival Foods' goal was kid engagement. Festival Family Meals: Kid-Approved Foods centered on a YouTube "mini" series that featured real kids or "mini guests" enjoying food, family meals, and fun! This approach was based on research showing that more than 80 % of kids ages 12–17 use YouTube, with two-thirds of kids on YouTube daily. The campaign utilized an omnichannel approach to promote the YouTube "mini" series and National Family Meals Month™ messaging with Facebook Live broadcasts, an Instagram campaign, blog posts, a press release, paid ads, email blasts, TV appearances

with Festival Foods' dietitians, radio ads, text campaigns, and in-store dietitian activations that included grocery store tours, \$10 Meal challenges, and promotions on recipe ingredients. Festival Foods' 2018 campaign was once again strengthened through partnerships: Campbell Soup Company, Hormel Foods Corporation, and General Mills, Inc. aided in the production of the YouTube "mini" series, and Y100 WNCY participated in a joint Facebook Live broadcast making a kid-friendly family meal. The campaign reached more than two million people.



Hy-Vee, Inc. utilizes its resources to celebrate National Family Meals Month™ and surround families with encouragement and resources designed to incite action to attain one more meal together as a family per week.

In 2017, the Hy-Vee team developed and distributed educational materials, in the form of print and video content, via TV, social media, website, email, in store, *Seasons Magazine*, and through outreach to the media. In store, Hy-Vee

offered family cooking classes taught by its 228 dietitians nationwide and promoted their Simple Fix™ healthy meal prep program. They also offered easy pickup and delivery meal options, in which 36,698 children ate for free in September. Finally, Hy-Vee announced a major charity donation challenge to get families back around the dinner table, ultimately donating \$100,000 to Meals from the Heartland, a nonprofit organization dedicated to feeding the hungry.

In 2018, Hy-Vee continued to inspire and mobilize families back to the table with omnichannel excellence. From point-of-sale messaging, in-store dietitian activations, print advertisements, and an email campaign, to a press release featuring Hy-Vee's president and CEO, social channels sharing simple dinnertime recipes taking 30 minutes or less, TV segments in eight cities, and collaborations with suppliers and community members, Hy-Vee covered all the bases. The philanthropic leg of the campaign continued with multiple food and monetary donations within the community including: 370,000 homemade peanut butter sandwiches donated to Harvesters—The Community Food Network; 21,000 servings of multi-grain cereal given to the Food Bank of Heartland; and more than \$10,000 in Mealtime Kit vouchers distributed at college and professional football tailgates while promoting National Family Meals Month™.



The Kroger Company's We're in! Kroger Bringing Families Together for National Family Meals Month campaign was an omnichannel experience including both in-store and out-of-store activations to help bring families together at the dining table. Their website, www.inspiredgathering.com, served as a hub for resources related to National Family Meals Month™ and provided inspiration throughout September. Innovative ideas within Kroger's Inspired Gathering hub included family dinner conversation starters, clean-up tips, personalized placemats, and kid-friendly table setting guides. In store, Kroger featured meal solutions displays with samples, complimentary personal shopping services by Kroger's Little Clinic dietitians, and overhead audio messages. Their dietitians leveraged social media to host a Twitterchat that reached thousands and a Facebook Live education series. One dietitian was featured in a Live TV Segment on WSMV Today Nashville discussing how to put together quick family meals utilizing Kroger's in-store resources. Taking it a step further, Kroger solicited the support of The Little Clinic staff to talk to patients about the importance of family meals and to share an educational booklet with recipes and tips, bringing their campaign full-circle. More than one million shoppers were reached through the overall campaign.



Coborn's, Inc. celebrated National Family Meals Month™ through an omnichannel campaign featuring print and digital media, partnerships with distributors and local TV segments, innovative activities and promotions across all 33 stores, and the leadership of their in-house dietitians. National Family Meals Month™ messaging was featured in Coborn's quarterly *Eat Healthy, Shop Smart* newsletter, in their *Dietitian's Digest* emails, and in promotions for CobornsDelivers meal kits. Dietitians engaged with customers through in-store cooking demos utilizing their partnership with Smart Chicken for both ingredients and giveaways. Most uniquely, the dietitians held Wellness Wednesday classes at three home store locations and created a "Recipe Center" on Coborn's website featuring "Tasty-style" cooking videos.

In 2018, Coborn's expanded their National Family Meals Month™ campaign to incorporate American Heart Association's Healthy For Good™ program, with AHA's Eat Smart, Add Color, Move More, and Be Well messages. Coborn's dietitians took their cooking classes and demonstrations to the next level by creating a cookbook, *Meals in Minutes*, with featured recipes highlighted on social media, in an emailed newsletter, and in store with weekly ingredient markdowns. Dietitians engaged customers online through blog content featuring seven-day meal planners, *Meals in Minutes* recipes, and handouts on adding colors to your plate. Social media engagement included weekly Coborn's gift card giveaways, meal ideas, and Facebook Live broadcasted cooking demonstrations.

time better spent

Eating together brings so many benefits to children and families. Better health, better behavior, better grades, better family communications, better weight, better food skills — it just keeps getting better! Time Better Spent solutions at Price Chopper and Market 32 can help you enjoy more time and make Family Mealtimes Matter together!

Check out these and other Time Better Spent solutions all around the store.

- Family Size fresh salads, rotisserie chicken and more meal makers in the Grab & Go section in the Deli/Food Service Departments
- Create, Take & Bake fresh seafood dinners in the Seafood case (no cleanup, either)
- Chef's Menu mix & match fresh cut produce, seasoned sides and simmer sauces that pair with your favorite fresh meat and poultry — prepared and ready for a quick sauté, you'll love exploring them all together!

SEAFOOD DINNERS

SPICE UP TURKEY LEFTOVERS!

Lowfat Turkey Chili
Serve in a bread bowl for a fun presentation!
Yields 6 servings

INGREDIENTS:
2 Tbsp vegetable oil
1 1/4 cup onion, chopped
1 cup green bell pepper, chopped
2 cans PICS Kidney beans, drained
1 can PICS stewed tomatoes, crushed
1 cup red wine
3 cups cooked turkey, cubed
1 Tbsp McCormick® chili powder
1 Tbsp McCormick® cilantro leaves
1 tsp McCormick® crushed red pepper
1/2 tsp salt
1/4 tsp McCormick® garlic powder

Directions:
Heat oil in large sautépan on medium-high heat. Add onions and bell peppers; cook and stir 5 minutes or until vegetables are tender. Stir in remaining ingredients. Bring to boil on high heat. Reduce heat to low, simmer, uncovered, 25 minutes.

Prep time: 5 minutes | COOK TIME: 30 MINUTES
Adapted from McCormick.com

Have Fun Cooking Up These Easy-To-Make Recipes With Your Children!

USE AS A DIP OR SPREAD!

Pizza Hummus
Most kids love pizza, so why not bring the dip to the table in a new way?
Yields 6 servings

INGREDIENTS:
16-ounce can PICS chickpeas, drained and rinsed
1/4 cup PICS tomato paste
1/4 cup water
1 tsp dried oregano (or one 1 Tbsp fresh oregano leaves, chopped)
1 tsp dried basil (or one 1 Tbsp fresh basil leaves, chopped)
1 Tbsp olive oil
2 Tbsp fresh lemon juice
1/4 cup shredded Parmesan cheese
1/4 tsp crushed red pepper (optional)
1 clove of garlic, minced
1/4 tsp each salt and pepper

Directions:
Place all ingredients into a food processor and puree for 1-2 minutes, until smooth and creamy. If hummus is too thick to spread on bread or dip vegetables in, thin it with water by adding one tablespoon at a time until you reach the desired consistency. Store extra hummus in an airtight container in the refrigerator.
Adapted from eatright.org

SECRET INGREDIENT!

Black Bean Brownie Bites
This brownie will become a family favorite. Store in the refrigerator to maximize freshness.
Yields 32 squares

INGREDIENTS:
2 1/2 cup all-purpose flour
1/4 tsp salt
1/2 tsp baking powder
1/2 cup cocoa
1/2 cup rice-hydrogenated margarine
1 1/2 cups sugar
1 cup PICS black beans
4 PICS eggs
1 tsp vanilla

Directions:
Preheat oven to 350°F. Lightly spray canola oil into a 13 x 9 x 2" pan. Sift flour, salt and baking powder together into a bowl. In a food processor, combine cocoa, margarine, sugar, black beans, eggs and vanilla. Blend until well mixed with little or no bean texture left. Stir wet mixture into dry ingredients until moist. Pour batter into pan. Bake for 30 minutes or until a knife comes out cleanly. Cool and cut into 32 small pieces.
Adapted from Pulisies.org

For more family mealtime fun, information and recipes, please visit us online at:
www.pricechopper.com/health_and_wellness/well-connected,
www.pricechopper.com/recipes and www.eatSMARTnewyork.org



Teaming up to encourage families to eat more meals together!



Cornell University Cooperative Extension
 CAPITAL REGION EAT SMART NEW YORK Program

Price Chopper Supermarkets built upon its successful public-private partnership, Family Mealtimes Matter, to educate its shoppers and communities on the benefits of family meals, and advocate for families to pledge to have one more meal per week together. The campaign

targeted both shoppers and teammates and marked the ninth year of collaboration between Price Chopper/Market 32 and Cornell Cooperative Extension/Eat Smart New York. Price Chopper expanded its partnership and collaboration in 2017 to include Pulses.org Half-Cup Habit, focusing their campaign messaging on plant-based proteins and incorporating the USDA nutrition guidelines into educational resources. Price Chopper's in-store campaign included a specific Store Outreach Day involving 36 PriceChopper stores. Featured were nutrition educators, hummus samples with coupons

for PICS brand chickpeas, and radio scripts with National Family Meals Month™ messaging. Throughout the month, Price Chopper highlighted in-store meal solutions utilizing the theme “Time Better Spent.” Omnichannel marketing included a specific landing page on their website, e-health newsletters, Facebook and Twitter posts, blogs and videos by dietitians, and traditional print media. Taking it a step further, PriceChopper's campaign messaging was incorporated into their employee wellness program, Well@Work.

Rosie Applications, Inc., a mobile and web-based online grocery shopping platform, ran an omnichannel marketing campaign with a number of its retailer partners to promote National Family Meals Month™.

The campaign promoted the long-term benefits of family meals and helped families make grocery shopping online easy. Rosie successfully recruited 11 of its independent grocer partners to participate in the campaign and reached families digitally via email, Facebook, Instagram, and Twitter, as well as through earned media coverage in key industry publications. An interactive microsite informed visitors about FMI's National Family Meals Month™ movement and the commitment by Rosie and its retail partners to making family meals easier.

RosieApp
Sponsored · 🌐

Like Page

We are giving away \$500 in groceries to support family meals eaten at home, together #RosieFMM #FamilyMealsMonth

Win \$100 towards family meals.
fmm.rosieapp.com

Family Meals Photo Contest
Submit your best family meals photo for a chance to win one of five \$100 Rosie gift cards.

FMM.ROSIEAPP.COM

Learn More



K-VA-T Food Stores, Inc.'s campaign, **Make More Meals Happen with Meal Solutions from Food City**, included initiatives in store, online, on social media, in television, and print geared toward both shoppers and associates. In-store activities were conducted in all 134 stores and included digital signage and recipe booklets for customers. Additional information and supporting recipes were shared via their website, as well as through their blog and social media handles. Unique in-store offerings that were promoted with National Family Meals Month™ messaging included the Shortcuts program (washed and pre-cut produce) and Meals in Minutes (packets containing a protein and vegetable that can be prepared in the microwavable or oven-bake bags). Food City extended their reach into the community via several engagements throughout the month including presentations and cooking demonstrations at community centers, city festivals, and health fairs.

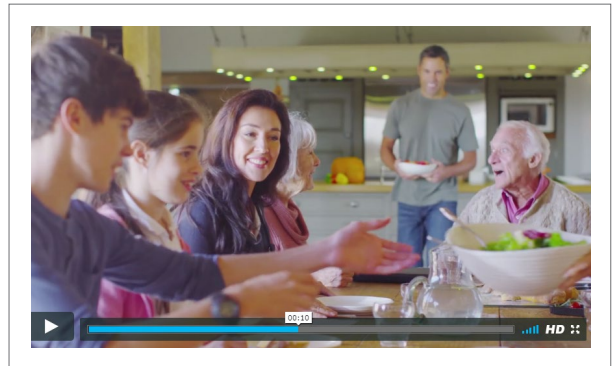
The 2018 More Meals Together campaign continued its omnichannel excellence across 123 stores and through a variety of print and media advertisements. K-VA-T stepped up their community engagements with six different events that reached customers with National Family Meals Month™ messaging at shopping malls, community centers, a Best Buddies Walk at East Tennessee State University, and at the YMCA. National Family Meals Month™ was highlighted by Food City's registered dietitian on six TV segments throughout September, as well as a radio interview, Facebook Live, and weekly newspaper articles in two different markets. Through a new collaboration with Produce for Better Health Foundation, Food City's dietitian wrote an article for PBH's *Insider's Viewpoints* column.



Online and Media Excellence

Utilizing online and social channels to get the word out has been a popular and effective tactic among National Family Meals Month™ implementers.

Nielsen data from 2018 demonstrated a doubling of the percentage of consumers exposed to the campaign. Close to half saw information via social media. In fact, digitally connecting with the audience may well be among the most effective communication tactics when it comes to taking action. Previous Nielsen data has demonstrated that 95% of those who saw the campaign on social media and/or email said that their consumption and/or shopping behaviors changed. Additionally, consumers who saw the campaign on social media were 41% more likely to say that they planned to eat together as a family more often. Further, these folks reported being 71% more likely to start meal planning and 50% more likely to purchase more meal solutions.



Traditional media engagement also has been widely used over the years. Media tactics were initiated by many retail partners, particularly in their local markets, and most frequently included radio and TV spots.

Wisdom Natural Brands' One Sweet Change campaign's goal was to inspire and encourage families to spend quality time together during meals, putting away electronic gadgets and other distractions. SweetLeaf's One Sweet Change video reminded people that family meals offer a time to connect, communicate, and have fun together.



Yogini, LLC's Slow Down & Savor campaign's goal was to encourage families to slow down and savor a meal together, to increase interaction with the Zen of Slow Cooking's Facebook page, and to increase website followers on thezenofslowcooking.com. All Zen social media outlets promoted the campaign and linked it to the FMI Foundation's National Family Meals Month™. Posts included devotionals, yogini poses, and a special feature connecting National Daughters Day and National Family Meals Month™ by sharing pictures of moms preparing slow-cooked meals with their daughters. The Zen of slow cooking blog introduced new recipes that encouraged family time.

Produce for Better Health Foundation's Fruits and Veggies—More Matters Month: A Focus on Family Meals campaign fused the shared benefits of eating more fruits and vegetables and family meals through social and digital activations. Social media posts on PBH's Facebook, Twitter, and Instagram pages highlighted campaign messages. Materials promoting the benefits of fruits, vegetables, and family meals were available on the PBH website. The campaign also featured a press release that announced the FMI-PBH partnership in several notable media outlets, reaching a potential of more than six million people. All promotional materials utilized the National Family Meals Month™ logo.



Campbell Soup Company's Helping Families Eat Together campaign utilized a brand partnership with Prego to design a visually appealing digital ad campaign titled **Welcome to the Family** that highlighted the importance of family meals even when family members are away at college. Further, content created for National Family Meals Month™ was posted on Campbell's website and shared on their social media channels. Campbell's also worked with fellow National Family Meals Month™ participant, Kroger, to feature branded recipes online.

Meijer Inc.'s #FamilyFoodRockstar Photo Contest was a social-media-driven campaign to celebrate the rockstar in each family's kitchen. Residents of Indiana, Illinois, Kentucky, Michigan, Ohio, and Wisconsin participated in an online photo contest designed to recognize and reward those preparing nutritious and delicious meals for their family. Photos of families shopping, preparing, and cooking meals posted with the hashtag #FamilyFoodRockstar were entered for a chance to win a \$100 Meijer gift card. This photo contest served as an extension of the Jump with Jill Live Tour presented by Meijer, an in-school rock-n-roll nutrition show.



"Family meals are important because it is the primary way we share and connect during the weekdays. I collect all cell phones so that we are in the moment."

—Illinois mom participating in #FamilyFoodRockstar Photo Contest

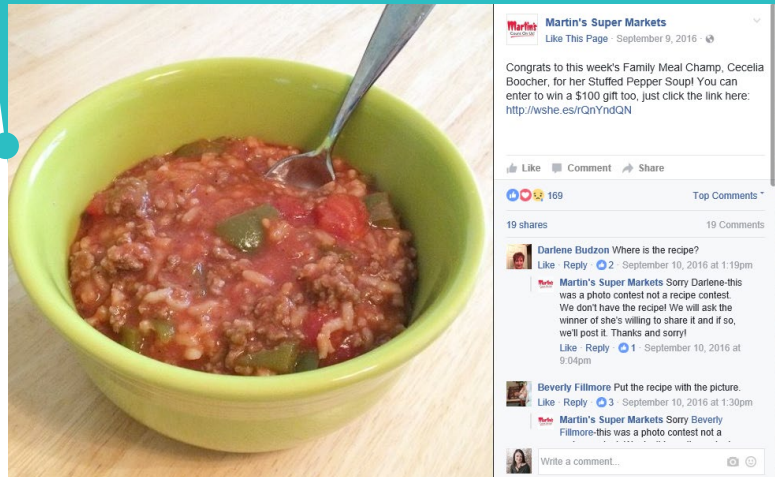


Associated Wholesale Grocers, Inc. (AWG's) family meals campaign rallied all their brands together for National Family Meals Month™.

Brands collaborated to publish educational content on social media pages and brand websites, including the use of the National Family

Meals Month™ logo. Customers were encouraged to participate in a family meals photo contest with a chance to win a package of AWG brands' products. Social media channels and brand websites featured National Family Meals Month™ messaging and graphics.

Martin's Super Markets created weekly themed meals with simple recipes that shoppers could create on a budget. Weekly live radio interviews, as well as pre-recorded spots airing multiple times per day during September, featured the in-store dietitian promoting the themed meals and discussing different aspects of the campaign. This outreach also served to feature a National Family Meal Champion Contest in partnership with the radio station in which they announced a winning family each week. Each of five families received a \$100 gift card for their winning entry. The *Eat Smart Be Well* Facebook page featured contests run by dietitians to engage customers to participate in National Family Meals Month™ activities. Customers were encouraged to upload a photo of their "stacked pantry" showing their readiness to prepare a family meal, and to post a photo of a family meal creation.



IGA, Inc.'s IGA Cares About Family Meals campaign featured a new consumer homepage with headline/banner content, and all editorial content taking on the family meals theme with tips and tricks for easy meal solutions as well as a promotional "vlog" with the IGA registered dietitian discussing the benefits of family meals. IGA's blog featured shopper solutions as well as content for retailers to share across their channels.



Wakefern Food Corp. produced Family Meal of the Week videos to feature and promote on ShopRite's web, email, and social media platforms.

Coordinated printed recipes were also shared, and ingredients were displayed in several ShopRite stores as one-stop meal solutions. Dietitians engaged customers to promote National Family Meals Month™ and the Family Meal of the Week program in store and via social media. In 2018, Wakefern incorporated the campaign into a mobile app with a featured link to more information on ShopRite's Family meals campaign.



This week's #FamilyMeals inspiration is straight from the sea! Our recipe for Haddock with Leeks is sure to impress and become a new family favorite! Full recipe here: <http://bit.ly/2dFopdL>



Food Lion, LLC engaged consumers via social media posts aimed at learning more about the ways families interact around food and meals.

They focused on timely, relevant questions and attention-grabbing images and gave away \$50 Food Lion gift cards to a total of 10 posts to randomly selected winners.



Associated Food Stores, Inc.'s National Family Meals Month™ campaign utilized a visual ad to inform customers online and through social media

of the importance of family meals, encouraging customers to visit Associated Food Stores for family meals solutions.



Eggland's Best ran an advertisement in 2017 in the *Los Angeles Times*, entitled “Nutrient-rich ingredients, simple prep are keys to easy, healthy family meal times” designed to capture the essence of **National Family Meals Month™**. It discussed the research pertaining to family meals and provided nutrition information and tips from a registered dietitian, as well as featuring two family meal recipes requiring less than 30 minutes to prepare.

In 2018, the brand took its campaign to the next level through a partnership with the **American Heart Association** and a Families in the Kitchen YouTube video with actor Mario Lopez's family making a meal together using

Eggland's Best eggs while discussing the importance of family meals as well as AHA's mission. The video was catchy, entertaining, educational, and kid friendly. Online, campaign messages and promotions were shared across both American Heart Association and Eggland's Best's social media platforms and websites. Traditional media included a press release and a MAT Release featuring quotes from the chair of AHA's Nutrition Committee and the president and CEO of Eggland's Best. Cross-promotion across Eggland's Best and AHA newsletters included co-branded recipes and tips.

American Heart Association's Healthy For Good: Eat Smart and Add Color campaign used **National Family Meals Month™** messaging on several of their social media pages including Healthy for Good, Empowered to Serve, Power to End Stroke, and Go Red for Women, encouraging consumers to visit the National Family Meals Month™ landing page on the American Heart Association (AHA) website to explore resources and healthy recipes. AHA also published an e-newsletter article discussing National Family Meals Month™ with a link to their landing page, and posted the article on the Eat Smart and Add Color sections of their Healthy for Good website.



In 2018, AHA partnered with several fellow National Family Meals Month™ campaigns to create collaborative content. **Coborn's** and **Egglund's Best** campaigns featured American Heart Association's Healthy for Good™ messaging along with their family meals messaging. Co-branded content was created and shared across both AHA and Egglund's Best media channels to call on families across America to take the Family Meals Pledge and commit to spending an additional “dozen” minutes around the table eating nutritious meals.

The Coca-Cola Company's Family Meals Program featured an online visual ad and article on their **cokesolutions.com website** quoting Coke senior leadership expressing support for family meals and calling on retailers to help inspire families to make more meals happen at home through September's National Family Meals Month™ movement.

In 2018, Coca-Cola expanded its campaign by placing its ad in *Progressive Grocer* to help engage the industry, retailers, and marketing leaders.

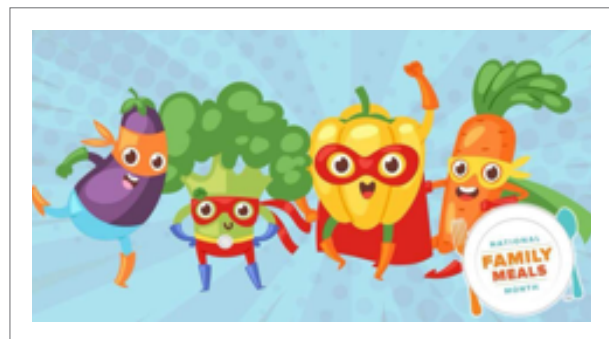




In-Store Excellence

Since 2017, we have continued to see shopper engagement in the store setting. Many retailers feature recipes via displays and/or meal solutions available in the fresh prepared section. Some utilize the expertise of their in-store dietitian and other staff. Targeted in-store engagement has proven to be an effective way to help shoppers at point-of-purchase in their quest to get healthy family meals on the table as each retail store, no matter how big or small, knows its customers and community best.

Martin's Super Markets' The Flavorful Four campaign was a creative way to engage kids and families alike by making vegetable "superheroes" **Captain Carrot, Extraordinary Eggplant, Brilliant Broccoli, and Peppy Pepper** the face of their campaign. In store, the Flavorful Four were on promotion during September at a special price with graphics that tied in the National Family Meals Month logo. Catchy coupons featured the National Family Meals Month™ message alongside deals-on-meal components like ready-to-eat side dishes. In-store dietitian activations included cooking classes and store tours around the topic of family meals.



Albertsons Company's Kid-Approved Meals for the Whole Family campaign featured in-store recipe demonstrations designed specifically to engage kids. Registered dietitians hosted the demos, which took place across 10 stores in six divisions promoting the benefits of family meals. In-store advertising included end-cap displays promoting kid-friendly recipes with health-focused ingredients, utilizing National Family Meals Month™ logo and messaging.



Brookshire Brothers' #FamilyMealsMatter campaign featured catchy meal promotions that made it simpler for families to gather around the table for a meal. Themed “meal deals” included a taco night (Taco Bout Family), slow cooker recipes (Slow Cooker Shortcuts), readymade meals (Mom’s Night Off), and frozen pizzas (Round the Table).



Baesler's Market's Make Meal Time Family Time campaign was promoted through their DinnerCall app and pre-packaged kits containing meal ingredients and a recipe card, available through their meat department. Complimentary weekly meal planner sheets were available throughout the store for customer use. The campaign featured in-store signage, cross marketing via the bakery, meat, deli, dairy departments, and floral departments as well as on the local news. The Green Table acted as a designated National Family Meals Month™ promotional space with oven mitts, utensils for sale, and recipe cards. Cashiers distributed “Raise your mitt to commit!” stickers at checkout.



The Kroger Co. mastered their in-store presence by involving staff at numerous levels and engaging consumers where they are. Kroger's in-store Little Clinic medical staff participated in the National Family Meals Month™ campaign by sparking conversations with their patients around family meals and providing educational brochures on

National Family Meals Month™ at the end of patient appointments. In-store consumer experiences such as personal shopping with Little Clinic dietitians, meal solution displays, sampling tables, signage, and overhead audio messages brought Kroger's National Family Meals Month™ campaign from the shopping cart to the table all month long.

Dorothy Lane Market leveraged FMI Foundation research, creative meal ideas, and dedicated their *September Market Report*, a 12-page publication sent to roughly 18,000 active Dorothy Lane Market Club Card members, to support National Family Meals Month™.

They themed the issue The Power of Dinner to emphasize the value of families coming together during meals. In store, Dorothy Lane Market created What's for Dinner displays aimed at inspiring their community to gather around the dinner table more often and providing suggestions to help busy families do so more easily. Each week, they featured a new recipe "hack," displaying all the products necessary to prepare the dish in the front lobby of each store and sampled the item one evening per week. Dorothy Lane Market noted increase in sales among those products featured.



Skogen's Festival Foods' registered dietitians have become Mealtime Mentors, an in-store resource for their customers.



Here is how they were introduced to customers: *"Hopefully, many of you are familiar with our registered dietitians. They're not only experts in food and nutrition, but they can help support you in a variety of ways—from making delicious meals in 20 minutes to helping you transition to a new way of eating. They understand the importance of mealtime and how it can help you make healthier meals at home a reality. That's why we're calling them your Mealtime Mentors!"*

Hannaford Supermarkets' 2016 campaign targeted families who want to be healthy but struggle with tight budgets and busy schedules. They named the initiative Good Ideas for Busy Families, building upon their existing Guiding Stars Good Ideas program, which offers simple recipe ideas for healthy meals and snacks with ingredients that earn 1, 2, or 3 Guiding Stars. Elements of the program included end-cap and off-shelf signage featuring family-friendly and healthful recipe ideas and special product pricing. They created a Good Ideas for Busy Families booklet, as well as a Store Tour Guide Book. These resources are used by families, as well as school, 4-H and scout groups, among others, and were designed to contain kid- and



family-friendly recipes, games, and tips. Materials for the program were developed with a whimsical feel to capture the spirit of back-to-school season.

In 2017, Hannaford built upon its 2016 program with the new theme Time Saving Meals from

Your Hannaford Dietitian featuring a Dinner Deconstructed campaign, dietitian held in-store demos, and signage pointing out Time Saving Meals placed appropriately throughout the store.



Wakefern Food Corp. promoted National Family Meals Month™ in the ShopRite Store of Lyndhurst with messaging, overhead announcements, and interactive events. They held special dietitian classes and meal sampling and also featured a new recipe card with related ingredients each week. The team cut and prepacked produce to decrease the burden on the customer in preparing the healthy recipe at home.

The 2018 campaign was expanded within the Wakefern family and debuted a Limited Edition National Family Meals Month Meal Kit offered at a \$2 markdown from other meal kits. Merchandising end caps featured themed meal ideas like Better For You Tacos and Better For You Baking.



Collaboration Excellence

Another common theme in excellence when executing National Family Meals Month™ has been to join forces with others to develop and/or promote the program collaboratively. The FMI Foundation has seen two distinct, but equally successful, types of collaborations: 1) Implementers partnering with distributors or other national organizations; and 2) Implementers partnering with organizations in their respective communities.

Tops Friendly Markets' #FamilyMealsMonth 2017 campaign featured a partnership with Smithfield to produce a community-focused **Raise Your Mitt to Commit** video featured on **Tops' Facebook page**. With every Facebook engagement ("share") of the video, Tops provided one meal to a local Food Bank. Partners included Food Bank of WNY, Food Bank of Central New York, and Foodlink.

Tops' 2018 campaign also was strengthened by its collaborations on a very personal level. A local family of three supported the campaign by sharing their own experience via Instagram, blog posts, and weekly giveaways, showing fellow customers the benefits of sharing more family meals together and how Tops makes doing so more achievable. Finally, Tops partnered with **Campbell's** Chunky Soup to donate 20,000 cans of Campbell's soup to a local food bank.

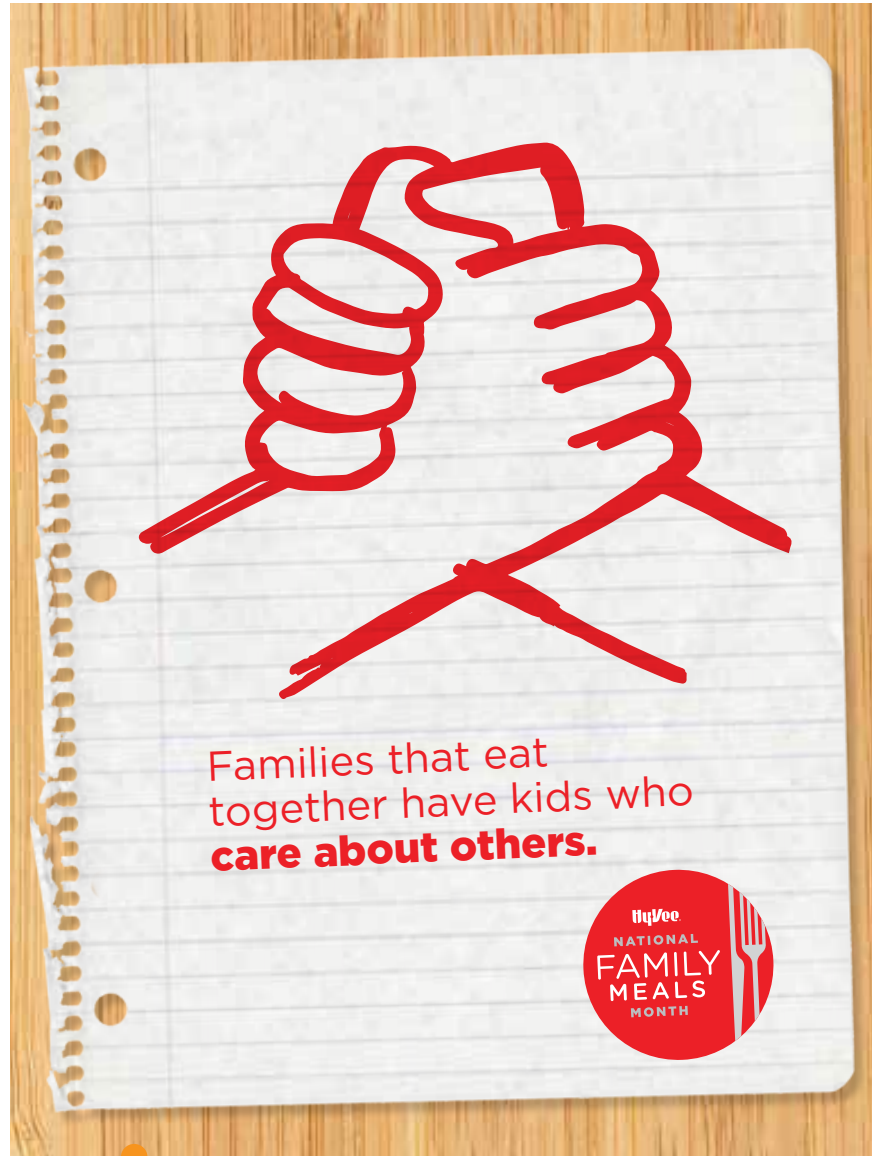


Albertson Companies partnered with **O Organics** to supply ingredients for 40 recipe demonstrations in 10 stores across six divisions during their Kid-Approved Meals for the Whole Family campaign.

McAirlaid's Spreading the Word campaign set out to remind their supplier partner **Bunzl** about the opportunity to engage in **National Family Meals Month™** by sending Raise Your Mitt to Commit oven mitts to 22 Bunzl team members at 21 unique locations.

Hy-Vee Inc.'s National Family Meals Month™ campaign involves significant collaboration and outreach with partners at both the national and community level.

In the past, Hy-Vee has reached out to more than 40 of their manufacturing vendors, including Frito-Lay, Kraft, Pepsi, Coca-Cola, Unilever, and Kimberly Clark. They also contacted all congressional and governors' offices in their eight-state region, and engaged more than 50 of the largest school districts to ask for assistance in promoting their National Family Meals Month™ messaging and #HyVeeFamilyMeals social media campaign. Hy-Vee's 228 dietitians also targeted local schools, mom groups, PTOs, church groups, as well as businesses in their respective areas with newsletter articles about National Family Meals Month™ and participated in local events. Hy-Vee's 2017 campaign included a large donation to Meals From the Heartland (a nonprofit dedicated to feeding the hungry). Actor Mark Wahlberg shared his thoughts on the importance of family meals through Hy-Vee's social media outlets.



Kellogg Company's Family Meals for Healthier, More Successful, Safer Kids campaign is celebrated for its excellence in combining missions with WIC. Kellogg's mission of "Nourishing families so they can flourish and thrive" joined forces with WIC's mission to "safeguard the health of low-income women, infants, and children up to age five who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care" to share the National Family Meals Month™ message. This WIC-focused family meals campaign featured strong messaging on the benefits of family meals, the state of family meals in the U.S., and how to use WIC foods (cereals, beans, canned fish,

and yogurt) to make affordable, delicious meals that bring families together. Kellogg created a set of 15 recipes utilizing WIC foods, and these were promoted on WIChealth.org websites, in store with retail partners **Vons, Stater Bros.,** and **SpartanNash,** and in more than 280 WIC clinics. On a corporate level, Kellogg's created a National Family Meals Month™ lesson for WIC families that was presented to more than 700 WIC staff and to the leadership of Southern California agencies. The presentation was even translated into Spanish by California stakeholders. Other materials created included Cooking Hack sheets for each of four WIC foods, a meal planning sheet, a poster with space for WIC clinics to post recipes.

Skogen's Festival Foods partnered with a wide variety of national and local vendors to extend the reach of the **Festival Family Meals: \$10 Meals program.** These included Unilever, Dole, Musselman's, Florida's Natural, and Kretschmar, and were designed to share ideas to make family meals more attainable utilizing these products. They also collaborated with community groups, including United Way's weight-management initiative, and the cast from "The Better Half" lifestyle TV show to promote National Family Meals Month™ and to provide simple and relatable solutions to achieve more family meals at home each week. With their 2018 campaign focused heavily on a YouTube "mini" series, Festival Foods once again leaned on partnerships with suppliers and community members to maximize their campaign reach.

 **Festival Foods** added 2 new photos. ⋮
September 18 at 3:55pm · 🌐

📍 Exciting news: The women of *The Better Half*, including Heaven Daniels M. Ed and Monica Goode, are helping us showcase easy meal options delicious enough for their Packers player husbands and easy enough for #FestivalFamilyMeals. Details: <http://festvl.com/2jDB9VP>



Unilever's Make Meals That Do Good campaign set out to help more than one billion people around the world take action to improve their health and well-being. Unilever did this in large part by collaborating with partners and communities across the nation. Their partnership with the New York City mayor's office and a network of NGOs improved access to fresh food and nutrition education throughout low-income communities. Their partnerships with retailers **Wakefern**, **HEB**, and **Safeway** provided store-level programs highlighting a sustainable nutrition vision with recipes that gave consumers new ways to use Unilever products.

Price Chopper Supermarkets' Family Mealtimes Matter campaign has utilized their long-standing partnership with **Cornell Cooperative Extension/ Eat Smart New York** and the **Times Union news organization** to promote healthy eating. In 2016, they expanded their collaboration with both New York state partners to target SNAP participants, as well as to include new regions and publishing channels. In 2017, their overall theme Family Meals Matter continued, with a special focus on plant-based proteins featuring a partnership with **Pulses.org** Half Cub Habit.

The Campbell Soup Company supported retailer efforts throughout **National Family Meals Month™**. One example included collaborating with **Wakefern** to support their **Family Meal of the Week** program. In 2017, their campaign grew to include a promotion of **Pace** salsas and collaboration with **Kroger**. They also expanded their reach to include collaborations with **Consumer Test Kitchens** and **Retail Dietitians Business Alliance** to provide consumers with weekly solutions to common barriers to family meals.

In 2018, Campbell's extended their **National Family Meals Month™** partnerships by helping **Target Media Network** to pioneer a **Run & Done** campaign focusing around family dinner during the fall drive period, with **Albertsons** to promote simple family meals through an omnichannel campaign, and with **Walmart** to inspire shoppers via a three-step easy family meal solution from **Prego**.



Merchants Distributors Inc. partnered with Acosta to create a Taco Night meal solution event for families across 350+ retailers and multiple states along the East Coast. The goal was to provide an occasion and reason for families to come together and enjoy not only a great meal but each other. Taco Night was promoted with print ads, digital coupons, social media, digital web banners, and in-store displays across multiple store chains. Taco Night also inspired other themed events including Italian Nights and Gather Around the Table. By utilizing brands such as Mission, Pace, Swanson, Borden, Sargento, Bush's, Fresh Express, and Furmano's, retailers had the opportunity to get creative with their displays, in-store signage, and overall execution.

Big Y Foods, Inc. worked with The Big E New England State Fair on an exhibit to highlight the origin of food and how it impacts the family meal table, using interactive displays and videos. The goal was to educate people about the process and importance of local farms and food suppliers and how their products impact our meal choices. Big Y Foods utilized social media to promote the exhibit, as well as to encourage followers to electronically submit photos demonstrating how their family enjoys family meals at the dinner table for a chance to win Big Y gift cards.





Employee Engagement Excellence

FMI and the FMI Foundation make it a priority each year during National Family Meals Month™ to promote family meals to all FMI employees as an organizational value, in addition to a societal practice. Every week in September, the FMI Foundation engages employees with fun activities (e.g., National Family Meals Month™ celebration pot-luck lunch featuring personal family favorite recipes, family meals photo contest,) and weekly desk drops of National Family Meals Month™-branded merchandise (e.g., grocery bags, buttons, timers, etc.). As a result, the FMI staff become advocates of the campaign. In fact, for a corporate pumpkin carving contest, FMI staff carved a National Family Meals Month™ themed pumpkin as the FMI entry to the contest.

“We knew we had an important message and movement. What was so amazing is how our FMI employees took such great pride in representing National Family Meals Month™ and it brought to life our FMI purpose statement of assisting retailers in their noble role of “Feeding Families and Enriching Lives.””

—Susan Borra, RD Chief Health and Wellness Officer and Executive Director of the FMI Foundation

The Kraft Heinz Company's Kraft Heinz Celebrates National Family Meals Month™ campaign was largely an internal campaign, focused on encouraging employees to make healthier food choices and engage in more family meals. The campaign was promoted through internal TV ads, social media posts, zone president's nationwide monthly newsletter, internal email campaigns, contests, and an internal app. Everyone from factory and plant workers to brand marketing teams and various members of corporate leadership fostered the spirit of National Family Meals Month™ by sharing how they celebrate meals within their own families. Employees also took part in discussions on how Kraft Heinz brands and foods continually encourage parents to spend more time in the kitchen and at the dinner table with their kids.



KetchApp

September is National Family Meals Month and your chance to win a \$100 grocery store gift card for your next family meal!

To enter: Post a photo of your family mealtime to KetchApp using #KHFAMILYMEALS – pets welcome and Kraft Heinz products encouraged.

Contest runs 9/14 – 9/30.

Winners announced week of 10/1

[Click here](#) to download KetchApp

Hy-Vee, Inc. shared the National Family Meals Month™ campaign electronically with more than 84,000 employees and engaged staff with success stories via their intranet site during the month of September.

Dorothy Lane Market used storytelling to emphasize the value that people within their organization place on family meals. They encouraged employees to share pictures of their families around the table together, and Dorothy Lane Market promoted these photos on social media. They also featured an employee's story about the importance of regularly engaging in dinnertime with her family printed in *The Power of Dinner* report.

K-VA-T Food Stores, Inc. Food City's omnichannel promotion of National Family Meals Month™ highlighted the benefits of family meals internally for associates at their corporate center and in stores including consultations with their Healthy Initiatives team.

Price Chopper Supermarkets incorporated their National Family Meals Month™ messaging into their corporate wellness program Well@Work.



“Our Sunday dinners remain an ongoing circle, sharing the love of family, friends, and food each week.”

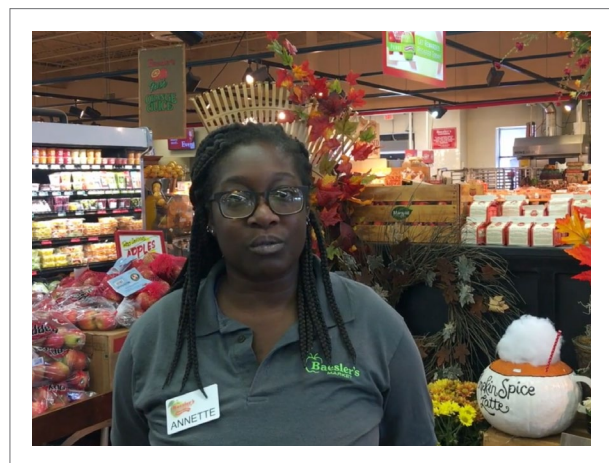
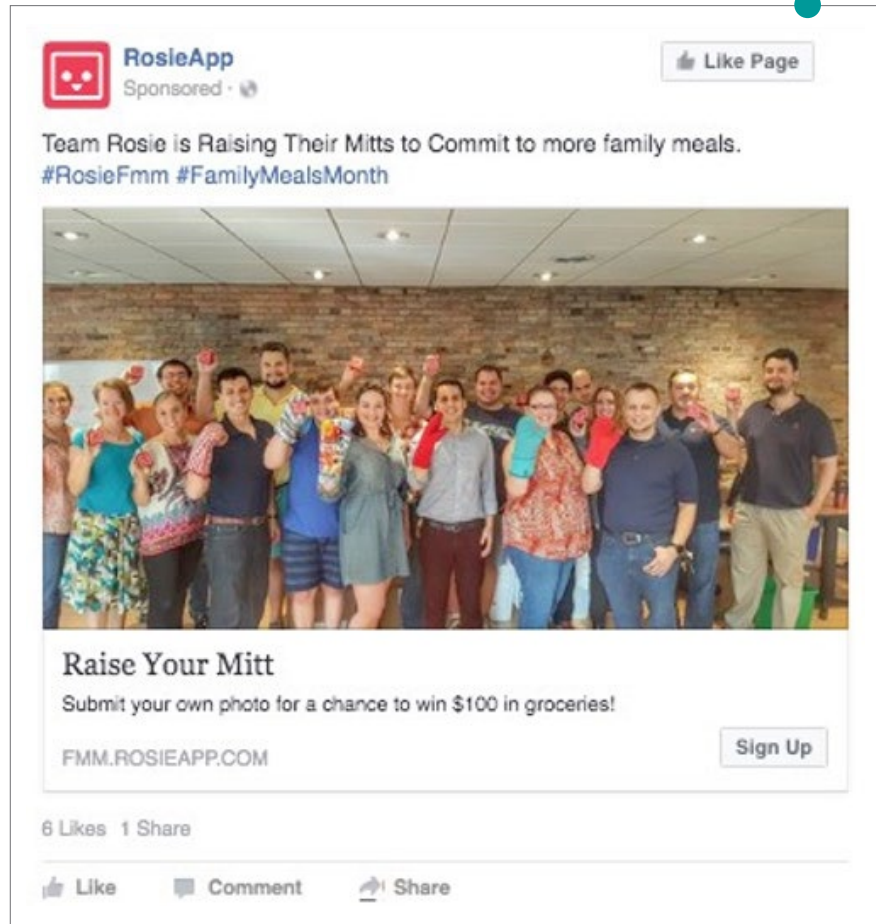
Rosie Applications, Inc. believes in the value of family meals and promotes this belief to its employees with efforts to encourage implementation of these meals. All Rosie employees enjoy free pickup or delivery with every order. The senior management team shares weekly family meals together, and all Rosie employees are encouraged to share family meals with each other as often as possible. They captured employees “raising their mitts to commit” and circulated the picture on social media to demonstrate support for National Family Meals Month™.

SpartanNash engaged a group of in-store employees in the production of a video, discussing their personal favorite aspects of sharing meals as a family, as well as their favorite family dishes.

The 2018 campaign included National Family Meals Month™-themed shirts worn by in-store associates, and continued internal engagement by incorporating the campaign into their associate wellness program ChooseWell LiveWell over email, intranet, and electronic communication boards.

Baesler’s Market produced a video showcasing their in-store associates discussing why family meals are important to them. The video was then leveraged in their social media campaign to encourage consumers to Raise Their Mitt to Commit to more family meals.

AWG utilized company TVs to educate employees internally about the benefits of sharing meals together as a family.





Program Evaluation Excellence

As captured throughout this document, the FMI Foundation has observed an incredible amount of quality programming associated with the promotion of National Family Meals Month™. Along with the development and execution of comprehensive, integrated programs, there also has been a distinct excellence in the way that many companies measure the reach and impact of their promotions and activities.

Collecting, analyzing, and sharing metrics associated with National Family Meals Month™ programming has been a common thread among Gold Plate Award winners and honorable mentions. The value of measurement is three-fold. It allows:

- 1.** Implementers to **evaluate the benefit of their various tactics** to their customers and employees and their return on investment.
- 2.** **Monitoring which tactics are most and least effective** to inform future programming.
- 3.** FMI to **formulate and tell the broader story** of the adoption, growth, and proliferation of the National Family Meals Month™ movement.

While there is not one all-encompassing metric that we can apply to all family meal promoters, here is a spectrum of metrics being tracked:

Giant Food Stores' Power of One More Family Meal campaign utilized mass media to reach more than 65 million people, with the philanthropic leg of the campaign donating the equivalent of more than 17 million meals to families in need, and employees logging 350 volunteer hours for Hunger Action Month at the Pennsylvania Food Bank.

Skogen's Festival Foods measured and reported web sessions, ad impressions, click-throughs, and social media engagement to the minute detail as measures of campaign implementation. They also compared sales for the Dine at Home Deli items during the weeks of demonstration versus weeks without and captured a 182% increase, demonstrating the value of the Dine at Home Deli sampling events in helping families get meals on the table.

The 2018 campaign's YouTube "mini" series had more than two million impressions, demonstrating success in reaching their "mini" audience. Their mobile texting campaign reached more than 75,000 customers with National Family Meals Month™ messaging.

Ahold USA asked stores to build a display around a specific family recipe and measured the sales increase of the products included. In just one week, they saw an overall increase of 81% in sales for these products among all stores.

Merchant's Distributors Inc. experienced promising preliminary results among all retailer outlets participating in their themed meal events with shipments that exceeded 32% growth with the participating brands in the month of September. Retailer sales increases over the prior year ranged from 19% to 91%. Brand sales increases ranged from 51% to 173%.

Dorothy Lane Market reported an average sales increase of 94% on particular items featured in Recipe Hack demos on Monday nights in September.

Coborn's newly innovated To The Table and Kids Lunch CobornsDelivers meal kits, created with National Family Meals Month™ in mind, experienced close to 900 sales. Of those 900 kits, 650 of them contained the "dietitian approved" seal.

In 2018, specific ingredients in featured recipes saw an increase in sales. Lean ground beef was up 31% over the prior year and 18% over the prior month. No-salt-added canned tomatoes and whole wheat pasta were up 42% and 11% from the prior month, respectively.

Hannaford reported 39,262 total engagements through their National Family Meals Month™ social media campaign, and 20,000 face-to-face impressions through their in-store dietitian demos.

Merchant's Distributors reported a purchase increase of 26% on specific food items promoted in meal solutions from their 2017 National Family Meals Month™ campaign compared to 2016.

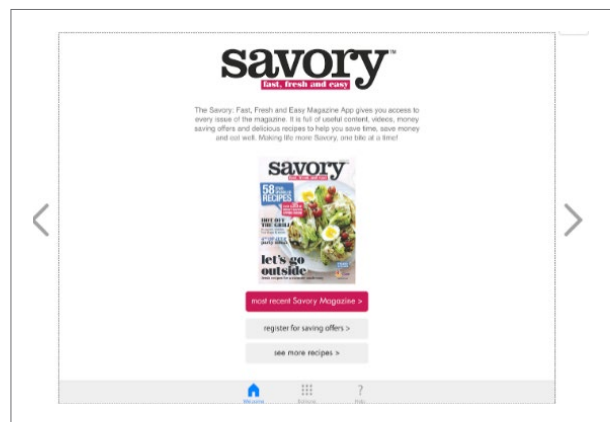


Innovation Excellence

Several partners have employed technology to reach consumers where they are—on their devices. They also have created technological solutions to help bring healthy eating to life and help families implement family meals.

Ahold USA shared recipes, tips, and other resources to encourage and promote family meals via their Savory magazine and launched the accompanying Savory Cooking app in September to commemorate National Family Meals Month™. The idea of learning to cook via the app was well-received by kids and parents, and they enjoyed the hands-free and voice-activated features that kept their tablet clean, as well as the quality time cooking with the family.

Baesler's Market strived to make it possible for more of their customers to sit down to a family meal in the midst of work, school, and extracurricular activities. One innovative way in which they encouraged family mealtime was through an app called DinnerCall. Customers order and pay for dinner via the app. The deli supplies everything they need to go home and have dinner ready on the table.



Martin's Super Markets promoted family meals via a sleek and colorful online e-magazine, *Eat Smart Be Well*. This online magazine features recipes, photos, numerous options for family meals, seasonal and topical tips, and fun and educational activities for kids.

FAMILY *night*

Want to serve your family a heart-healthy meal? This easy-to-make dish is rich in vitamins, minerals and flavors! Best of all, it's baked all in one pan.

Roasted Asian-Glazed Salmon & Veggies

Prep: 15 minutes
Roast: 25 minutes • Serves: 4

1 (8-ounce) head broccoli, cut into 2-inch pieces
6 ounces shiitake mushrooms, stems removed
2 medium carrots, cut into 1-inch pieces
1 small red onion, cut into 1/2-inch wedges
2 cups sugar snap peas
1/2 tablespoon olive oil
1/2 teaspoon salt
1/2 teaspoon ground black pepper
1 garlic clove, minced
2 tablespoons hoisin sauce
2 teaspoons chili garlic sauce
1 1/2 pounds fresh salmon fillet

1. Preheat oven to 425°. Line rimmed baking pan with parchment paper.
2. In large bowl, toss broccoli, mushrooms, carrots, onion, snap peas, oil, 1/2 teaspoon salt and 1/2 teaspoon pepper; spread in single layer on prepared pan. Roast vegetables 15 minutes.
3. In small bowl, stir garlic, hoisin, chili garlic sauce, and remaining 1/2 teaspoon salt and 1/2 teaspoon pepper. Move vegetables to 1 side of pan; place salmon, skin side down, on opposite side of pan. Evenly spread hoisin mixture over salmon.
4. Roast salmon and vegetables 10 minutes longer or until internal temperature of salmon reaches 145° and vegetables are crisp-tender.

Approximate nutritional values per serving:
351 Calories, 14g Fat (3g Saturated),
38mg Cholesterol, 722mg Sodium,
29g Carbohydrate, 5g Fiber, 36g Protein

Dietician's tip:
Try serving this meal with a whole grain, like quinoa or brown rice. Find a frozen, steerable whole grain brown rice bag by Bed's Eye in your Martin's frozen department. Have a cooked whole grain ready to serve in less than 5 minutes!

how-to video!
Scan this tag with your smartphone to watch our Walmart Live! video!

American Heart Association utilized their social channels to link consumers with their website's virtual **recipe box**, encouraging them to create their own recipe box account to start saving healthy meals to create and enjoy as a family during National Family Meals Month™.

Coborn's, Inc. expanded their existing **CobornsDelivers** online delivery program to include new, innovative categories with National Family Meals Month™ in mind: To the Table Meal Kits and Kids Lunch Kits.

K-VA-T Food Stores, Inc. National Family Meals Month™ campaign featured the launch of an innovative **Ready, Set, Cook** online program where ingredients for featured recipes can be added to your shopping cart with one click, breaking down barriers to family meals.

Unilever created an online and mobile app game crafted to drive shopper education, which in turn helped leverage Unilever's Make Meals That Do More campaign.

Food City
Sponsored · 🌐

Try a Get Cooking fresh meal kit with GoCart! Select from several pre-shopped recipes that you can pick up curbside!

Your next meal is in the bag!
Get Cooking with GoCart

[Learn More](#)

There also were programs that stood out as just plain unique and innovative ways to celebrate National Family Meals Month™.



Join us for a #NationalFamilyMealsMonth
Twitter Chat with the Kroger Dietitians.

Tuesday, September 12 at 1:00PM EST.

The Kroger Co. incorporated the National Family Meals Month™ philosophy into its operating practices at The Little Clinic to spark a conversation between respected healthcare workers and families regarding the importance of family meals. Akin to a pediatrician asking “Do you wear a seatbelt?” clinic providers embodied the spirit of the National Family Meals Month™ campaign by asking each visiting patient, “Do you eat family meals at home?” Upon completion of the visit, they sent patients away with a booklet to help implement family meals in their home. Kroger’s Little Clinic dietitians also hosted a Twitter focused on National Family Meals Month™ that resulted in an above-average rate of engagements.



Community Excellence

As National Family Meals Month™ grows and evolves, a new category has emerged with new community collaborations and existing partners branching out further into their communities to engage with their audiences to:

- ▶ Complement their mission and current programming;
- ▶ Engage their audience in new ways; and
- ▶ Spread the word of the benefits of family meals to their employees and their communities.

Wakefern Food Corp's National Family Meals Month at ShopRite campaign was notable for its community impact. Five hundred free National Family Meals Month™-themed meals were distributed to Partners in Caring Hunger Initiative, and two separate events adopted a broad approach to “family” meals. An event with college students addressed “family” meals while away at school, and a volunteer day at the local soup kitchen spoke to community members about the benefits of eating together.



Hy-Vee, Inc.'s recognized **National Family Meals Month™** in 2017 by announcing a major charity donation challenge to get families back around the dinner table. For every family who posted a photo of themselves eating a meal together on Facebook, Twitter, or Instagram using the hashtag #HyVeeFamilyMeals and/or each share or retweet of Hy-Vee's social media posts about National Family Meals Month™, Hy-Vee committed to donate \$1 to Meals from the Heartland. At the conclusion of the promotion, Hy-Vee achieved the maximum donation of \$100,000.

In 2018, Hy-Vee continued its philanthropic focus during National Family Meals Month™ through a variety of partnerships and community activations. In partnership with Hormel, 370,000

homemade peanut butter sandwiches were donated to Harvesters—a Community Food Network. Sandwich packs contained recipe cards that also promoted the benefits of family meals. In partnership with The Soulfull Project, more than 21,000 servings of multi-grain cereal were distributed to the Food Bank of Heartland through an event that was inspired by National Family Meals Month. In partnership with beef counsels in their eight-state region, Hy-Vee dietitians distributed more than \$10,000 in Mealtime Kit vouchers at college and professional football tailgates while promoting National Family Meals Month.



Yogini's Slow Down & Savor campaign excelled at community-engagement, and really adopted the broad definition of “family.” The National Family Meals Month™ campaign was incorporated into a Zen in Action event with a “family” of ovarian cancer survivors, at a “Zensational Tailgate,” and

at an on-site cooking class at Harvest Market. Yogini, LLC co-Founder kicked off the campaign by “raising a mitt to commit” while sampling Zen blends at a local historic organic farm and concluded with an Instant Pot giveaway.

Meijer, Inc. built beyond previous social media activations with the Jump with Jill program, taking their campaign into schools in coordination with the Jump with Jill Live Tour. Customized recipe cards featuring the campaign and a Produce for Kids recipe were distributed to 10,000 students across three states.

Beat The Rush Delivery, a grocery delivery service, launched the Cambridge Community Supper campaign in 2017 by joining hands with DinnerTime, a meal planning service. The campaign gathered the Cambridge, Maryland community for a “family” meal in the spirit of National Family Meals Month™.

The participation of Cambridge Family Church and Harvest Hope Youth and Family Wellness helped increase event attendance in 2018 to 500 community members, compared to 80 in attendance in 2017.

Giant Food Stores’ dietitians visited schools, senior centers, workplaces, government offices, and community events throughout the month of September with easy meal solutions and tips on how to eat healthy on a budget.

In 2018, Giant Food Stores announced the launch of its newest brand, GIANT Heirloom Market, born to provide fresh, better-for-you food choices, ingredients and meal options to the underserved Philadelphia community. Through this initiative, 1.5 million potential new customers will be provided access to meal solutions.




W. Lee Flowers and Co., Inc.'s IGA Raise Your Mitt to Commit Family Photo Contest campaign encouraged customers to submit family pictures cooking or eating together to either the IGA website or the IGA Facebook page for a chance to win a \$50-\$250 store gift card. Through this campaign, W. Lee Flowers was able to foster a stronger relationship with their community while raising awareness of the benefits of family meals.

Kellogg's WIC-focused family meals campaign featured information on how to use WIC foods (cereals, beans, canned fish, and yogurt) to make affordable, delicious meals that bring families together.

K-VA-T's 2018 More Meals Together campaign stepped up their community engagements with six different events that reached customers with **National Family Meals Month™** messaging. A Food City dietitian ran a Build a Healthy Meal table at Kingsport Mall, a Cook Once, Eat Twice table at a community center in Johnson City, and an Eat More Meals Together table at a wellness center in Johnson City. Employees also ran tables on healthy meals at a Buddy Walk to promote Down Syndrome awareness at East Tennessee State University, a Rhythm & Roots Festival Kids Day in Bristol, and a YMCA Kids Day in Chattanooga.

Hannaford Supermarkets incorporated **National Family Meals Month™** messaging and signage into their existing in-store Guiding Stars wellness grading system, making it simple for families to make healthy choices while eating one more meal together per week. Printed recipes featured ingredients by picture to make shopping for recipe ingredients more timely and seamless.



Submit your Raise Your Mitt to Commit selfies and show us your family meal time. Photos can be submitted at either igaguy.com or kjsmarket.com for a chance to win.

**1st Prize \$250 IGA Gift Card
2nd Prize \$100 IGA Gift Card · 3rd Prize \$50 IGA Gift Card**

In Closing...

The sense of excitement and accomplishment at the conclusion of National Family Meals Month™ each year is due to all the hard work that our partners put in, not just in September, but all year round. To those on this family meals journey with us, we express our most sincere appreciation, gratitude, and pride to call you partners!

By delivering resources, tools, education, meal solutions, and more to families, you are not only providing them with healthy habits and the associated benefits, but also with the gift of time as a family. We know that in 2018, more customers were exposed to the campaign than ever before and that even more are implementing the behavior of enjoying more family meals together, at home, than in previous years. You can feel a tremendous sense of accomplishment for what you have done during the implementation of National Family Meals Month™ to date, as well as what you do for shoppers, families, and society every day. In addition to this sense of accomplishment, you also have the added benefit of enjoying the positive rewards to your store and your brand.

To those thinking about joining us, we hope you are inspired by the National Family Meals Month™ movement and see the benefits of joining with FMI Foundation to implement it—for your company, your brand, and the communities you serve. There is still a huge opportunity to get the message out, provide solutions, and have a positive impact on families!!

Please reference the National Family Meals Month™ [toolkits](#) for retailers, manufacturers, and community collaborators for messaging, resources, and ideas for implementation. Then, join us for National Family Meals Month™ in September 2019 to promote family meals next year and for years to come!



Appendix A: National Family Meals Month™ Implementers

RETAILERS

Acme Fresh Markets	Farm Fresh Supermarkets	Metcalfe Markets, Inc.
Ahold USA	Festival Foods	Miller's Food Market
ALDI, Inc.	Food for Less	Mississippi Market Natural Foods
Albertsons, Inc.	Food Lion, LLC	Niemann Foods, Inc.
Associate Food Stores, Inc.	Fred Meyer	Northwest Grocers
Associated Wholesale Grocers	Friedman's Freshmarkets	Oregon Dairy
B&R Stores, Inc.	Frys Food Stores	Pick n Save
Bashas Supermarkets	Giant Eagle, Inc.	Potash Markets
Baesler's Market	Giant Food LLC	Price Chopper Supermarkets
Balduccis	Hannaford	PriceRite
Big Y	Harmons Grocery	Quality Foods Grocery
Bristol Farms, Inc.	Harris Teeter	Reasor's
Brookshire Brothers, Inc.	Hen House Market	Renwood Andronico Lending 1, LLC
Brookshire Grocery Company	Highland Park Market, Inc.	Reser's Fine Foods
Buy For Less	Hy-Vee, Inc.	Rouse's Enterprises
C&S Wholesale Grocers, Inc.	IGA, INC.	Shop n Save
City Market	Ingles Markets, Inc.	Smart & Final Stores LLC
Coborns	Jewel Osco	Smith's Grocery
Cohn Retail Stores	KeHe Distributors	SpartanNash Company
Copps	King Kullen Grocery Co., Inc.	Spring Market
Cub Foods	King Soopers	SuperValu
Daigle's Market	Kings Food Markets	The Fred W. Albrecht Grocery Co.
Dash's Markets	Knowlan's Super Markets, Inc.	The Kroger Co.
Dave's Marketplace	Kroger	The Little Clinic
Davis Food and Drug	Kudrinko's Ltd.	Tops Markets, LLC
Dean's Natural Foods Market	K-VA-T	Unified Grocers, Inc.
Dillons Grocery	Lunds & Byerlys	W. Lee Flowers & Co., Inc.
Dorothy Lane Market, Inc.	Mackenthun's Fine Foods	Wakefern Food Corporation
Family Fare Supermarkets	Martin's Super Markets, Inc.	Wegmans Food Markets, Inc.
Fairway Market	Meijer, Inc.	Weis Markets, Inc.
Fareway Stores, Inc.	Merchants Distributors, LLC	Zaycon Fresh

SUPPLIERS

Arctic Apples	Green Valley	Nielsen
Barfoots UK	Kelloggs	Oscar Mayer
Best Choice	Libby's	Progressive Grocer
Bread SRSLY	Live Gourmet	Racconto
Bumble Bee Foods, LLC	Mars, Incorporated	Rainier Fruit
Campbell Soup Company	McAirlaids	Red Gold, Inc.
CapriSun	McCormick	Schwan Food
Coca-Cola Bottling Co. Consolidated	Milford Valley	Smithfield Foods Inc.
Conagra	Minerva Dairy	The J.M. Smucker Company
Chobani, Inc.	Mom Made Foods	The Coca-Cola Company
Davidson's Safe Choice Eggs	Monsanto	The Kraft Heinz Company
Dole	Monte Bene	The Scone Shop
Eggland's Best	Mrs. Budd's	The Zen of Slow Cooking
Family Finest/Champion Foods	Nestle, Inc.	Unilever

COMMUNITY COLLABORATORS

AFCS	Half your Plate	NC Retail Merchants Association
Advancing Retail	Healthy Aperture	New England Dairy
AICR	Healthy Eating	Newton Health and HS
Alabama Department of Public Health	HHS Extension	Nielsen
Alabama Grocers Association	Hispanic Food Communications	Nutrition Connections LLC
American Bakers Association	International Food Information Council	Ohio Eggs
American Frozen Food Institute	IN Dietitians	Oklahoma Grocers Association
American Heart Association	Iowa Egg Council	Partnership for Drug Free Kids
American Dairy NE	Jump with Jill	Partnership for Food Safety Education
Amy Gorin Nutrition	K-State Research	Patricia Bannan
AZ Dept. Of Health	KY Food Bank	Progressive Grocer
Beat the Rush Delivery	Litton Entertainment	Produce for Better Health Foundation
Bowling Green State University	Liz's Healthy Table	Produce for Kids
CA Grown Fruit	M&E MFG. Co., Inc.	Produce Marketing Association
Cans Get You Cooking	Maine Snap-Ed	Rosie Applications
Choose My Plate	Manna Food Center	Seafood Nutrition Partnership
Common Threads	Marion VA Medical Center	Sealed Air Food Care
Communities That Care	McDaniel RD	Shari Steinbach
Connecticut Food Association	Meal Makeover Moms	Sheah Rarback
Culinary Health Education for Families	Michigan Apples	Shopper Matters
Cut to the Chase Nutrition	Michigan Retailers Association	Shop To Cook
Dairy Council of California	Mid-Atlantic Barbecue Assn	Smart Brief
Denver Enviro Health	Minnesota Grocers Assn	SQFI
DinnerTime	MN Beef Council	Sound Bites RD
Dr. Joan Salge Blake	MO Grocers Assn	The Kids Cook Monday
Eat Right Illinois	Myxx	Today's Dietitian
Eat Right PA	Nashville Academy of Nutritionists and Dietetics	Tomato Wellness
Erie Cty Health Dept	National Dairy Council	Tulane PRC
Farm to Table Talk	National Frozen & Refrigerated Foods Association	USDA
FDA Food	National Pasta Association	Utah Department of Health
Fish Wise	National Turkey Federation	Wayside Food Programs
Grain Foods Foundation		Wisconsin Grocers Association
Growing Chefs		



Created in 2015 by the Food Marketing Institute (FMI) Foundation on behalf of the nation's food retailers, **National Family Meals Month™** (NFMM) encourages families to enjoy one more meal at home each week. Family meals eaten at home strengthen the family's social fabric and promote healthier eating. With the proven benefits of combating obesity and deterring unhealthy behaviors such as substance abuse, family meals contribute to a healthier community and nation. In addition, the FMI Foundation's promotion of NFMM encourages food retailers, suppliers and community collaborators to provide solutions for more family meals at home.



Established in 1996, the **Food Marketing Institute Foundation** seeks to ensure continued quality and efficiency in the food retailing system and is operated for charitable, educational, and scientific purposes. To help support the role of food retailing, the FMI Foundation focuses on research and education in the areas of food safety, nutrition, and health.

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