

Family Meals Month™

Join the Movement
to Make Family Meals
at Home Easier!

September

It's
NATIONAL
**FAMILY
MEALS**
MONTH

FMI Foundation



RETAILER TOOLKIT



September is National Family Meals Month,[™] an industry-wide movement to raise awareness of the benefits of frequent family meals. Join us as we work collaboratively with retailers from across the country to bring families back to the table to share one more meal at home per week.



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. The FMI Foundation is a 501(c)3 non-profit organization.

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Also available at www.fmifamilymeals.com



Join the Movement to Make Family Meals at Home Easier!

The Food Marketing Institute invites you to join the movement and celebrate Family Meals Month™!

September is Family Meals Month, an industry-wide movement to raise awareness of the benefits of frequent family meals. Join us, your industry's trade association, as we work collaboratively with retailers from across the country to bring families back to the table to share one more meal at home per week. In 2015, the FMI Foundation created the concept of the Family Meals Month campaign, developed the core materials necessary for lift-off, and inspired collaborations with food retailers and manufacturers. Three years later, the movement represents the great work of 78 grocery retailers, 30 food manufacturers, and 71 community collaborators. The seeds have been planted—and we look forward to working with you all to continue to grow the movement year after year!



Family meals are at a critical intersection in our nation today. Research continues to demonstrate that magic happens during family mealtime when children and parents gather around the table and engage each other in conversation. Family meals eaten at home have been proven to benefit the health and wellness of children and adolescents, to fight obesity, substance abuse and to make families stronger—creating a positive impact on our communities and our nation as a whole.

Promoting family meals works! Third-party data collected by Nielsen reveals that in 2017, 84% of shoppers said they took action after seeing the campaign.

Retailers are uniquely positioned to help. The desire to return to the table exists, but families need a friendly, familiar voice to show them the way. That voice is food retailers, and the way is the Family Meals Movement. Food retailers are in a position to make family meals at home easier to accomplish and it is the mission of the Food Marketing Institute Foundation to highlight the role of grocers and bring our industry together to help shoppers prepare and enjoy one more meal at home per week.

Offering mealtime solutions is good for shoppers and good for business. Taking part in Family Meals Month™ reminds shoppers and the larger community that your company advocates for families every day by offering solutions that help busy families get wholesome meals on the table so they can reap the benefits of family mealtime. Positioning your company within the community as an extension of the family unit and a problem solver, creating more engagement, community, trust, and loyalty.

Your company can participate in Family Meals Month at various levels. Whether you have a robust family meals program in place, or you're just getting started, there's a way to bring the family meals movement to your shoppers. This toolkit is designed to inspire and demonstrate how you can implement Family Meals Month™ each September. It contains turnkey content and resources that you can use as-is or customize to your brand voice. Pick and choose among the following to support the promotion that works best for your company, your stores, and your customers:

- ▶ Key messages;
- ▶ Family meals research and trends;
- ▶ Visual files, including logos, campaign graphics, and materials;
- ▶ Ideas for activation and integration via social media, in-store promotion, and paid advertising;
- ▶ Social media posts;
- ▶ Dedicated #hashtags to gather the conversation around the family meals topic;
- ▶ Turnkey broadcast content.

Get started today—complement an existing promotion or start a new one. The elements contained in this free toolkit are designed to complement your existing promotions and can be customized to fit your unique needs. Use these resources to take action and reap the recognition you deserve for rallying the movement!

Talk to Us! We want to hear from you and discuss ways we can implement Family Meals Month™ in September! Contact us with questions and ideas about getting your store(s) involved:

[ENTER CONTACT INFO]

STEP 1: Rally Your Staff and Customers around the Cause



The movement begins with showing your support for family meals by **telling your staff and shoppers about the many benefits of sharing more meals at home as a family**. These key messages and research can aid in communicating the importance of family meals and participating in Family Meals Month™. Share the following with staff and incorporate into your customer messaging::

KEY MESSAGES FOR CONSUMERS

We care about the health of you and your family! That's why we are celebrating Family Meals Month™ in September, a nationwide event designed to share the benefits of family meals on the health of children and adults alike.

- ▶ We know that juggling jobs, kids and the demands of a busy, modern life often come at the expense of family mealtime at home. As your grocer, we're your ally—the solution to your mealtime dilemma.
- ▶ You can find easy, healthy mealtime solutions in nearly every aisle of the store. Need help? We invest in our associates so they can help you find the mealtime solutions that work best for you and your family.

Did you know that 63% of Americans decide what to eat less than an hour before eating?

SOURCE: HARTMAN GROUP, 2013

- ▶ We offer an ever-expanded assortment of products that take the stress out of planning and preparing family meals: pre-prepped fresh ingredients, delicious readymade entrees and wholesome heat and eat dishes, and more.

Researchers and health experts endorse and promote the lifelong benefits of family meals.

- ▶ Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members.
- ▶ Family meals have been shown to have a positive impact on the nutrition status, health, and wellbeing of the entire family.
- ▶ Regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.



September, back-to-school season, is the perfect time to commit to sharing one more family meal at home per week.

- ▶ With the start of a new school year, renew your commitment to creating and serving meals at home that nourish your kids' bodies, brains, and help them flourish for life.
- ▶ As you juggle new school routines and fall activities, we invite you to look to us, your grocer, for support. When it comes to making more shared mealtimes happen for your busy family, let us be your ally.

We're helping your family eat well together to be well together.

- ▶ We're committed to helping you make shared meals at home fun, affordable and healthier.
- ▶ We have knowledgeable staff available to help you locate products that meet special diet and nutrition requirements.

You and your family are an important face of the Family Meals Month™ movement! Engage with us and show your commitment to more meals together on social media.

- ▶ Follow us on Facebook and Twitter for family meals focused content, including shopping tips and recipes. [insert company social media handles]
- ▶ Show your support for Family Meals Month™ by pledging on social media to Raise Your Mitt to Commit™ to sharing one more family meal at home per week.
- ▶ Have fun with the pledge and help us bring national awareness to the benefits of family meals with Raise Your Mitt to Commit™ selfies and the Family Meals Month™ hashtag #familymealsmonth.
- ▶ Share your own family meal experiences, misadventures and solutions with your social channels, and don't forget to hashtag #familymealsmonth.

KEY MESSAGES FOR EMPLOYEES

Created by the Food Marketing Institute Foundation, Family Meals Month™ is a nationwide event designed to bring grocers, food manufacturers, and health advocates together in support of the benefits of family meals and underscore the role of these partnerships in helping families create and share more meals at home.

- ▶ With a collective and coordinated message, we're joining with grocers nationwide to encourage families to share one more meal at home per week, reminding them that easy, healthy mealtime solutions can be found in nearly every supermarket aisle.
- ▶ Grocers are in a unique position to provide tangible solutions to the mealtime dilemma faced by modern, time-strapped families of all shapes and sizes.
- ▶ We offer an expanded assortment of mealtime solutions that take the stress out of planning and preparing family meals: pre-prepped fresh ingredients, delicious readymade entrees, wholesome heat-and-eat dishes and much more.

Researchers, health experts and popular media are endorsing and promoting the lifelong benefits of family meals.

- ▶ Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members.
- ▶ Regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.

September, back-to-school season, is the perfect time to encourage and help shoppers commit to sharing one more family meal at home per week.

- ▶ With the start of a new school year, parents are ready and willing to make a renewed commitment to healthy meals that nourish their kids' brains and help them flourish.
- ▶ As families juggle their new school routines and fall activities, we want them to turn to us, their grocer, for help. As a grocer, offering solutions across the aisles, we're the ultimate ally to help bring family mealtime back to the table.

We're helping shoppers eat well.

- ▶ We're committed to helping make shared meals at home fun, affordable and healthier.
- ▶ We're providing customers with wellness programs to help improve their diet and overall health.
- ▶ We hire and train knowledgeable staff to help shoppers locate the products they need to meet their unique dietary and nutrition needs.
- ▶ Our in-store dietitians and wellness experts are available to help shoppers interpret nutrition labels.

We're leveraging social media this September to activate shopper engagement during Family Meals Month™, and to get families interacting about family mealtime.

- ▶ We'll share family meals focused content in social channels throughout September, including the Family Meals Month™ designated hashtag, #familymealsmonth. [insert your social media handles]
- ▶ We'll encourage consumers to raise their oven mitts and pledge to commit to one more family meal per week.

Family mealtime starts with us. Raise Your Mitt to Commit to one more meal, as a family, each week.

- ▶ We want selfies with the hashtag #familymealsmonth to go viral as we all post our "Raise a Mitt" pledge photos, mealtime pictures, favorite recipes and tips we've learned from [insert your campaign name] to our social media feeds.



Health Benefits of Family Meals

► Overall Health and Nutrition

Reducing away-from-home eating leads to healthier children.

SOURCE: ALTMAN, M; HOLLAND, JC; LUNDEEN, D; KOLKO, RP; STEIN, RI; SAELENS, BE; WELCH, RR; PERRI, MG; SCHECHTMAN, KB; EPSTEIN, LH; WILFLEY, DE. "REDUCTION IN FOOD AWAY FROM HOME IS ASSOCIATED WITH IMPROVED CHILD RELATIVE WEIGHT AND BODY COMPOSITION OUTCOMES AND THIS RELATION IS MEDIATED BY CHANGES IN DIET QUALITY." JOURNAL OF THE ACADEMY OF NUTRITION AND DIETETICS 115, NO. 9 (SEP 2015): 1400-1407.

Numerous studies have found that eating with others, particularly family, is associated with healthier dietary outcomes for both children and adults.

SOURCE: FULKERSON, JA; LARSON, N; HORNING, M; NEUMARK-SZTAINER, D. "A REVIEW OF ASSOCIATIONS BETWEEN FAMILY OR SHARED MEAL FREQUENCY AND DIETARY AND WEIGHT STATUS OUTCOMES ACROSS THE LIFESPAN." JOURNAL OF NUTRITION EDUCATION AND BEHAVIOR 46, NO. 1 (JAN 2014): 2-19.

People who eat the most home-cooked meals eat healthier and consume about 130 fewer calories daily, on average, compared to people who cook less or not at all.

SOURCE: WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

Educational and public health initiatives aimed at promoting shared family mealtimes may improve nutritional health of children and adolescents.

Clinicians may advise their patients about the benefits of sharing three or more family mealtimes per week. Benefits include a reduction in the odds for overweight (12%), eating unhealthy foods (20%), and disordered eating (35%) and an increase in the odds for eating healthy foods (24%).

SOURCE: HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).

Participation in food purchasing and meal preparation is associated with better health outcomes than participating only in the mealtime activity itself.

SOURCE: CHAN, JC AND SOBAL, J. FAMILY MEALS AND BODY WEIGHT. ANALYSIS OF MULTIPLE FAMILY MEMBERS IN FAMILY UNITS. APPETITE, 2011.

Among countries in the developed world, those with food cultures centered on food enjoyment and conviviality, with widely shared, more sacrosanct mealtimes, currently enjoy better health outcomes (improved dietary quality, lower rates of obesity) than those that have reduced food and whose fragmented mealtimes have encouraged individualized eating.

SOURCE: FISCHLER, C. "COMMENSALITY, SOCIETY, AND CULTURE." SOCIAL SCIENCE INFORMATION 50, NO. 3-4 (AUG 31, 2011): 528-548.

On days when restaurants are used in lieu of home-prepared meals, dietary quality declines. Adults and children who eat at home more regularly are less likely to suffer from obesity.

SOURCE: INCORPORATING AWAY-FROM-HOME FOOD INTO A HEALTHY EATING PLAN, CENTER FOR DISEASE CONTROL AND PREVENTION. DEC 2008.

► Overweight and Obesity

In a study examining the relationship between everyday family rituals and BMI measurements, boys who have a social dinner experience tend to have lower BMI, notably when the family stays at the dinner table until everyone is finished eating. The results are the same for parents.

SOURCE: WANSINK, B. AND VAN KLEEF, E. (2014). DINNER RITUALS THAT CORRELATE WITH CHILD AND ADULT BMI. OBESITY, 22 (5).

There's clear evidence that the structure of a meal can heavily influence a child's long-term health. Kids and teens that share meals with their family three or more times per week are significantly less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders.

SOURCE: J. BERGE, "THE PROTECTIVE ROLE OF FAMILY MEALS FOR YOUTH OBESITY: 10-YEAR LONGITUDINAL ASSOCIATION. 2014

Children and adolescents who share family meals three or more times per week are more likely to be in a normal weight range and have healthier dietary and eating patterns than those who share fewer than three family meals together.

SOURCE: HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).



Compared to family meals eaten at home, family meals eaten away from home are more strongly associated with high BMI.

SOURCE: CHAN, JC AND SOBAL, J. FAMILY MEALS AND BODY WEIGHT. ANALYSIS OF MULTIPLE FAMILY MEMBERS IN FAMILY UNITS. APPETITE, 2011.

Frequent family meals eaten away from home are more strongly associated with impacting the BMI of fathers than of other family members.

SOURCE: CHAN, JC AND SOBAL, J. FAMILY MEALS AND BODY WEIGHT. ANALYSIS OF MULTIPLE FAMILY MEMBERS IN FAMILY UNITS. APPETITE, 2011.

Adolescents who participate in even one or two family meals per week are less likely to be overweight or obese in adulthood compared to adolescents who never participate in family meals.

SOURCE: NEUMARK-SZTAINER, D. FAMILY MEALS AND ADOLESCENTS: WHAT HAVE WE LEARNED FROM PROJECT EAT (EATING AMOUNT TEENS)? PUBLIC HEALTH NUTRITION, 2010.

► Diabetes

In adolescents with type 1 diabetes, improved dietary change outcomes are seen when the family is targeted as a whole opposed to the child with diabetes only.

SOURCE: JOURNAL OF THE AMERICAN DIETETIC ASSOCIATION. PERCEIVED BENEFITS, BARRIERS, AND STRATEGIES OF FAMILY MEALS AMONG CHILDREN WITH TYPE 1 DIABETES MELLITUS AND THEIR PARENTS: FOCUS-GROUP FINDINGS 2010.

► Mental Health

Children who grow up sharing family meals are more likely to exhibit prosocial behavior as adults, such as sharing, fairness, and respect.

SOURCE: DE BACKER, CHARLOTTE, JS, "OUR" FOOD VERSUS "MY" FOOD. INVESTIGATING THE RELATION BETWEEN CHILDHOOD SHARED FOOD PRACTICES AND ADULT PROSOCIAL BEHAVIOR IN BELGIUM, APPETITE, 2014.

Further research suggests that teens who eat dinner with their parents regularly develop better relationships with them, do better in school, and are at lower risk of using drugs, drinking or smoking.

SOURCE: THE IMPORTANCE OF FAMILY DINNERS VIII, A CASACOLUMBIA™ WHITE PAPER (NATIONAL CENTER ON ADDICTION AND SUBSTANCE ABUSE AT COLUMBIA UNIVERSITY). SEP 2012.

With each additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use or abuse drugs, and less likely to engage in delinquent acts.

SOURCES: MEIER, A. & MUSICK, K. VARIATION IN ASSOCIATIONS BETWEEN FAMILY DINNERS AND ADOLESCENT WELL-BEING. JOURNAL OF MARRIAGE AND FAMILY, 2014; HAMMONDS, A.J. & FIESE, B.A. IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS. PEDIATRICS 2011.

Regular family meals in adolescent females may have long-term protective effects in the development of substance use.

SOURCE: JOURNAL OF ADOLESCENT HEALTH, MEALS AND SUBSTANCE USE, 2008.

► Social

Historical and anthropological studies of everyday eating norms have revealed how shared meals have been essential for family bonding and the development of ethical children.

SOURCE: KERNER, S; CHOU, C; AND WARMIND, M., COMMENSALITY: FROM EVERYDAY FOOD TO FEAST. BLOOMSBURY ACADEMIC, 2015.

Self-regulation to avoid overeating may rely on the presence of other eaters who both model norms and monitor behaviors.

SOURCE: R. PLINER AND R. BELL, "A TABLE FOR ONE: THE PAIN AND PLEASURE OF EATING ALONE," IN MEALS IN SCIENCE AND PRACTICE, ED. HERBERT L. MEISELMAN. WOODHEAD PUBLISHING SERIES IN FOOD SCIENCE, TECHNOLOGY AND NUTRITION, 2009.

Impact of Family Meals Month™ Implementation

(SOURCE: NIELSEN. NATIONAL FAMILY MEALS MONTH: CAMPAIGN RESULTS. 2016, 2017)

► 2017 data

- An estimated 32.5 million adults, representing approximately 15 million households, have seen the Family Meals Month™ initiative.
- 84% of shoppers said they took action after seeing the campaign.
- Actions included: cooking more meals at home (42%), eating together more (36%), making healthier choices (36%), and buying more fruits and veggies (35%).
- More shoppers experienced the campaign through social media in 2017 (53%) compared to 2016 (32%).

► 2016 data

- Family Meals Month™ is valuable in conveying the importance of eating meals as a family. More consumers agree that it is extremely or very important to eat meals together as a family when they had familiarity with the campaign (85% vs. 64%).
- 95% of those who saw the campaign on social media and/or email said that their consumption and/or shopping behavior changed.

- Households with children represented 59% of those seeing the campaign and report the following changes in their behavior: eating together more often (49%), purchasing more fruits and vegetables (44%), cooking more meals at home (42%), starting to plan meals (40%), and purchasing meal solutions (32%).
- Households without children represented 41% of those who saw the campaign. Of these households, 1/3 said they thought the campaign was a good concept. About a 1/4 said it inspired more time together as a family and that they plan to purchase more fruits and vegetables after seeing the campaign.

Consumer Research on Family Meals

► Overall Family Meals

Among all adults, only 59% of meals are eaten together, and the growth in alone eating outpaces the growth in single-person households.

SOURCE: FMI FOUNDATION, POWER OF FAMILY MEALS 2017: DESIRES, BARRIERS AND DIRECTIONS FOR SHARED MEALS AT HOME, 2017.

86% of parents who miss some dinners with their child during the week are taking specific steps to eat with their child more.

SOURCE: FMI FOUNDATION, POWER OF FAMILY MEALS 2017: DESIRES, BARRIERS AND DIRECTIONS FOR SHARED MEALS AT HOME, 2017.

Co-shopping is the “new normal” for American households. 84% of all U.S. adults say they have at least 50% of the household responsibility for grocery shopping (compared to 85% in 2016).

SOURCE: U.S. GROCERY SHOPPER TRENDS 2017, HARTMAN GROUP, 2017.

Lunchtime sees by far the lowest rate of successful “family meals at home”: Lunch is prepared and eaten at home with others only 23% of the time. Families with children under 18 years can expect the children to be at school for the lunch half of the day during most of the year. When American adults do eat lunch at home, other family members are quite often absent.

SOURCE: U.S. GROCERY SHOPPER TRENDS 2017, FOOD MARKETING INSTITUTE (FMI), 2017.

Each day, 18% of dinners are eaten away from home, and of those eaten at home, 29% are eaten alone.

SOURCE: COMPASS EATING OCCASIONS 2014-2016. THE HARTMAN GROUP. ANALYSIS 2017.

Parents report taking many steps to eat with their children more often including: serving meals that they know their children enjoy (47%); making sure everyone is home at dinnertime (42%); having/sticking to a set dinnertime (34%); serving meals that are already made or require less time to prepare (28%); coming home from work earlier (18%).

FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

Parents estimate that they enjoy dinner with their children on average 4.7 times per week, about 10% less than they would like.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, FOOD MARKETING INSTITUTE (FMI), 2016.

For 68% of consumers surveyed, dinner is the mealtime most of the people in the household eat together. 70% of the survey population said they usually or always eat the same things when they eat together.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

63% of Americans decide what to eat less than an hour before eating.

SOURCE: THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

People are hungry for help in the kitchen. Shopper studies show that 81% of parents buy items with minimal prep time. Parents recognize and opt for convenience when time is limited. For many, convenience is as important as nutrition.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS, 2014.

More men are cooking: The number of male primary grocery shoppers is 43%. Male shoppers are keeping pace with their female counterparts in number of visits to stores and in visits across channels. Sharing shopping roles means that more shoppers are making more trips to more stores.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS, 2014.

In contrast to the relatively structured and uniform eating culture that the modern grocery store was first established to serve, today’s eating is more dynamic, democratized, and influenced by multiple family members having a voice in what is eaten and prepared (31% of Millennials report sharing at least half of the responsibility for dinner preparation).

SOURCE: THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS, 2014.

31% of Millennials report sharing at least half of the responsibility for dinner preparation.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

Cooking is no longer a gender-based tradition. The percentage of men who spent time cooking on any given day has jumped to 42%, as compared to 29% in 1965.

SOURCE: SMITH, L. TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 2013.

► Benefits of Home-prepared Meals

88% of U.S. adults say they eat healthier at home than when they are out.

SOURCE: FMI FOUNDATION, POWER OF FAMILY MEALS 2017: DESIRES, BARRIERS AND DIRECTIONS FOR SHARED MEALS AT HOME (2017).

Most adults enjoy food preparation.

SOURCE: THE POWER OF FRESH/PREPARED DELI, FOOD MARKETING INSTITUTE (FMI). 2016 AND FOODWAYS OF YOUNGER GENERATIONS: MILLENNIALS AND GEN Z. THE HARTMAN GROUP. 2016.

Preparing one’s own food is believed to save money compared to eating out.

SOURCE: MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS. THE HARTMAN GROUP, 2013.

81% percent of U.S. households cite home as the most popular location for eating dinner, and nearly half (50%) of consumers report eating dinner with everyone in their household every night of the week. Overall satisfaction was higher among those who made dinner at home compared to those who eat out or have take-out food at home.

SOURCE: THE NPD GROUP. DINNER TIME MEALSCAPE STUDY, 2009.

► **Benefits of Eating Together**

When parents eat dinner alone, they find their own evening meal less satisfying.

SOURCE: THE HARTMAN GROUP. COMPASS EATING OCCASIONS 2014-2016, 2017.

Parents believe it is important to eat with their children and tend to want to eat with their children more. This is especially true for middle-aged fathers.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

86% of parents who miss some dinners with their child each week are taking specific steps to eat with their child more.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

When adults find themselves eating alone, they often report choosing restaurants or takeout because of the inefficiency of cooking for one. Conversely, preparing food to share among many eaters allows for economy of scale.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS, 2013.

► **Barriers to Eating Together**

Eating dinners together at home is both a priority and an ongoing challenge for large numbers of Americans: 71% of parents say that ideally they would like to eat dinner with their children every night.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

Adults believe that eating family meals is important, but family meals fail to occur as often as they succeed (50% of the time) in families with children under 18 years.

SOURCE: FOOD MARKETING INSTITUTE, U.S. GROCERY SHOPPER TRENDS, 2017.

Regarding schedules, adults are usually the problem with “dual incomes creating dueling schedules”. More than either parent would like, one of them usually misses family dinner. Fathers typically aspire to eat as many family dinners as mothers already do.

SOURCE: FOOD MARKETING INSTITUTE. SHOPPING FOR HEALTH, 2016.

Quick Stats

- 81% of parents buy items with minimal prep time.

SOURCE: THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- 63% of Americans decide what to eat less than an hour before eating.

SOURCE: THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

- 57% of people decide what’s for dinner an hour before mealtime. 26% decided earlier that same day.

SOURCE: THE NPD GROUP. NATIONAL EATING TRENDS® 2012.

- Today 42% of men are cooking as compared to 29% in 1965.

SOURCE: SMITH, L. (2013). TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 12 (45).

- According to a 2013 Harris poll, only 30 percent of American families share dinner every night.

SOURCE: WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

- 68% of consumers say dinner is the mealtime most of the people in the household eat together.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

- 70% of consumers say they usually or always eat the same things when they eat together.

SOURCE: THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

- Sharing even one or two family meals per week as an adolescent is associated with lower rates of obesity in adulthood.

SOURCE: NEUMARK-SZTAINER, D. FAMILY MEALS AND ADOLESCENTS: WHAT HAVE WE LEARNED FROM PROJECT EAT (EATING AMOUNT TEENS)? PUBLIC HEALTH NUTRITION, 13 (7), 2010.

For more information, see *The Power of Family Meals 2017: Desires, Barriers, and Directions for Shared Meals at Home, 2017*.



STEP 2: Highlight Your Meal Services and Solutions

September is back-to-school time and time for families to establish new routines. It is the perfect time to position your company as an essential ally for busy families and leverage the new school year to become an integral part of their new routine. By reminding families why and how your company is investing in mealtime solutions for every family in every aisle, you'll build customer loyalty and generate goodwill in your community.

Looking for ways to showcase the mealtime solutions you offer? The simplest way to build on the power of Family Meals Month™ is to incorporate it into your existing program. The next several pages contain activation ideas and thought starters on ways to integrate family meals content in social media, in-store promotions, and paid advertising.

FAMILY MEALS MONTH™ ACTIVATION IDEAS

On Your Website

- ▶ Create a Family Meals Month™ “landing page” where you advertise the benefits of consuming one more meal together, as a family.
- ▶ Blog about Family Meals Month™ during September.
- ▶ Share recipes with family mealtime stats.

On Social Media

Spread the family meals message in September with **#familymealsmonth**

- ▶ In September, and throughout the year, share research and quick statistics with your customers about the many ways children can benefit from eating meals together at home. Hashtag #familymealsmonth to let your customers know you're in support of families and Family Meals Month™.
- ▶ Encourage customers to celebrate Family Meals Month™ in September by incorporating one more family meal at home per week into their new school year routines. Spark conversation, ask customers to share how they're making more family meals happen at home, more often.
- ▶ Use the Raise Your Mitt To Commit™ logo provided in the toolkit as a call to action for customers. Encourage customers to engage on social media during Family Meals Month™ by posting oven mitt selfies and taking the pledge to share one more family meal per week.
- ▶ Conduct contests designed to promote user-generated content and reward participants with prizes. Weekly contest idea: Each week during Family Meals Month™ ask your customers to share photos of their favorite home-cooked family meal—breakfast, lunch or dinner—and share product coupons with those who participate. Contests can also call for recipes, videos, a favorite family meal memory, or a fun fact about the impact of regular family meals on their lives. Prizes may include: a cash reward, groceries for a week, or a branded oven mitt.



- ▶ Share family meals themed promotions that highlight the meal solutions you offer every day to help busy customers honor their pledges to share one more family meal at home per week. Knowing that many customers won't decide what they're eating for dinner until the hours immediately preceding mealtime, consider afternoon reminders to entice customers with prepared meal ideas available for quick weekday pick-ups.
- ▶ Partner with food manufacturers to share family meals-themed promotions that highlight meal strategies to help busy consumers honor their pledges to share one more family meal at home per week. Knowing that many won't decide what they're eating for dinner until the hours immediately preceding mealtime, consider afternoon reminders, recipes, and prepared meal ideas.
- ▶ Partner with food manufacturers to record recipe demonstrations to share on your Facebook and Instagram pages, or broadcast via Facebook Live or an Instagram Live Story, etc. Repurpose videos on social media by editing and sharing parts of the recipe demo; time-lapsing the demonstration; and/or adding captions and graphics.
- ▶ Partner with other Family Meals Month™ participants to host a Twitter chat or series of chats designed to raise the awareness of the importance of family meals, share recipes/resources, and generate dialogue with the public.

- ▶ Record in-store recipe demonstrations and/or broadcast them on Periscope, YouTube, Facebook Live, etc. Repurpose videos on social media by editing and sharing parts of the recipe demo; time-lapsing the demonstration; and/or adding captions and graphics.
- ▶ Share Family Meals Month™ recipes from your Web site to help families share one more meal at home per week.
- ▶ Amplify social media content across multiple platforms including, but not limited to, Facebook, Twitter, Pinterest, Instagram, Yummily, YouTube, Periscope. Add Yummily plug-ins to Family Meals Month content.
- ▶ Encourage followers and fans to share facts, contests, recipes, and other content with their network, and across social media platforms, to showcase the importance and impact of family meals.
- ▶ Establish blogger relationships or leverage bloggers in your existing network to write about Family Meals Month and link back to recipes, programs, contests, etc.

For Employees

- ▶ Snap a group photo of your employees raising their oven mitts in commitment to helping families share one more family meal at home per week. Share their commitment with your customers using hashtag #familymealsmonth.
- ▶ Encourage your employees to Raise Your Mitt to Commit™ to share one more meal at home per week with their families by taking the social media, oven mitt selfie pledge.
- ▶ Gather employee testimonials about what one more family meal per week means to them. Share these testimonials with customers on social media.

For Public Figures

- ▶ Ask local celebrities and government officials to join in the Family Meals Month™ celebration with hashtag #familymealsmonth. Encourage them to take the social media, oven mitt selfie pledge to demonstrate their commitment to family and community. Remind them that family meals make families stronger, and strong families make healthy communities.
- ▶ Invite a government official, like your mayor or local member of Congress, to share a message using hashtag #familymealsmonth about the importance of family meals in his or her own family

In Store

- ▶ Throughout Family Meals Month™ feature “Family Meal of the Week” promotions that highlight the prepared meal solutions you offer throughout the store. Use the complementary logo elements provided in the complimentary Family Meals Month™ toolkit to create floor stickers directing customers to your featured “Family Meal of the Week.”
- ▶ Integrate Family Meals Month™ logo elements into your store’s shelf tag system; use as floor clings, door stickers and chalkboard art. The logo elements and graphics can be incorporated into signage across your store. Consider creating stickers for the prepared foods and deli sections, where grab-n-go items like rotisserie chickens make for a quick, affordable, healthy and satisfying family meal.
- ▶ Promote the benefits of frequent family meals, and help make sharing one more meal at home per week a possibility for all families in your community. Conduct a “Round-Up” campaign in September as part of Family Meals Month™, during which you ask customers if they’d like to round-up their grocery bill total to the next dollar to benefit a local food bank.
- ▶ Have fun with Family Meals Month™ Raise Your Mitt to Commit™ pledge. Give customers whose spending exceeds a predetermined dollar amount during the month of September a free oven mitt branded with your company logo and the Family Meals Month™ logo. Bring a food manufacturer on board by tying this giveaway to a specific brand promotion and incorporating their logo on the 2018 mitt. Each year, create a new mitt for your loyal customers to collect.
- ▶ Brand oven mitts with Family Meals Month™ for your culinary professionals to use in-store. Or, use them to grab customer’s attention at checkout. Filled with Family Meals Month™ themed coupons, they can also be used for special giveaways during September.
- ▶ Place helium balloons and/or aisle signage that are branded with the Family Meals Month™ logo and/or Raise Your Mitt To Commit™ pledge throughout the store to highlight special family meal promotions.



- ▶ Host a Family Meals Month™ sample day featuring easy recipes, food items and ingredients that can help families share one more meal at home per week.
- ▶ Host a Family Meals Month™ kick-off party in September to get customers in the family meal spirit and provide them with the resources they need (e.g. cooking tips, meal-planning advice, etc.) to make sharing one more family meal at home per week an easy addition to their new school year routines.
- ▶ Include a pamphlet at checkout, or create cart signage, that emphasizes the important health, emotional and societal benefits of family meals. Let your customers know why you're investing in family meals and that you're part of an industrywide movement dedicated to bringing shared mealtime back home to the family table.
- ▶ Conduct cooking classes in-store. Feature "graduates" on social media raising their mitts to commit to one more family meal a week

Partnerships

In the first several years of Family Meals Month™ implementation, FMI has noted trends in implementation excellence. One of these is joining forces to collaboratively develop and execute programs for Family Meals Month™. The whole is greater than the sum of its parts!

- ▶ Partner nationally with food manufacturers and community health advocates.
 - Plan ahead to cross-promote your mission, Family Meals Month™ programming, and resources to all partner networks.
 - Use your website, social media platforms, and in-store signage to feature a different food manufacturer every week, highlighting their offering (such as: ready-to-eat nutritious meal selections, frozen foods, meal kits, etc.) that help your customers participate in more family meals per week, despite their time constraints.
 - Use your website, social media platforms, and in-store signage to feature a different community health advocate each week, highlighting them as a resource for mealtime strategies.
- ▶ Partner locally with organizations and businesses.
 - Partner with local community centers and food manufacturers to conduct cooking classes for the community. Feature "graduates" on social media raising their mitts to commit to one more family meal a week.
 - Engage the community through partnerships with apartment complexes, homeowners associations, community centers, schools/PTA, youth sports clubs, etc.
 - Create print resources to place in community centers, apartment complexes, doctor's offices, and fitness facilities that show how you, as their community grocer, can help families reap the health, emotional, and societal benefits of family meals, inviting individuals and families into your store for

more information and resources. Let your members and community know why you're investing in providing more family meals solutions.

- Partner with local radio or TV stations to share mealtime solutions offered at your store that can help families enjoy mealtime together despite time constraints.
- ▶ Partner with your audience.
 - Throughout Family Meals Month™ feature "Family Meal of the Week" promotions that highlight families who have utilized strategies from your website or social media.

Paid Advertising

- ▶ Go small or go big: simply place the Family Meals Month™ icon in the appropriate sections of your newspaper ads, or devote a Sunday insert to Family Meals Month™. You'll help bring national attention to the benefits of family mealtime while positioning your company as a committed supporter of families and community.
- ▶ Bring the Raise Your Mitt to Commit™ pledge to print advertising and give a "mittful of savings" to customers during Family Meals Month™. Feature the oven mitt selfies your customers are uploading to social media in your advertising to encourage even more customer engagement.

Best Practices

- ▶ Tag FMI in social media content for easy recognition and incorporation into Family Meals Month™ metrics.
- ▶ Whether simply posting or hosting an online chat, use audience feedback prompts. Examples include: "Share a memory of your favorite family meal" or "Where is the most foreign or most unusual place your family has shared a meal?"
- ▶ Share success stories from current and previous Family Meals Months™.
- ▶ Feature visually engaging content including photos and videos.
- ▶ Feature user-generated content.
- ▶ Feature real people and families (e.g., store employees and customers)
- ▶ Incorporate an interactive component into your programming, such as contests.
- ▶ Integrate omni-channel campaign tie-ins across social media and advertising platforms.
- ▶ Apply for a Gold Plate Award.

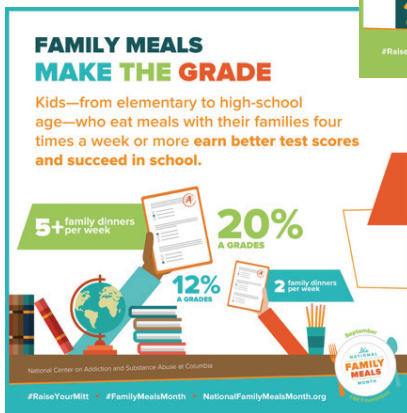
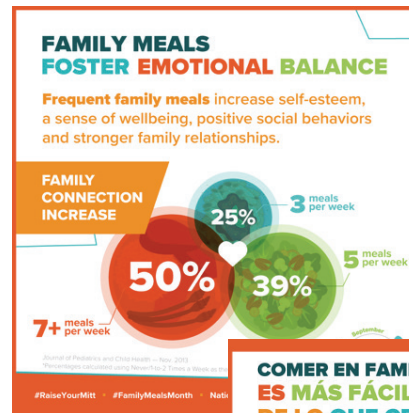
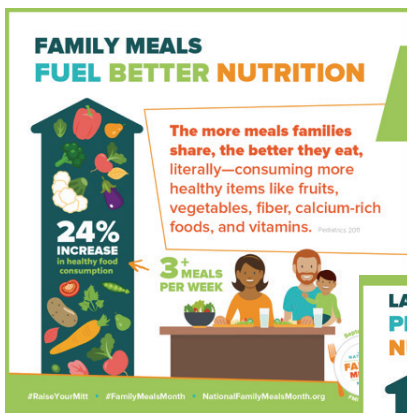
STEP 3: Use Family Meals Month™ Graphics

Participation can be as simple as incorporating the Family Meals Month™ logo into your weekly sales flyer, social media channels and/or paid advertising.

Additionally, we know that you're committed to helping families get meals on the table 365-days a year. Therefore, we offer a variety of versions of the logo to be used in meal promotions throughout the year.

The following infographics can be used to illustrate the data on the benefits of family meals (download at: <https://www.fmi.org/family-meals/our-mission/supporting-research>):

Note that Family Meals Month™ logos are adaptable for use across every category and in every department. Consider using them to promote meal-related products or integrating them into your store's shelf tag system as floor clings, door stickers, chalkboard art, signage on end-caps stocked full of meal-making ingredients, or put it on buttons for your associates to wear in-store.



STEP 4: Encourage Your Customers to Participate

You can put Family Meals Month™ on the map by spreading the message with hashtag **#familymealsmonth** and encouraging your customers to raise their oven mitts in commitment to sharing one more meal at home per week.

Use hashtag #familymealsmonth to help your company get the attention and recognition it deserves. FMI will track engagement nationwide and curate content.

The following are sample posts and tweets that can be tailored to your company's unique voice.

SAMPLE FACEBOOK POSTS

Kids who eat family meals consume more fruits and vegetables. September is Family Meals Month™ and we're here to help your family have one more shared meal together per week. #familymealsmonth [include link to family meal specials on your website]

We believe in family meals. Research shows that home-cooked meals nourish the spirit, brain and health of all family members. And regular family meals are linked to higher grades and self-esteem for our children. What's your favorite meal to make for your family? #familymealsmonth

September is Family Meals Month™. Let's celebrate by sharing one more family meal per week! Kids who eat with their families regularly are better nourished, have lower rates of obesity and do better in school. Easy A for family meals! #familymealsmonth

September is Family Meals Month™. Make it easy and have one more shared meal. Pick up a rotisserie chicken and fresh or frozen veggies and your meal is complete. #familymealsmonth

Like Comment Share

Busy schedules make family meal times challenging. September is Family Meals Month™ so Raise Your Mitt to Commit™ to one more family meal per week - breakfast, lunch, dinner or snack time. Find solutions at: [link to resources, specials or recipes on your website] #familymealsmonth

It's Family Meals Month™. Raise your oven mitt to commit to one more shared meal occasion. Make breakfast, lunch, dinner, snacks, appetizers or late night munchies to enjoy with your family. We have what you need. #familymealsmonth

When the clock strikes 4pm do you know what you're having for dinner? You're not alone. It's Family Meals Month™. Stop in and we'll make it easy for you. Pick up a prepared meal made fresh by our supermarket chef or

Celebrate Family Meals Month™. Pick up all your favorite pizza ingredients and make your own pizzas at home with your kids (link to specials or pizza recipes) #familymealsmonth

Like Comment Share

visit the deli to grab and go a family sandwich night. (link to prepared meal specials) #familymealsmonth

What's your favorite family meal memory from childhood? Celebrate Family Meals Month™ and create memories with your family. Make your kids' favorite meal. Make breakfast for dinner. Pack a sack lunch dinner. Have a picnic in your family room. #familymealsmonth

Make meals and memories during Family Meals Month™. Raise Your Mitt to Commit™ to one more shared family meal this week. We've got the ingredients to help you. (link to easy family meal recipes) #familymealsmonth

What's for dinner tonight? Don't stress. We have hot, delicious and healthy prepared meals waiting for you. Get your family around the table during Family Meals Month™.

September is Family Meals Month™. Make memories around your kitchen table. Here are some family meal specials this week (link to sales) #familymealsmonth

Like Comment Share

We'll do the cooking. (link to prepared meals combos and menus) #familymealsmonth

September is Family Meals Month™. This month we focus on all the benefits of gathering the family around the table for a meal. We're all busy and getting a meal on the table can be stressful. What's your go-to family meal? Any tips? #familymealsmonth

SAMPLE FACEBOOK POSTS

It's Family Meals Month™. Good things happen around the dinner table when we share a meal with family. Do you have any games you play at the dinner table? Please share! #familymealsmonth

Like Comment Share

Do your kids cook or help prepare meals? What do they like to make? September is Family Meals Month™. Raise Your Mitt to Commit™ to one more family meal this week. #familymealsmonth

Do you have recipes where you cook once and eat twice? Please share your meal ideas that make great leftovers or second meals. September is Family Meals Month™. Let's help each other make it easier to gather at the table more often. #familymealsmonth

It's Family Meals Month™. Here's a week of easy-to-make family meals (link to recipes) and specials offers to make it easier on your wallet (link to specials or coupons). #familymealsmonth

September is Family Meals Month™. Need help planning easy and healthy meals for your family? Talk to our in-house dietitian and click here for more resources (link to dietitian services). #familymealsmonth

Chances are your favorite childhood memories include meals and laughter around your family table. September is Family Meals Month™. Raise Your Mitt to Commit™ to making one more family meal this week. (link to specials) #familymealsmonth

September is Family Meals Month™. Our XXX family meals program is designed to make meal planning easier for you. Click here for more details. We want to help. (Link to in-house family meals program) #familymealsmonth

Like Comment Share

It's Family Meals Month™. Do you need more help planning meals? Do you need easier recipes to get dinner on the table quicker? We can help. (link to planning and recipe resources on your website) #familymealsmonth

Your supermarket chef is busy cooking all day to help you serve a delicious and healthy meal to your family. Stop by on your way home to pick up a prepared meal. It's quick, easy. It's Family Meals Month™ and we've got you covered #familymealsmonth

Study: Kids who share meals with their family three or more times per week are less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders. Commit to making one more family meal this week. #familymealsmonth

Study: With every additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use drugs and less likely to engage in risky behavior. We're here to help you get your family to the table. #familymealsmonth

Family meals have decreased one-third in the past 20 years, but the desire is still present: 90 percent of families wish they could have more meals together. We've got solutions for you from grab-n-go selections to prepped ingredients. We want to make it easier for you to gather around the table. #familymealsmonth

A recent study shows that children who grow up sharing meals as a family are more likely to exhibit positive behavior as adults, such as sharing, fairness and respect. What are your favorite family-time rituals around the table? #familymealsmonth

Like Comment Share

Research shows 81% of parents buy food with minimal prep time. We hear you. We've got grab-n-go cooked meals prepared by our chefs, pre-prepped ingredients for quick cooking and ready-to-cook options. #familymealsmonth

Cooking trend: Parents want less prep time and less-clean-up because time is short. It's all about convenience. We've got quick and easy grab-n-go chef-made meals and lots of pre-prepped ingredients already chopped and ready for cooking. #familymealsmonth

September is Family Meals Month™. Need help planning easy and healthy meals for your family? Talk to our in-house dietitian and click here for more resources (link to dietitian services). #familymealsmonth

Did you know? Teens who eat dinner with their parents regularly develop better relationships with them, do better in school, and are at lower risk of using drugs, drinking or smoking? #familymealsmonth

Study: Reducing away-from-home eating leads to healthier children. Commit to making one more family meal this week! #familymealsmonth

Study: People who eat the most home-cooked meals eat healthier and consume about 130 fewer calories daily, on average, compared to people who cook less or not at all. Commit to making one more family meal this week! #familymealsmonth

SAMPLE TWEETS

September is family meals month and we believe in the benefits of gathering families around the table. We're here to make it easier for you to share 1 more meal at home per week. From pre-prepped ingredients to ready-to-go meals, we've got what you need. #familymealsmonth

September is Family Meals Month™. Make it easy and pick up a prepared meal made by our chef! #familymealsmonth

 Reply  Retweet  Favorite  More

It's Family Meals Month™. Share one more meal this week! Breakfast, dinner or snack time brings your family together. #familymealsmonth

September is Family Meals Month™. Make it easy and pick up a rotisserie chicken and a veggie side and gather at the table. #familymealsmonth

What's your favorite childhood family meal memory? Celebrate Family Meals Month™ & create new memories. #familymealsmonth

 Reply  Retweet  Favorite  More

Kids love to cook, and September is Family Meals Month™! Gather the ingredients to make a pizza at home with your family. #familymealsmonth

It's Family Meals Month™. Raise Your Mitt to Commit™ to one more shared meal at home with your family this week. #familymealsmonth

Gather around the table for Family Meals Month™. A shared meal at home with your kids creates memories. #familymealsmonth

Raise Your Mitt to Commit™ to one more family meal at home this week during Family Meals Month™. #familymealsmonth

It's Family Meals Month™! Share a family breakfast at home this weekend. We've got all the ingredients. #familymealsmonth

We've got all the ingredients to help you make an easy family meal. Celebrate Family Meals Month™ this week at home! #familymealsmonth

Shared family meals are the best. Raise Your Mitt to Commit™ to one more home-cooked meal this week. #familymealsmonth

What was the funniest thing that happened at school today? Ask this and other fun questions at the family table tonight. #familymealsmonth

Breakfast for dinner. It's a kid's favorite. Let them help in the kitchen and create good memories. #familymealsmonth

It's Family Meals Month™. Set up a taco bar and have a fun shared meal. We've got what you need. #familymealsmonth

Let the kids take over the kitchen tonight and make an easy family meal to celebrate Family Meals Month™. #familymealsmonth

 Reply  Retweet  Favorite  More

It's Family Meals Month™. Have fun with your kids, make Italian, Mexican or Asian dishes and celebrate with a shared meal. #familymealsmonth

September is Family Meals Month™. Snack time is a great and easy occasion to gather your family at home. #familymealsmonth

What was your favorite meal growing up? Make it for your family and celebrate Family Meals Month. #familymealsmonth

September is Family Meals Month™. Here are this week's specials to help you prepare a quick meal (link) #familymealsmonth

 Reply  Retweet  Favorite  More

Shared family meals at home = LOVE. Celebrate Family Meals Month™ with these easy recipes (link). #familymealsmonth

September is back to school time and Family Meals Month™! Surprise the kids with a sack lunch dinner for fun! #familymealsmonth

Family Meals Month™ tip: Buy extra and save time by cooking one meal & using leftovers to create a second meal #familymealsmonth

SAMPLE TWEETS

Family Meals Month™ tip: Save time & prepare several dishes on Sunday. Keep them in the fridge or freezer for the week ahead! #familymealsmonth

Celebrate Family Meals Month™. Let the kids choose their favorite meal and have them shop and cook with you. #familymealsmonth

Our Chef has the perfect family meal waiting for you. Stop by to pick it up and have a shared family meal. #familymealsmonth

Throw a blanket on the floor at home and have a picnic with your family. We've got sandwich ingredients to make it easy! #familymealsmonth

We're celebrating Family Meals Month™ with these great family meal specials (link) #familymealsmonth

September is Family Meals Month™. Celebrate football season with a family tailgate! Invite neighbors and share dishes #familymealsmonth

Shared meals can be breakfast, lunch, dinner, appetizers, after school, in the car, or snacks. Make memories at any meal. #familymealsmonth

We're here to help you with your family meal solutions. Need to make quicker meals? More nutritious meals? Just ask. #familymealsmonth

Back to school = Back to routine. Commit to getting your family back to the table for a meal. #familymealsmonth

Grab-n-go, ready-to-cook dishes, pre-prepped ingredients and chef-prepared meals are waiting for you to make meals easier. #familymealsmonth

Research shows that home-cooked meals nourish the spirit, brain and health of all family members. We're here to help. #familymealsmonth

Family meals are linked to higher-grades and self-esteem, healthier eating habits, and less risky behavior for our children. #familymealsmonth

Kids who have family meals 3x per week are less likely to be overweight and more likely to eat healthy foods. #familymealsmonth

With each additional family meal shared per week, kids are less likely to show symptoms of depression and less likely to use drugs. #familymealsmonth

Study: Children who grow up sharing meals as a family are more likely to exhibit sharing, fairness and respect. #familymealsmonth

Study: Sharing even 1-2 family meals per week as an adolescent is associated with lower rates of obesity in adulthood. Let us be your resource for mealtime solutions! #familymealsmonth

90% of families wish they could have more meals together. We're here to help. Commit to one more family meal this week! #familymealsmonth

81% of parents buy food with minimal prep time. We hear you! Grab-n-go and pre-prepped ingredients are here for you. #familymealsmonth

63% of Americans decide what to eat less than an hour before eating. We're here to help with chef-prepared balanced meals to keep your family healthy. #familymealsmonth

Cooking trend: Parents want less prep time and less-clean-up because time is short. We've got quick and easy meals for you. #familymealsmonth

Family meals decreased one-third in the past 20 yrs. Here's our planner app to help get your family back to the table. #familymealsmonth (link)

Need recipes to make meals faster and easier to get your family around the table? We've got you covered. (link) #familymealsmonth

RAISE YOUR MITT SELFIES

Use the social media ideas above for fun ways to engage customers with oven mitt selfies and socialize Family Meals Month™ with hashtag #familymealsmonth. You can get the Raise Your Mitt To Commit™ selfies trending by sharing these few photos on social media of real families raising their mitts to commit to one more meal at home per week. You have permission to use these photos in your promotion of Family Meals Month™. Find online for download at:

[ENTER WEB ADDRESS]:



STEP 5: Include National Family Meals Month™ Announcements in Your Broadcast Messaging

FAMILY MEALS MONTH™ BROADCAST AND IN-STORE MESSAGING SCRIPTS

10 SECOND TAG

SEPTEMBER IS FAMILY MEALS MONTH. RAISE YOUR OVEN MITT TO COMMIT TO ONE MORE FAMILY MEAL AT HOME PER WEEK – BECAUSE FAMILY MEALS MAKE FAMILIES STRONGER.

15 SECOND IN-STORE ANNOUNCEMENT

SEPTEMBER IS FAMILY MEALS MONTH. (COMPANY NAME) HAS SOLUTIONS TO HELP YOU GET A WHOLESOME FAMILY MEAL ON THE TABLE FASTER. RAISE YOUR OVEN MITT TO COMMIT TO ONE MORE FAMILY MEAL AT HOME PER WEEK - BECAUSE FAMILY MEALS MAKE FAMILIES STRONGER.

30 SECOND RADIO/PSA

IT'S SEPTEMBER - A NEW SCHOOL YEAR WITH NEW ROUTINES. SEPTEMBER IS ALSO FAMILY MEALS MONTH AND (COMPANY NAME) BELIEVES IN THE BENEFITS OF GATHERING FAMILIES AROUND THE TABLE. WE'RE HERE TO MAKE IT EASIER FOR YOU TO SHARE ONE MORE MEAL AT HOME PER WEEK. WHETHER YOU NEED A READY-TO-GO MEAL OR PRE-PREPARED INGREDIENTS TO GET A MEAL ON THE TABLE FASTER – (COMPANY NAME) HAS A SOLUTION FOR MANIC MEALTIME. DURING FAMILY MEALS MONTH. WE INVITE YOU TO RAISE YOUR OVEN MITT TO COMMIT TO ONE MORE FAMILY MEAL AT HOME PER WEEK – BECAUSE FAMILY MEALS MAKE FAMILIES STRONGER.

Press Release

YOUR LOGO HERE

For Immediate Release

Media Contact: PR contact's name

(xxx) xxx-xxxx, youremail@company.com

[YOUR COMPANY NAME] Participates in Family Meals Month™: Families Win!

Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members.

YOUR CITY, STATE – September, day, 2018 – What is a better cause than helping families gather around the table together more often? Not only does it sound like a good idea, but studies show extensive nutrition, social, and mental benefits associated with family meals and these apply to the whole family unit. That's why [name of company], has committed to being an active participant in the family meals movement, joining close to 200 grocery retailers, food manufacturers, and community organizations in providing solutions, tips, support, and encouragement to consumers in an effort to help them enjoy one more meal together per week.

People are hungry for help in the kitchen and [name of the company] is here for our customers. We aim to spread the word about Family Meals Month™ and lend support to help families eat more meals together—because we know it works. Research conducted in 2016 shows that 85% of shoppers said they took action after seeing the Family Meals Month™ campaign.¹

“The Food Marketing Institute is in a position to bring together those on the front lines—grocery retailers, food manufacturers, and community groups—as part of a shared purpose to encourage and facilitate family meals. Together we can do well by doing good,” said Leslie Sarasin, president and CEO of the Food Marketing Institute, creator of Family Meals Month™. “In just three short years, we have seen the family meals movement grow and inspire shoppers to action—and we have only just begun.”

“Family meals have been on the decline, as many struggle to balance busy schedules and scramble for time to prepare and eat together,” said [company spokesperson, title]. “The more convenient, and healthy, solutions we can offer, the easier it will be for our customers to return to the table and reap the benefits of doing so.”

Utilize the following resources to learn more and start a family meal journey: [Supplement with your brand's offerings (e.g. Products, shortcuts, programs) and link to your Family Meals Month™ “landing page” of online resources.]

Raise Your Mitt to Commit™ to One More Meal at Home per Week

[Company name] is encouraging the community to join the Family Meals Month™ movement by pledging to one more meal at home per week. Make it official, and shareable, by posting a selfie wearing your favorite oven mitt with the hashtag #familymealsmonth. Follow [Company name] on Facebook and Twitter to join the conversation this September.

About Family Meals Month™

As the voice of food retail, the Food Marketing Institute Foundation created Family Meals Month™ as a nationwide, annual event to raise awareness of the benefits of frequent family meals, while highlighting grocers and manufacturers with the support of community health organizations, as the solution for families to share one more meal at home per week.

About [your company]

Insert your standard boilerplate here.

#

¹Source Note: Nielsen. National Family Meals Month: Campaign Results, 2016. Accessed at: <https://www.fmi.org/family-meals/our-mission/consumer-impact>.

Newsletter/Blog Content

Let [NAME OF COMPANY] Be Your Mealtime Ally!

Do you strive to eat more meals together, as a family, but then life gets in the way? Currently, adults say they eat about 59% of their meals together.¹ Parents, specifically, express wanting to do so more. Among parents who say they miss some dinners during the week, 86% say they are taking steps to eat with their child more.¹

Eating together is worth the effort. Family mealtime is associated with physical, social, and mental health benefits. In fact, regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits, and less risky behavior. And eating at home can be a win-win for both your pocketbook and your waistline, with research showing that people who eat more home-cooked meals consume about 130 fewer calories per day, on average.²

[Name of company] has committed to being an active part of the Family Meals Month™ movement because the health and well-being of you and your family is important to us. We understand that family meals are important, but that lives are also busy. We understand that responsibilities to balance and competing priorities can thwart even the best of intentions. Luckily, we have the expertise, tools, and resources to support you in making more family meals a reality.

Start now with the following steps!

1. **Be committed.** Pledge to Raise Your Mitt to Commit™ to sharing one more meal together at home per week.
2. **Be resourceful.** Visit [insert link] to find [insert types of materials].
3. **Be social.** Follow us on Facebook and Twitter for family meals focused content, including shopping tips and recipes. [insert company social media handles].
4. **Be engaged.** Share your own family meal experiences, misadventures, and solutions within your social channels. Remember to use the hashtag #familymealsmonth to be part of the conversation!

Sources:

¹ FMI Foundation. Power of Family Meals 2017: Desires, Barriers and Directions for Shared Meals at Home, 2017. Accessed at: https://www.fmi.org/docs/default-source/familymeals/fmi-power-of-family-meals-whitepaper-for-web.pdf?sfvrsn=13d87f6e_2

² Wolfson, J. and Bleich, S. Is cooking at home associated with better diet quality or weight-loss intention? Public Health Nutrition, 2014.

STEP 6: Communicate the Value of Ongoing Participation in Family Meals Month™ Within Your Company

The following contains questions and answers that can be used to answer inquiries within your company and beyond.

What is Family Meals Month? Created by the Food Marketing Institute (FMI), Family Meals Month™ kicks off an industry inspired movement to raise consumer awareness of the health and societal benefits of sharing frequent family meals at home. Each September, the food retail industry will rally together in support of Family Meals Month™ to promote the role grocers and food manufacturers play in helping busy families of all shapes and sizes share more meals at home more often.

Why Family meals? Numerous studies show that preparing and sharing meals at home make families and kids stronger and healthier. We believe that no one is better equipped to help families get wholesome meals on the table than FMI members like you! Family Meals Month™ provides a platform for grocers to rally families to commit to sharing one more meal per week, and remind them that simple, healthy mealtime solutions can be found in every supermarket aisle.

What is the call to action? Through campaign messaging and engagement tools, FMI Members will encourage shoppers to commit to sharing one more family meal at home per week. In September, as kids head back to school and parents adjust their routines to accommodate fall activities, we want families to commit to making mealtime a priority. Their grocers can show them how.

Why should we participate? Once a daily tradition, family meals are at a critical intersection in our nation today. The desire to return to the table exists, but families need a friendly, familiar voice to show them the way. That voice is their grocer. More than 76% of people report that conflicting schedules are a primary barrier to cooking and eating together on a regular basis.¹ People are hungry for help in the kitchen.² This event positions grocers as problem-solvers, and gives you another way to highlight how you're investing in mealtime solutions to meet consumer demand in a changing food retail environment.

Do family meals really make a difference?

- ▶ Research supports that children who share regular family meals benefit from better grades, improved nutrition, stronger family relationships, higher self-esteem, and are less likely to use drugs and alcohol at an early age.³
- ▶ According to a recent study published online by The Journal of Pediatrics, adolescents who participated in just one or two family meals per week were less likely to be overweight or obese in adulthood as compared to adolescents who never participated in family meals.⁴
- ▶ People eat healthier when they eat together at home. People reporting to eat the most home-cooked meals end up having healthier diets and consuming, on average, 130 fewer calories when compared to people who eat fewer home-cooked meals.⁵

How will participating in Family Meals Month™ benefit our company?

Take advantage of Family Meals Month™ to remind shoppers and the larger community that your company advocates for families every day by offering mealtime solutions that help busy families get wholesome meals on the table so they can reap the benefits of family mealtime. Positioning your company within the community as an extension of the family unit and a problem solver generates consumer trust and customer loyalty, both of which are great for business.



How will food manufacturers engage in Family Meals Month™? FMI encourages its associate members, the nation's leading food manufacturers, to partner with retailers like you to bring national awareness to the family meals movement by supporting in-store activation and product promotions during Family Meals Month™ in September. To engage food manufacturers, FMI created a separate toolkit for its associate members. Containing downloadable assets and ideas for activation, the toolkit is designed to inspire collaboration between food manufacturers and retailers. FMI is generating buzz throughout the manufacturer community to help retailers start the conversation with their trusted partners.

Is there a cost to participate? Downloadable assets, available as part of the Family Meals Month™ retailer toolkit, are provided to you at no cost courtesy of FMI. Created as a plug-and-play promotion, complementary graphic elements and suggested messaging were designed to supplement the way your company already promotes mealtime solutions in-store, and through established marketing and social media channels.

Will other grocers in my community participate in Family Meals Month™ in September? With a goal to bring national awareness to the benefits of family meals and remind families that the solution to their mealtime dilemma is their grocer, FMI invites all its members to join together in September in celebration of Family Meals Month™. By collaborating across industry with a shared message and unified voice, retailers and their supplier partners can cut through the clutter and bring mealtime back to the family table.

How can we participate? FMI has you covered. All toolkit assets, while flexible, are robust enough to function as a standalone Family Meals Month™ promotion in September. FMI retailer members looking to introduce a family meals program can find additional resources and inspiration in the "Best Practices and Excellence in Family Meals Month".

¹ 2014 FGI Research commissioned by The Monday Campaign

² The Hartman Group

³ Meier, A. & Musick, K., Variation in Associations between Family Dinners and Adolescent Well-Being, *Journal of Marriage & Family*, 2014.; Hammonds, A.J. & Fiese, B.A., Is Frequency of Shared Meals Related to Nutritional Health of Adolescents? *Pediatrics* 2011

⁴ Jerica M. Berge, PhD, MPH, LMFT, CFLE, and colleagues from the University of Minnesota and Columbia University

⁵ Study conducted by Johns Hopkins Bloomberg School of Public Health, 2014

STEP 7: Be Recognized and Celebrate!

Momentum continues to grow among food industry members around the Family Meals Movement and companies are committing their support to Family Meals Month! Is your company present in the dialogue?

Featuring: 2017 Gold Plate Winners



The Gold Plate Awards highlight outstanding programs that have implemented to encourage families to share more meals, together at home, more often. We also honor the contributions companies are making to help raise consumer awareness of the many benefits of family meals.

Skogen's Festival Foods

Retailer Category A (1-99 stores)

Festival Foods successfully created a comprehensive omnichannel campaign to promote National Family Meals Month through their \$10 Meals program. Their 360-degree approach involved meeting guests, associates and consumers in the stores where they shop, on social media, via traditional media as well as during presentations in the community. Festival Foods collaborated with industry partners to spread the family meals message including the American Heart Association; Fruits & Veggies – More Matters; area celebrities from The Better Half (a lifestyle TV show hosted by wives of Green Bay Packers players); a statewide radio show Wilde & Tausch on ESPN; and with local WFRV-TV's morning talk show. Grocery store tours were offered throughout the month in partnership with healthcare systems, community groups and universities. The campaign produced measurable results, including 418 guests redeeming a family meals month offer from their mobile text club over the course of two days.

SpartanNash

Retailer Category B (100-199 stores)

SpartanNash celebrated family meals across their with a comprehensive and creative omnichannel experience. They used print advertisements, online blog content, social media content and the National Family Meals Month logo on produce sign inserts. In-store, store associates offered families seen shopping together oven mitts, cans of Our Family soup, and a flier about Family Meals Month. Community outreach included food demos, cooking classes and a health fair in partnership with the YMCA, healthcare store tours and state grant funded partner events. In-store associates were invited to participate in a video about their favorite family meals moments and corporate-level employees received Family Meals Month information through the employee health and wellness program. The SpartanNash campaign reached over 5 million people through social networks and various ads.

Kroger's

Retailer Category C (200+ stores)

Kroger's National Family Meals Month campaign reached over 1 million shoppers through a mixture of omnichannel engagements. Their campaign had a strong focus on their registered dietitians (RDs) and Little Clinic solutions and included a Twitter Chat with Little Clinic RDs; a Facebook Live education series by Little Clinic RDs; in-clinic education by clinicians and pharmacists utilizing a Family Meals Month educational brochure; a live TV broadcast with an RD highlighting Kroger's offerings for nutritious and timely family meals; in-store nutrition outreach; free RD personal shopping services; and an "Inspired Gathering" page on Kroger.com featuring numerous Family Meals Month recipes, family meal conversation starters, clean-up tips and educational resources (i.e., teaching kids to set the table).



Wholesaler Category

Associated Wholesale Grocers

Associated Wholesale Grocers' (AWG) campaign included collaboration between all AWG brands (Best Choice, Clearly Organic, Superior Selections, and Always Save), which published educational content on all brands' social media pages and websites. All brands fully adopted the Family Meals Month theme for September, changing website sliders, social media profile pictures, and cover photos to display Family Meals Month messaging. All AWG retailers were informed of the campaign and encouraged to share materials with their consumers. Internally, employees were educated on the benefits of family meals with announcements on company TVs.

Food Manufacturer Category

The Campbell Soup Company

The Campbell Soup Company's Helping Families Eat Together program included a partnership with a national food retail chain, employee engagement and saw sales increase on promoted products. In addition to using omnichannel tactics, Campbell produced a heartwarming digital ad featuring one of their product lines and the importance of eating together. Collaboration with a national retailer and the Retail Dietitians Business Alliance provided solutions to common barriers of eating meals together. Internally, Campbell's Global Nutrition team and Consumer Test Kitchens partnered to promote Family Meals Month and reached 10,000 employees across the company with weekly nutritious recipes and family meal solutions. Most impressively, over 130,000 coupons and handouts distributed with the Family Meals Month logo and Pace Salsa mealtime recipe inspiration resulted in a 4 percent increase in Pace Salsa sales.

Allied Group Category

The American Heart Association

The American Heart Association's Healthy For Good™: Eat Smart and Add Color campaign sought to help people make simple, healthy decisions while creating sustainable habits. Campaign communications like a Healthy For Good e-newsletter pointed to a custom landing page with family meal resources. Consumers were encouraged to create their own "Recipe Box" online to start saving healthy meals for National Family Meals Month. The campaign leveraged multiple national and local American Heart Association social media channels and digital networks to spread the Family Meals Month message, reaching approximately 1 million consumers.

2017 Gold Plate Honorable Mentions

Baesler's Market - Make Meal Time Family Time (with Help from Baesler's)

Coborn's, Inc. - Coborn's Celebrates Family Meals Month

Hannaford Supermarkets - Time-Saving Meals from Your Hannaford Dietitian/Good Ideas for Busy Families

Tops Friendly Markets - #FamilyMealsMonth

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

W. Lee Flowers and Co., Inc. - IGA Raise Your Mitt to Commit Family Photo Contest

The Coca-Cola Company - The Coca-Cola Family Meals Program