

In-Store Radio Script

September: Whole Grains Month

Main Message: Easy ways to introduce more whole grains in your family's meals

[BEGIN SCRIPT]

September is a time for renewal and starting fresh: kids have headed back to school, and temperatures are a bit cooler. Hi, this is [NAME, TITLE, STORE NAME's]. It's National Whole Grain Month, a great time to try a new whole grain. Whole grains have all of the original parts of the grain's kernel: the germ, endosperm and bran. Whole grains offer a number of tasty health benefits and add interesting flavors to meals.

Examples of common whole grains include corn (like popcorn), oats (oatmeal), whole wheat, brown rice and barley. You can find recipes and ideas for using whole grains [LOCATION: website, Facebook page, kiosk, aisle or section of the store, etc]

Here are some quick and delicious ways to get more whole grains onto your [family's] menu:

- **At Breakfast** try oatmeal or whole wheat toast, pancakes, waffles, or cereals and cereal bars made with whole grains.
- **For Lunch** consider sandwiches made whole wheat bread or other whole grains; salads or soups made with whole grains like quinoa, corn, or barley.
- **With Dinner** try serving side dishes and casseroles made with regular or instant brown rice; easy to prepare whole grain mixes [LOCATION IN YOUR STORE].
- **When Snacking** reach for popcorn; whole grain crackers and chips (e.g., whole grain tortilla chips); homemade snack mixes made

For more great ideas and tips on getting more whole grains on your menu, visit our [WEBPAGE, FACEBOOK PAGE, PINTEREST SITE, etc].