

July

Food, Health and Wellness Observances

Wellness Tool Kit Theme: Summer Grilling and Food Safety

RETAIL FOOD & PHARMACY

HEALTH & WELLNESS

OPPORTUNITIES ACROSS THE STORE

Observance	Resources	Retail Marketing Ideas	Pharmacy Tie-Ins
<ul style="list-style-type: none">▪ Eat Beans Day (July 3)▪ 4th of July (July 4)▪ Macaroni Day (July 7)▪ Salad Week (4th week)▪ Berry Month▪ Blueberry Month ("July Belongs to Blueberries" Month)▪ Grilling Month▪ Picnic Month▪ UV Safety Month	<ul style="list-style-type: none">▪ Food Safety PowerPoint and Quiz Slide Show▪ Food Safety Kit▪ Recipes for pasta▪ Recipes, facts, info on beans▪ Healthy Salad Recipes▪ Information about berries▪ Grilling recipes▪ Picnic Ideas▪ UV Safety Toolkit	<ul style="list-style-type: none">▪ Food safety is a big issue in the summer time when people do more picnicking and grilling. Remind your customers that when grilling or serving food outdoors, temperature matters. Meat, poultry and seafood items must be cooked to their proper temperatures using a thermometer.▪ Make it easy for your customers to pack a picnic. Create a display of items that will create a great backyard BBQ or picnic: include shelf stable items (like canned baked beans), as well as items that require chilling (rotisserie chicken, coleslaw, fruit salad, etc). You might also display recipes, books and magazines that feature grilling ideas, charcoal, as well as disposable plates,	<ul style="list-style-type: none">▪ For Food Safety Month, build onto relevant displays with items that help people keep clean when picnicking: hand wipes, hand sanitizers, etc.

		<p>cups and napkins.</p> <ul style="list-style-type: none">▪ To remind people to keep their picnic items at the right temperature, you can also display thermometers, coolers, refreezable ice packs, and anything else that will help people avoid food borne illness.	
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