

MyPlate Resources and Themes for Retailers

May 2012 – August 2012

Time Frame: May-August 2012

MyPlate Theme: Foods to Reduce

Key Message: Drink water instead of sugary drinks

Retail Themes to Consider for this Key Message:

May:

- Lean into Summer

June:

- Sports Hydration: Think Your Drink

July:

- Summer BBQ: Stock Your Cooler with Refreshments not Calories

August:

- Staying Cool in the Summer

Background/Connection to MyPlate

What we drink can make a big difference to calorie levels on daily basis. In one year, just 100 extra calories each day can lead to a 10 pound weight gain (1 pound = 3500 calories)! Fortunately, the opposite is true, too: a small reduction in calories on a daily basis can mean pounds lost. An easy way to downshift your calories is to carefully manage your portions or stop drinking full calorie soft drinks, fruit drinks and even juices (although fruit juices can be a great source of vitamins and are a fruit source, it's easy to overdo them, quickly adding extra calories to your diet). MyPlate emphasizes the importance of eating a variety of foods from all the food groups but there isn't a food group for sweet drinks. While sweetened beverages taste great and can be enjoyed in moderation, they contain few or no nutrients. Examples include sugar-sweetened soft drinks, fruit punches, fruit-ades, and sugar-sweetened sports drinks.

For additional National Health Observances visit FMI's [Healthy Ideas Calendar](#)

Marketing and Promotional Ideas:

May: Lean into Summer

- Getting and staying lean for summer activities may be as simple as making sure you have healthy foods and drinks on hand wherever you happen to be: in the car, at work, at a sporting event, at a social event, etc. Sometimes, the easiest way to do this is to just pack your own foods and snacks for the day. Keeping a supply of cold packs on hand and portable coolers makes this much easier along with some ready-to-go ideas for take-along meals and snacks.
- Create a Stock Your Cooler Display: feature coolers, freezer gel packs, and an array of calorie-free drinks like bottled waters, diet sodas, calorie-free drink mixes, etc.

June: Sports Hydration: Think Your Drink

- Create a sports display with items suggesting athletics: sunscreen, hats, tennis balls, sports bags, etc. Include sports drinks that are lower in calories, and water more prominently than full-calorie sports drinks. Emphasize the message that sports drinks are a great option for athletes exercising longer than 1 hour or in the heat but for the rest of us, water is best. For recovery after sports, the nutrients (electrolytes, minerals, etc.) in chocolate milk are a natural way to replenish and provide an alternative to sports drinks.

Additional Tips, Handouts and Resources

Resources for May, June, July and August

Websites:

- [Centers for Disease Control](#)
- [Gatorade Sports Science Institute](#)
- Chocolate milk as a recovery drink: [research](#)

Free Resources:

- [Sports Hydration Fact Sheet](#)
- [Sports Hydration Tips Brochure](#)
- [Rethink Your Drink Brochure](#)
- [Think Your Drink Poster: National Dairy Council](#)

Online Quizzes:

- [How many calories do you drink?](#)
- [Drinks and Beverages Quiz: Test your IQ](#)

July: Summer BBQ: Stock Your Cooler with Refreshment not Calories

- Create a summer picnic or BBQ display featuring refillable water bottles, coolers, and related items (table covers, disposable plates, etc.). For the drinks portion, feature bottled water, diet drinks, no calorie water flavorings, etc. Consider placing the diet sodas, calorie-free drinks and water on sale or offer a coupon.

August: Staying Cool in the Summer

- Create a pool or beach display with sunscreens, beach balls, and other water activities-related items (towels, beach pails, umbrellas, boogie boards, etc.). For the drinks portion, feature bottled water, diet drinks, no calorie water flavorings, etc.

