

PRESS RELEASE

For Immediate Release

Contact

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Coborn's, Inc. launching new "Food Facts" program to complement existing Dietitian's Choice program



ST. CLOUD, Minn. - With March being National Nutrition Month, Coborn's, Inc. is proud to announce the rollout of an exciting new program in our grocery stores to further drive our company's Vision of "inspiring healthy living." We are in the process of implementing "Food Facts" in Coborn's, Cash Wise and Marketplace Foods stores. Food Facts will provide valuable nutrition information in the form of

attributes for a variety of items located in the center store grocery aisles. Each location will have 3,500-4,500 items with Food Facts listed on price tags.

A total of three attributes can be displayed on the price tag at any given time. The attributes will be displayed in the following order:

- Dietitian's Choice
- Organic
- Gluten Free
- Low Sodium
- Whole Grain
- Heart Healthy
- Local

This program complements Dietitian's Choice, which was implemented in Coborn's, Cash Wise and Marketplace Foods stores in Fall 2017. The first attribute of any product will always be Dietitian's Choice if that item was earmarked as Dietitian's Choice by our team of Supermarket Registered Dietitians. Food Facts uses the following standards, which draw upon government standards, to determine whether an item earns an attribute:

-Organic: Identified by the "USDA Organic" stamp on the product label. USDA Certified Organic – must contain at least 95% organically produced ingredients (excluding water and salt).

-Gluten Free: Identified by manufacturer as "Gluten Free" on the product label.

-Low Sodium: Identifies products that are low in sodium, $\leq 140\text{mg}$ per serving and Recommended Amount Customarily Consumed (RACC).

-Heart Healthy: Items are low saturated fat, low cholesterol, limited sodium (480mg per serving) or 600mg (meal and main dish), and contain less than 3g total fat or 3g or less of total fat (meal/main dish per 100g) AND contains DV of 10% or more for Vitamins A, or C, Calcium, Iron, or Protein.

-Whole Grain: Identifies products that are made with whole grain and contain at least 8g of whole grain.

“The timing of this rollout coincides with National Nutrition Month,” said Emily Coborn, Vice President of Fresh Merchandising. “However, our team is continually looking for ways throughout the year to help our guests and employees meet their health goals. This program is another step forward in doing that.”

Food Facts will be introduced to our guests in upcoming Coborn’s, Cash Wise and Marketplace Foods ads on Sunday, March 11.

Dietitian’s Choice

As previously stated, Food Facts complements Dietitian’s Choice, which is already in place at all Coborn’s, Cash Wise and Marketplace Foods stores. Dietitian’s Choice was developed by Coborn’s team of Supermarket Registered Dietitians. They examined the products sold in Coborn’s, Inc. grocery stores and selected more than 5,500 items so far that carry a Dietitian’s Choice mark based on a food’s nutritional density and several nutritional components. CentraCare Health and its team of respected dietitians have endorsed Dietitian’s Choice.

More Resources

As Coborn’s, Inc. works to continue inspiring healthy living, please be mindful of the health and wellness tools already available to Coborn’s, Inc. guests and employees, including:

- On Coborns.com, the [Dietitian’s Corner](#) offers many self-help resources and guides.
- Supermarket Registered Dietitians that support select stores. Paid in-store services include: personal consults, community presentations, classes, grocery tours, health fairs and meal planning.
- Supermarket registered dietitians have dedicated Facebook, Instagram, Twitter and Pinterest accounts.
- Dietitian’s Choice recipes for meal occasions.
- Monthly E-mail: Dietitian Digest.
- Recipe video twice each month.
- Facebook Live every Tuesday.
- Supermarket Registered Dietitians blog for "Produce for Better Health."
- Foodie Feature of the Month.
- Weight Management Program for employees twice a year.
- Wellness Wednesday in select stores the second Wednesday of every month (partnership with pharmacy).
- In-store demos.
- Eat Healthy, Shop Smart newsletter (food safety, pharmacy, kids section).

In addition to Supermarket Registered Dietitians, Coborn’s, Inc.’s team of pharmacists are available to consult with patients about their medication, health and lifestyle.

Coborn’s, Inc.’s company vision calls on employees to inspire happiness, health and simplicity for our guests; this is an opportunity for Coborn’s, Inc. to continue living our vision in new and engaging ways. We are excited about the future and potential of this new program as this program is implemented in our stores.

About Coborn’s, Inc.

St. Cloud, Minn.-based [Coborn’s, Inc.](#) is a 97-year-old employee-owned grocery retailer with nearly 8,000 employees and 53 stores across Minnesota, North Dakota, South Dakota, Illinois and Wisconsin under the [Coborn’s](#), [Cash Wise Foods](#), [Marketplace Foods](#) and [Save-A-Lot](#) banners. Coborn’s, Inc. also owns [CobornsDelivers](#), an online grocery ordering and home delivery service; and stand-alone convenience, liquor and pharmacy locations. To support its 120 retail locations, Coborn’s, Inc. operates its own central bakery, gluten-free bakery, dry cleaning facility and grocery distribution center. In 2017, Coborn’s was named a “Top Workplace in Minnesota” by the Star Tribune and was named to Achievers’ list of “50 Most Engaged Companies.”

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