



PRESS RELEASE - For Immediate Release

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Coborn's, Inc. launching new nutrition education program with CentraCare Health endorsement

Coborn's, Inc. is announcing the introduction of a new nutrition program being developed in-house called Dietitian's Choice. This exclusive program will be rolling out to Coborn's, Cash Wise and Marketplace Foods stores later this month and will help guests easily identify items that support their overall health.



This new program was developed by Coborn's, Inc. Supermarket Registered Dietitians. They have examined the products sold in Coborn's, Inc. grocery stores and have selected more than 5,500 so far that will carry a Dietitian's Choice mark.

Dietitian's Choice items are rated based on their nutritional density as well as the following nutritional components:

- Whole grain as the first ingredient
- Lower in sodium
- Lower in added sugars
- Lower in saturated fat
- A good source of healthy fat
- A good source of protein

Due to the complexity of various products on the market, Coborn's, Inc. Supermarket Registered Dietitians used general guidelines along with their discretion to help point guests in a more nutritious direction. They will continue working with the Merchandising Team to evaluate new products as they become available.

"Our company's vision calls for us to inspire healthy living for our guests," said Emily Coborn, Vice President of Fresh Merchandising. "The Dietitian's Choice program is another way for us to live out our vision by empowering guests to easily identify (better for you) food items during their shopping trips."

The International Food Information Council Foundation's "2017 Food and Health Survey" results underscore the confidence and trust people place in registered dietitians to help guide their food choices. Respondents ranked Registered Dietitians highest among 14 different sources of information. Guests can benefit from Coborn's, Inc.'s Supermarket Registered Dietitians' advice by watching for the Dietitian's Choice mark on price tags, indicating the item was approved for the program following collaboration among Coborn's, Inc.'s team of Supermarket Registered Dietitians. In addition to this new program, Coborn's, Inc. Supermarket Registered Dietitians will continue to assist guests in the aisles or through personal consultations, store tours, community presentations or online resources.

Endorsed by CentraCare Health

After a careful review, CentraCare Health dietitians have endorsed Dietitian's Choice. Endorsement of the program by Central Minnesota's premier health care provider confirms the quality of Dietitian's Choice. Endorsement also demonstrates CentraCare's ongoing commitment to partnering with community organizations to improve overall wellness outside the walls of its clinics and hospitals. It saw Dietitian's Choice as a credible option to further promote nutritious lifestyles.

"We are proud to endorse this program that Coborn's has developed," said Jodi Gertken, Director of Wellness for CentraCare Health. Coborn's and CentraCare have a history of collaborating to improve the health of our communities and this is another example of that. Coborn's developed this program under the guidance of their Supermarket Registered Dietitians which built credibility from the start. By implementing innovative systems such as this, we are making it easier for people to make healthier choices. Our organization is proud to endorse this diligent and detailed work."

Coborn's, Inc. is grateful to CentraCare Health and its team of top notch medical professionals for its support and endorsement of this program. Coborn's, Inc. looks forward to partnering with CentraCare Health to build healthy communities.

NuVal, LLC discontinuing NuVal Nutritional Scoring System

Dietitian's Choice will replace the NuVal® Nutritional Scoring System currently found in Coborn's, Marketplace Foods and select Cash Wise stores. NuVal, LLC recently announced that it is discontinuing its scoring service because the health and wellness space has evolved significantly since the program was introduced, and the choices for guests to obtain health and nutrition information online has grown exponentially. Coborn's, Inc. is appreciative of NuVal, LLC's years of partnership and to all the key stakeholders who helped promote, implement and embrace this program in communities where Coborn's, Inc. does business. The valuable partnerships that have been formed around this program have helped us achieve our vision of inspiring healthy living for our guests. NuVal® Nutritional Scoring tags will continue to be phased out through attrition by the end of the year.

More Resources

As Coborn's, Inc. works to further develop Dietitian's Choice, please be mindful of the health and wellness tools already available to 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. 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
- Supermarket Registered Dietitians blog for "Produce for Better Health"
- Foodie Feature of the Month
- Facebook live video every Tuesday
- 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 us to inspire happiness, health and simplicity for our guests; this is an opportunity for us to continue living our vision in new and engaging ways. We are excited about the future and potential of this new program as we look to roll out Dietitian's Choice on price tags this month.

About Coborn's, Inc.

St. Cloud, Minn.-based [Coborn's, Inc.](#) is a 96-year-old employee-owned grocery retailer with approximately 7,500+ 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, Inc. was named to the Star Tribune's "Top Workplaces in Minnesota" list and was named to Achievers' "50 Most Engaged Workplaces" list.