Meijer Launches Personalized Nutrition Coaching Service

Retailer welcomes the New Year with a healthy start, bringing new virtual nutrition service to Michigan residents

GRAND RAPIDS, Mich. – Meijer announced a new virtual personalized nutrition coaching service today to help individuals achieve their health and wellness goals. The coaching service will only be offered in Michigan to start, with future plans to expand across the retailer's Midwest footprint.

Led by Meijer registered dietitians, this new offering provides personalized nutrition guidance for individuals in any stage of their health journey. Those wanting to learn more can schedule a complimentary 15-minute exploration session with a Meijer registered dietitian or get started right away with the full service by scheduling a 45-minute initial session for $89. Customers can then schedule as many follow-up appointments as needed at $49 per session. All appointments can be made via the Nutrition by Meijer webpage.

"As a one-stop shop, we're constantly testing and evaluating what our customers want and need as they focus more on health, wellness and nutrition," said Jackie Morse, Group Vice President of Pharmacy and Health at Meijer. "Our personalized nutrition coaching program is just the beginning as we continue to roll out more nutrition-focused resources and bring impactful experiences like this to our customers."

The virtual coaching service is confidential and focused on helping individuals achieve and maintain optimal health through proper nutrition and dietary choices. Based on the individual's needs, the program may include:

- **Assessment, Monitoring and Evaluation**: Conducting thorough assessments of an individual's current dietary habits, lifestyle, medical history and nutritional needs and making necessary adjustments based on feedback and changes in health status.
- **Education**: Providing education on nutrition principles, food choices, portion control and the importance of a balanced diet.
- **Meal Planning**: Creating personalized and balanced meal plans based on the individual's specific health goals, dietary preferences and any existing medical conditions.
- **Nutritional Coaching**: Offering guidance and support to individuals with specific health concerns, such as diabetes, chronic inflammation, cardiovascular issues and gastrointestinal challenges.
- **Food Allergy and Intolerance Management**: Assisting individuals with identifying and managing food allergies or intolerances and helping them plan meals accordingly.
- **Weight Management**: Assisting clients in achieving and maintaining a healthy weight through appropriate diet and lifestyle changes.
- **Behavioral Change Support**: Helping clients adopt and sustain positive changes in their dietary habits by addressing psychological and behavioral aspects of eating.

Accredited by the Commission on Dietetic Registration, Meijer registered dietitians are registered dietitian nutritionists (RDNs) with a degree from a certified dietetics program. They've all completed a supervised practice requirement, passed a national exam and continue to take part in professional development opportunities within the industry. The team is also an advocate for evidence-based practice, staying up to date on the latest research and guidelines to provide accurate information. Meijer registered dietitians provide valuable resources with the utmost care and consideration for individuals seeking personalized nutrition guidance.

Meijer already offers customers access to health and wellness resources, merchandise and prescriptions across its six-state footprint. The retailer has a complete team of specialists dedicated to customer well-being.

For the complete listing of the elements tied to this new service, visit the Nutrition by Meijer webpage at meijer.com/services/nutrition-by-meijer.html. The service is FSA and HSA-eligible. Participants must be 18 years or older.

About Meijer: Meijer is a Grand Rapids, Mich.-based retailer that operates more than 500 supercenters, neighborhood

markets. Meijer Grocery and Express locations throughout Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin. A privately-owned and family-operated company since 1934, Meijer pioneered the "one-stop shopping" concept and has evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive apparel departments, pet departments, garden centers, toys and electronics. For additional information on Meijer, please visit www.meijer.com. Follow Meijer on Twitter @Meijer and @MeijerPR or become a fan on Facebook.

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