

IN-STORE BROADCAST INTERCOM MESSAGES



FAMILY MEALS MONTH

Many meal-planning and food-buying decisions are made at the point-of-purchase. Use these in-store intercom messages to remind your shoppers about the importance of healthy eating during Family Meals Month and direct them to the recipes in this toolkit and in-store solutions to boost sales across all departments.

Kids in the Kitchen Script

Hi, I'm Registered Dietitian Nutritionist {INSERT YOUR NAME}. {INSERT STORE NAME} and the American Heart Association want to inspire you to cook and eat healthfully as a family during Family Meals Month. When kids help you in the kitchen, you can spend quality time together, and they learn valuable skills. How can you get them involved? It's easy. Simply visit our website {INSERT WEBSITE} to download easy-to-make, delicious recipes and a grocery list, then shop our aisles for all the ingredients you need. Also, be sure to look for the Heart-Check mark while shopping to help you find heart-healthy items for you and your family.

Family Mealtimes Script

Hi, I'm Registered Dietitian Nutritionist {INSERT YOUR NAME}. {INSERT STORE NAME} and the American Heart Association want to inspire you to eat healthfully as a family this Family Meals Month. In addition to creating memories and strengthening the family bond, studies show that young children and teens who eat more dinners with their family have healthier eating patterns and are also less likely to be overweight and engage in substance abuse behaviors. Breakfast and lunch on the weekends count, too! Simply visit our website {INSERT WEBSITE} to download easy-to-make recipes and a grocery list, then shop our aisles for all the ingredients you need. Also, be sure to look for the Heart-Check mark while shopping to help you find heart-healthy items for you and your family.