

Introducing NuVal™

The Nutritional Scoring System



- *One number.*
- *One decision.*
- *One food at a time.*



The NuVal™ System Provides Nutrition Guidance, At a Glance

DESPITE THE ONGOING efforts of government agencies, health professionals, food manufacturers and retailers to steer consumers toward better food choices, the nutrition crisis in America looms larger than ever before. Obesity and chronic diseases like juvenile and adult diabetes, heart disease and cancer are on a steady rise—much of it due to the poor food choices we make.

The fact is, although many people try to eat better, they are often confused about which foods to choose. Time-pressed shoppers in particular are challenged to sort through the volume and complexity of nutrition information.

Filling the Guidance Gap

Food manufacturers are responding to the consumer interest by formulating more nutritious products and placing icons on packages that highlight the particular merit of various foods. Supermarkets are adding dietitians to their staffs to counsel customers and launching company wellness programs. But still more needs to be done.

What is needed is a single, standard, objective system of nutrition guidance that is quick and easy to use. Enter the NuVal Nutritional Scoring System. The NuVal double-hexagon logo will begin appearing on supermarket shelves this fall, bearing a score ranging from 1 to 100 for each food; the higher the NuVal Score, the higher the food's nutritional value.

The NuVal System stands out among nutrition guidance systems

for its independence from food-industry influence, the depth and breadth of its science and its ability to help consumers compare foods within specific categories and across the entire supermarket. The algorithm behind the NuVal System was created by an independent panel of leading North American nutrition scientists whose sole focus was the public health, with no commercial interests whatsoever. Their work was funded entirely by Griffin Hospital, a not-for-profit community hospital in Derby, Connecticut. Griffin remains the owner of the algorithm and oversees its use. The algorithm behind the NuVal System continues to function independently of the NuVal business management team.

The algorithm developed by the independent panel provides a comprehensive and sophisticated evaluation of nutritional information for consumers. It analyzes a food's content—including vitamins, minerals, antioxidants and fiber—based on more than 30 different nutrient factors. It judges how concentrated those nutrients are relative to the recommendations for a healthy diet and summarizes the information in a single score for each food. Furthermore, the NuVal System is designed to score all foods and beverages in the supermarket. Shoppers literally can compare apples to oranges and one box of cereal to another, comparing scores across different aisles and categories.

The two major supermarket chains pioneering the NuVal

NuVal Q&A

Q. What is the NuVal Nutritional Scoring System?

A. The NuVal System translates the nutritional value of a food into an easy-to-understand 1 to 100 score. Over time, the system will score all food products in the store—fresh and packaged, branded and private-label.

System in their stores agree it is a powerful tool that consumers, retailers and food manufacturers all can use to improve nutrition in America.

Quick Information

“Today, consumers have much of the information they need to make good decisions, with the nutrition information that's on all packages,” says Ric Jurgens, chairman, CEO and president of Hy-Vee Inc., a 224-unit supermarket chain headquartered in West Des Moines, Iowa, which is introducing NuVal Scores this fall. “However, the time and knowledge required to put that information to proper use is arduous. We believe NuVal gives them a simple, easy way to digest the information.”

“A number of companies really make a good effort to provide consumers with good information, but being able to decipher it quickly and easily is the real problem,” says Neil Golub, president and CEO of Price Chopper Supermarkets, a 116-unit chain headquartered in Schenectady, N.Y., which likewise is launching the NuVal System this fall. “NuVal really gives the customer a very simple legend to understand.”

Coming to a Store Near You

THE GROUND-BREAKING nutritional guidance will debut this fall when two major supermarket chains introduce the NuVal™ Scoring System. Shelves in Hy-Vee and Price Chopper supermarkets will sport shelf price tags and other signage with the NuVal double-hexagon symbol and 1 to 100 scores showing the nutritional value of each food.

The Hy-Vee Way

The shelf-based scores will be welcome guideposts for shoppers struggling to sort through the vast range of nutrition information available, the early adopters agree. “I think many of our customers read labels today, especially if they have a health condition,” says Jurgens of Hy-Vee, which is rolling out the NuVal System in 15 test stores in the Des Moines, Iowa area. “The NuVal Scores take the mystery out of it.”

Setting up a nutritional scoring system for the thousands of items in the typical supermarket is no small task, notes Ron Taylor, Hy-Vee senior vice president, corporate procurement and logistics. “We’re getting those ratings into our electronic system to be able to notate the score of each item at the shelf,” says Taylor.

Hy-Vee will initially post



Ric Jurgens



Neil Golub

Nutrition

The higher the NuVal™ Score, the higher the nutritional value.

www.NuVal.com

NuVal Scores on tags on shelves and displays in its meat, produce and frozen vegetable sections. “The test stores will give us feedback from consumers about how we need to improve our educational process and how to better implement it as we roll it out across the entire company,” says Jurgens.

Hy-Vee has publicized the NuVal System in its customer magazine, Jurgens says, and also plans to promote it with point-of-purchase materials, weekly advertising circulars, the in-store Hy-Vee TV system and broadcast TV commercials.

The Price Chopper Path

Price Chopper is posting NuVal Scores in its fresh produce, fresh meat, fresh seafood and frozen vegetable sections this fall. “We are going chain-wide immediately,” says Jon Strom, vice president of floral and lifestyle merchandising.

By year’s end, about a third of Price Chopper’s items will have NuVal Scores on shelf tags, Strom said. “In January,

Nutritional guidance you can count on.

Developed by an independent team of nutrition & medical experts.

www.NuVal.com

we’re going to be talking to our customers more directly, with advertising and promotion,” he says.

For Price Chopper’s private-label products, NuVal Scores will eventually go directly on the package as well as on the shelf, notes Golub of Price Chopper.

What Consumers Are Saying About the NuVal Nutritional Scoring System:

“I love this. I hope the stores start to utilize this system. I would use it.”

Source: Verbatim responses from NuVal consumer research

“If we measure the nutritional value of a shopping basket before NuVal with one after NuVal, I bet you would see a pretty substantial improvement over time, once we’ve had a chance to teach people what it’s all about,” says Golub.

“We hope that people will evolve towards appreciating better-for-you products,” says Jurgens. “That could eventually change the eating habits of America.”

Countering the Chronic Health Crisis

THE WORD “CRISIS” is no exaggeration when you’re talking about health issues in America. Here are a few snapshots:

- Americans live shorter lives than the citizens of many other nations, including virtually every Western European and Nordic country, according to a new report called *The Measure of America*.
- As of 2007, no U.S. state has met the Healthy People 2010 objective of reducing the proportion of adults who are obese to 15 percent. In fact, 30 states were 10 or more percentage points away from the goal.
- Obesity in middle age raises the risk of hospitalization and death from heart disease and diabetes in older age, according to a study in the *Journal of the American Medical Association*.

Lifestyle and Health

In short, our personal habits—consuming too many calories and too much fat, sugar, and sodium, for example, and not exercising enough—are making us sick. That medical consensus was the starting point for the panel of nutrition scientists and medical experts who developed the NuVal™ Nutritional Scoring System.

“Obesity is a runaway epi-

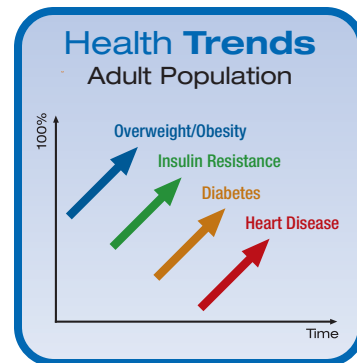
demic,” says Dr. David Katz, director and co-founder of the Yale-Griffin Prevention Research Center and development leader of the 12-member NuVal scientific expert panel. “There was a recent paper projecting that if we don’t change our current trajectory, within the next 25 to 30 years obesity will be universal among adults in the United States.”

Also concerned about the connection between obesity and chronic disease is Dr. Gail Frank, professor/dietetic internship director at California State University Long Beach, and a NuVal Scientific Advisory Board member. “We’re seeing risk factors starting earlier in life,” she notes.

Improving Choices

However, if consumers can learn to make better food choices with the help of guidance like the NuVal System and change some other habits, it may be possible to gradually reduce chronic disease incidence and improve the nation’s health.

“Much of the chronic disease that we see at the hospital is related to lifestyle, and it could be prevented with healthier eating and increased physical activity,” says Patrick Charmel, president and CEO of Griffin Hospital in Derby,



Connecticut, which joined with Topco Associates LLC to form NuVal LLC, the joint venture that is bringing the NuVal System to market. Griffin solely funded the 12-member scientific panel that developed the powerful algorithm that produces NuVal Scores. It continues to own the algorithm and oversees its use.

“The scores give people an idea of the nutritional value of foods they purchase,” says Dr. Rebecca Reeves, assistant professor of medicine at Baylor College of Medicine, past president of the American Dietetic Association and also a NuVal Scientific Advisory Board member.

Frank draws an analogy between the 1 to 100 NuVal Score and another single-number medical rating that has benefited public health—the cholesterol count. “When people learned they shouldn’t have a cholesterol number over 200, it was a message that stuck,” says Frank.

“If we could get people to eat in a pattern that is closer to recommendations and make other lifestyle changes, we have the potential to reduce heart disease rates by as much as 80 percent, diabetes rates by as much as 90 percent and cancer rates by as much as 60 percent,” says Katz. “Those would be some of the most phenomenal advances in the history of public health.”



Dr. Rebecca Reeves



Dr. David Katz



Dr. Gail Frank

Power, Sophistication, Simplicity: The Science Behind the NuVal™ System

LIKE A CAR with complex mechanisms under the hood that is nevertheless easy to drive, the NuVal Nutritional Scoring System blends sophistication with ease of use, according to an analogy made by Dr. Katz.

The proprietary algorithm “includes more nutrients to our knowledge than any other system,” says Katz, who is regarded as a top expert in preventive medicine. “It also includes more epidemiology, which is the study of conditions affecting the population, than any other system, and it includes the

linkages between the two.”



Unrivaled Complexity

In fact, the algorithm considers more than 30 nutrients in all, including both micro- and macro-nutrient properties of foods. It also factors in entries such as fat quality, protein quality, energy density and glycemic load. The basis of the algorithm is a weighted trajectory score that compares the nutrient concentration of a food to the recommended concentration of the nutrient in a healthful diet.

Although the result of the algorithm is very simple to follow—a 1 to 100 score—the science behind it is “unrivaled” in its complexity, says Dr. Keith Ayoob, associate professor of pediatrics at Albert Einstein College of Medicine and chair of the NuVal Scientific Advisory Board. “The algorithm is more than any consumer would ever want to digest. We boiled it down, because otherwise, it’s just an academic tool.”

NuVal Scientific Advisory Board

- Chair: Dr. Keith Ayoob, Albert Einstein College of Medicine
- Dr. Sonia Caprio, Yale University
- Dr. Eric Decker, University of Massachusetts Amherst
- Dr. Leonard Epstein, University at Buffalo
- Dr. Gail Frank, California State University Long Beach
- Dr. David Jenkins, University of Toronto
- Dr. Rebecca Reeves, Baylor College of Medicine
- Dr. David Katz, Yale University, ex officio

Nutrition Facts

Serving Size ½ cup (30g)
Servings Per Container about 15

Amount Per Serving

Calories 100

Calories from Fat 10

% Daily Value**

Total Fat 1g* 2%

Saturated Fat 0g 0%

Trans Fat 0g

Unsaturated Fat 0g

Cholesterol 0g

Sodium 105mg

Potassium 180mg

Total Carbohydrate 25g

Dietary Fiber 1g

Sugars 1g

Protein 1g



Overall Profile

The NuVal Score “is a universal type of nutrition indicator,” says Dr. Reeves. “It looks at the overall nutritional profile of a food, not just the nutrients, but what traits it has that would lead to more disease states, as well as factors such as the quality of the protein or the quality of the carbohydrate.”

The Time is Right for the NuVal™ Nutritional Scoring System

WITH THE PUBLIC more mindful of the relation of proper nutrition to overall health and desirous of better guidance, it is a good time for retailers to offer additional information about food choices.

- A new survey by Deloitte Consulting found that 61% of consumers say “healthiness of ingredients” is their top concern about the food they eat.
- Two-thirds of consumers say they notice labels on food packaging more compared to two years ago, according to a new study by the Nielsen Company.
- Eighty-six percent of consumers “strongly agree” or “agree” that NuVal Scores on supermarket shelves would affect their decisions about which foods to purchase in the store, according to NuVal LLC consumer research.

Satisfying the Hunger

For the first two supermarket chains to introduce the NuVal System, the sophisticated but easy-to-use nutritional guidance



system is intended to satisfy the increasing hunger for nutrition knowledge.

“I think in the past two to three years the message has started to get out to the American consumer,” says Golub of Price Chopper. “Before, those of us who have a real interest in nutrition used to feel like we were talking to a wall, because people just didn’t understand what we were talking about.”

“If you look at the evolution of the consumer, it’s clear they are concerned about health,” says Jurgens of Hy-Vee. “The trends in natural and organic food sales that have been double-digit for a very long time show that they care about the foods they eat and are much more focused on health at a personal level than they used to be.”

Also thinking of the health-conscious consumer is the Pittsburgh-based Giant Eagle supermarket chain, which plans to implement the NuVal Nutritional Scoring System next year. “It’s an excellent opportunity for

Giant Eagle to help its consumers make better informed food choices—one selection at a time,” says Patrick Cox, senior director, Giant Eagle own brands.

Counseling Consumers

The NuVal System is a logical extension of the efforts many retailers already make to



counsel consumers on health and wellness.

Hy-Vee, for example, has more than 125 dietitians in its stores educating customers on healthy cooking, weight loss and proper eating to manage such conditions as diabetes and hypertension, Jurgens adds.

Nutritional guidance has a long history in Price Chopper stores, too. “Good nutritional information is something we’ve been concerned about for years,” says Golub. “One of our nutritionists has been on our staff for over 25 years.”

The NuVal System could also be a boon to time-strapped shoppers, because the 1 to 100 scores can be understood at a glance. “People want to shop quickly,” says Golub. “Spending a lot of time hovering over a can or package figuring out what it is makes shopping more difficult.”

“Currently, the shopper has to pick up the item, turn it around and decipher the nutritional label,” says Jurgens. “This system will give them a summary of that information so the shopping will be easier.”

Nutrition Guidance, One Food Choice at a Time

WITH THE NuVal™ Nutritional Scoring System in place, consumers will find it much easier to make small, gradual, and lasting improvements in their diets.

“It puts expert knowledge in each consumer’s hands, something they did not have before,” says Nancy McDermott, president of NuVal LLC, based in Braintree, Massachusetts, the separate entity bringing the NuVal System to market. “It helps each shopper make simple tradeoffs.”

Small Changes

That ability to incrementally improve the diet is what makes the NuVal System so potentially useful to consumers. “I can make small changes that over time will add up, but I don’t have to give up everything,” McDermott says.

“It’s so daunting to think about changing your whole diet,” says Dr. Ayooob. “The truth is that people don’t tend to make major changes suddenly. They make small changes. That’s okay, because the most permanent changes are the ones you make very gradually.”

This is how it works in practice: “You want to look at foods within an aisle and see



where your choices land and what you might be able to change,” Ayooob says. “Do you need a cream-filled cookie, or could a fig cookie do the trick?”

What Consumers Are Saying About the NuVal Nutritional Scoring System:

“It would make my shopping experience a lot easier and faster.”

Source: Verbatim responses from NuVal consumer research

Does it get a few more points for having some whole grain in it? Is there less total fat or trans fat? When things like that add up after a while, you’ve actually hiked the score for your diet, and that’s a good thing.”

Making a Difference

“Another benefit of the system is that it can appeal to anyone,” says McDermott. “If I

go to my retailer who I trust and I see these scores and understand what they mean, then I don’t have to go back and understand all the science. Or if I’m someone who wants to confirm the science, I can go to the website and get the kind of information I need.”

“We believe the simpler the story, the easier it is to understand,” says Golub. “Kids as well as Mom and Dad can understand it.”

“The initial goal is to provide consumers with information, but over the long run we think and hope it will make a difference in the eating habits of America, and with that help us with health care costs, the quality of life and the obesity issue,” says Jurgens.



Dr. Keith Ayooob



Nancy McDermott

Partnering with Manufacturers

WITH A VISION of “empowering people to eat better, one well-informed food choice at a time,” NuVal LLC is eager to join manufacturers in their ongoing efforts to provide more nutritious foods and beverages to consumers. Manufacturers have made major advances in recent years in upgrading the nutritional value of their products and educating consumers about the importance of

What Consumers Are Saying About the NuVal Nutritional Scoring System:

“I can see at a glance if the product I wish to purchase fits with my nutritional needs.”

Source: Verbatim responses from NuVal consumer research

balanced nutrition. NuVal LLC intends to reinforce those efforts and acknowledge future improvements with higher scores. The 1 to 100 range of scores in the NuVal™ System recognizes product improvements by manufacturers and will communicate them to consumers through higher scores.

“We see an enormous

opportunity to partner with manufacturers and make a real difference in the way consumers shop and eat,” says McDermott. “Food companies are already moving in the right direction with their formulations and marketing, and we can work with them to recognize these improvements with higher scores for consumers.”

Recognition and Reward

The fact is, until the NuVal System, there has not been an objective, independent way to recognize and reward manufacturers for improving nutritional quality. In this system, when products are reformulated, they will be reevaluated, and if they are nutritionally improved, the higher scores will be noted on store shelves.

“What we hope the NuVal Scores will do is drive consumer preference patterns positively, and then industry will follow,” says Dr. Ayooob.

“That would be the next wonderful thing—for manufacturers to say, ‘I want to have my product score higher, so I’ll try to change the proportions of food or use healthier ingredients,’” says Dr. Reeves.

Positive Influence

History shows that food manufacturers have the power to positively influence American eating habits, points out Jurgens, citing as an example the development of skim milk, a product that health-minded consumers have embraced. Manufacturers may have an opportunity to show leadership

NuVal Q&A

Q. When will the NuVal System roll out?

A. NuVal Scores will first appear on the shelves of two supermarket chains in the Midwest and Northeast this fall. In the first quarter of 2009, the rollout will continue in supermarkets across the nation.

Q. Who is managing the NuVal System?

A. NuVal LLC, based in Braintree, Mass., is a joint venture of Topco Associates LLC and Griffin Hospital, a not-for-profit community hospital in Derby, Connecticut, that is home to the Yale-Griffin Prevention Research Center.

Q. How does the NuVal System work?

A. NuVal Scores will be posted on shelf price tags on store shelves or other appropriate signage. Customers can look at the scores to compare the relative nutritional value of the foods. The higher the NuVal Score, the higher the nutritional value.

again by supporting an improved nutritional guidance system. “I truly believe if we can help consumers see which items have the most nutritional value, that over time it will lead to stronger formulations with healthy content in mind, and consumers will begin to migrate to healthier products,” says Jurgens.

For More Information
About the NuVal Nutritional
Scoring System, Contact:
Email: partners@nuval.com

