

# Supermarket Tour

Hold a tour of your local supermarket. Utilize registered nutritionists and dieticians to show community members how to purchase and create healthy eating options! Hang a banner in the supermarket with MWC advertising to let people know of the various healthy eating options that are featured in the store.

**Reach out** – Talk to local supermarket about hosting this event. Promote the establishment on promotional materials. Highlight healthy food options that the supermarket, store, bodega or any other partnered food establishment under a Mayors Wellness Campaign banner.

**Set a date** – Set a date for the event. This could be a one-time event or hosted monthly at the same or different locations.

**Promote the Classes**– Spread the word! Join forces with the food establishment to attract people to the event. Advertise the nutritionist and dieticians through healthy recipes or food samples.

## **Resources** –

[Hosting Supermarket Tours](#)

[Supermarket Tour Preparation](#)

[Smart Shopping: Grocery Store Tour](#)

[Point-of-purchase intervention featuring in-person supermarket education.](#)

**MWC Success Stories** — The Borough of Franklin Lakes partnered with Stop and Shop to host days of programming during “Franklin Lakes Living Healthy Week”. Franklin Lakes highlighted the healthy choices in their supermarket under a MWC banner. Click [here](#) to learn more about Franklin Lakes’ Mayors Wellness Campaign.

