

IN-STORE BROADCAST INTERCOM MESSAGES



AMERICAN HEART 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 Heart Month and direct them to the recipes in this toolkit and other materials to boost sales across all departments.

Shop for Heart-Healthy Foods

Hi, I'm Registered Dietitian Nutritionist _____. {STORE NAME} and the American Heart Association encourage you to eat healthfully for your heart. This American Heart Month in February, shop for Heart-Check certified foods in every department. Heart-Check certified foods meet the American Heart Association's recommendations to be part of a healthy eating pattern. Ask your in-store registered dietitian or visit our website _____ for a list of Heart-Check certified foods.

Heart-Healthy Recipes

Hi, I'm Registered Dietitian Nutritionist _____. {STORE NAME} and the American Heart Association encourage you to eat healthfully for your heart. February is American Heart Month. Looking for ideas for heart-healthy meals? Ask your in-store registered dietitian for recipes that are #Heart-Check certified by the American Heart Association. Also, look for the Heart-Check mark while shopping to help you find heart-healthy items for you and your family.