

# IN-STORE BROADCAST INTERCOM MESSAGES



## HEALTHY HOLIDAYS

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 the holidays and direct them to the recipes in this toolkit and in-store solutions to boost sales across all departments.

### ***Eat Smart 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 this holiday season. Yes, Grandma's recipe calls to grease the pan with butter, but nonstick cooking spray works just as well. Eat smart and be mindful of ways to cut back on saturated fat while nailing that perfect holiday treat. We have simple, delicious recipes and a shopping list just for you. Visit our website [{INSERT WEBSITE}](#) to download Heart-Check certified recipes, then shop our aisles for all the ingredients you need. Also, look for the Heart-Check mark while shopping to help you find heart-healthy items for you and your family.

### ***Healthy Entertaining 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 this holiday season. Celebrations are in full swing and if you're playing host this year, you already know tasty temptations are sure to loom left and right. But that doesn't have to be the case. This year, choose to be heart healthy for yourself and your guests. Visit our website [{INSERT WEBSITE}](#) to download Heart-Check certified recipes, then shop our aisles for all the ingredients you need. Also, look for the Heart-Check mark while shopping to help you find heart-healthy items for you and your family.