

National Family Meals Month™

Join the Movement to Make Family Meals at Home Easier!

September

It's
NATIONAL
FAMILY MEALS
MONTH

FMI Foundation



RETAILER TOOLKIT

2017



September is National Family Meals Month,[™] an industry-wide movement to raise awareness of the benefits of frequent family meals. Join us as we work collaboratively with retailers from across the country to bring families back to the table to share one more meal at home per week.



Established in 1996, the Food Marketing Institute Foundation seeks to ensure continued quality and efficiency in the food retailing system and is operated for charitable, educational and scientific purposes. To help support the role of food retailing, the FMI Foundation focuses on research and education in the areas of food safety, nutrition, and health. The FMI Foundation is a 501(c)3 non-profit organization.

Contents

| | |
|---|----|
| Join the Movement to Make Family Meals at Home Easier!..... | 4 |
| STEP 1: Rally Your Staff and Customers around the Cause | 5 |
| Key Messages for Consumers..... | 5 |
| Key Messages for Employees..... | 6 |
| Summary of Family Meals Research and Data..... | 7 |
| Benefits of Family Meals..... | 7 |
| Trends in Family Meals..... | 8 |
| Quick Stats..... | 8 |
| Infographic resources..... | 9 |
| STEP 2: Highlight Your Meal Services and Solutions | 10 |
| National Family Meals Month™ Activation Ideas..... | 10 |
| Social Media..... | 10 |
| In-Store..... | 11 |
| Paid Advertising..... | 12 |
| Best Practices..... | 12 |
| STEP 3: Use National Family Meals Month™ Graphics | 13 |
| STEP 4: Encourage Your Customers to Participate | 14 |
| Sample Facebook Posts..... | 14 |
| Sample Tweets..... | 16 |
| Raise Your Mitt Selfies..... | 17 |
| STEP 5: Include National Family Meals Month™ Announcements in Your Broadcast Messaging | 18 |
| National Family Meals Month™ Broadcast and In-Store Messaging Scripts..... | 18 |
| Press Release..... | 19 |
| Newsletter/Blog Content..... | 20 |
| STEP 6: Communicate the Value of Ongoing Participation in National Family Meals Month™ Within Your Company | 21 |
| STEP 7: Be Recognized and Celebrate! | 23 |
| Featuring: 2015 Gold Plate Winners..... | 23 |
| 2015 Allies..... | 24 |

Also available at www.fmifamilymeals.com



Join the Movement

The Food Marketing Institute invites you to join the movement and celebrate National Family Meals Month™!

In 2015, the FMI Foundation created the concept of the campaign, developed the core materials necessary for lift-off, and inspired participation by promoting the movement among food retailers and manufacturers. Nearly 100 partners participated and grew the movement. The seeds have been planted—onward and upward for 2017 and beyond!



Family meals are at a critical intersection in our nation today. Research continues to demonstrate that magic happens during family mealtime when children and parents gather around the table and engage each other in conversation. Family meals eaten at home have been proven to benefit the health and wellness of children and adolescents, to fight obesity, substance abuse and to make families stronger—creating a positive impact on our communities and our nation as a whole.

Retailers are uniquely positioned to help.

The desire to return to the table exists, but families need a friendly, familiar voice to show them the way. That voice is food retailers, and the way is the National Family Meals Movement. Food retailers are in a position to make family meals at home easier to accomplish and it is the mission of the Food Marketing Institute Foundation to highlight the role of grocers and bring our industry together to help shoppers prepare and enjoy one more meal at home per week.

Offering mealtime solutions is good for shoppers and good for business. Taking part in National Family Meals Month™ reminds shoppers and the larger community that your company advocates for families every day by offering solutions that help busy families get wholesome meals on the table so they can reap the benefits of family mealtime. Positioning your company within the community as an extension of the family unit and a problem solver generates consumer trust and customer loyalty, both of which are great for business.

Your company can participate in National Family Meals Month at various levels. Whether you have a robust family meals program in place, or you're just getting started, there's a way to bring the family meals movement to your shoppers. This toolkit is designed to inspire and demonstrate how you can implement National Family Meals Month™ each September. It contains turnkey content and resources that you can use as is, or customize to your brand voice. Pick and choose among the following to support the promotion that works best for your company, your stores, and your customers:

- ▶ Key messages;
- ▶ Family meals research and trends;
- ▶ Visual files, including logos, campaign graphics, and materials;
- ▶ Ideas for activation and integration via social media, in-store promotion, and paid advertising;
- ▶ Social media posts;
- ▶ Dedicated #hashtags to gather the conversation around the family meals topic;
- ▶ Turnkey broadcast content.

Get started today—complement an existing promotion or start a new one. The elements contained in this free toolkit are designed to complement your existing promotions and can be customized to fit your unique needs. Use these resources to take action and reap the recognition you deserve for rallying the movement!

Talk to Us! We want to hear from you and discuss ways we can implement National Family Meals Month™ in September! Contact us with questions and ideas about getting your brand involved:

FamilyMealsMonth@FMI.org
202.452.8444
Susan T. Borra, RD
Thomas E. Cosgrove

STEP 1: Rally Your Staff and Customers around the Cause



The movement begins with showing your support for family meals by **telling your staff and shoppers about the many benefits of sharing more meals at home as a family.** These key messages and research can aid in communicating the importance of family meals and participating in National Family Meals Month. Share the following with staff and incorporate into your customer messaging:

KEY MESSAGES FOR CONSUMERS

We're celebrating National Family Meals Month™ in September, a nationwide event designed to underscore the benefits of family meals and the role we can play in helping your family share one more meal at home per week.

- ▶ We know that juggling jobs, kids and the demands of a busy, modern life often come at the expense of family mealtime at home. As your grocer, we're your ally—the solution to your mealtime dilemma.
- ▶ You can find easy, healthy mealtime solutions in nearly every aisle of the store. Need help? We invest in our associates so they can help you find the mealtime solutions that work best for you and your family.
- ▶ 63% of Americans decide what to eat less than an hour before eating. SOURCE: HARTMAN GROUP, 2013
 - We offer an ever-expanded assortment of products that take the stress out of planning and preparing family meals: pre-prepped fresh ingredients, delicious readymade entrees and wholesome heat and eat dishes, and more.

Researchers and health experts endorse and promote the lifelong benefits of family meals.

- ▶ Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members.
- ▶ Regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.



September, back-to-school season, is the perfect time to commit to sharing one more family meal at home per week.

- ▶ With the start of a new school year, renew your commitment to creating and serving meals at home that nourish your kids' brains and help them flourish for life.
- ▶ As you juggle new school routines and fall activities, we invite you to look to us, your grocer, for help. When it comes to making more shared mealtimes happen for your busy family, let us be your ally.

We're helping your family eat well together to be well together.

- ▶ We're committed to helping you make shared meals at home fun, affordable and healthier.
- ▶ We have knowledgeable staff available to help you locate products that meet special diet and nutrition requirements.

Show your commitment to the National Family Meals Movement on social media.

- ▶ Follow us on Facebook and Twitter for family meals focused content, including shopping tips and recipes. [insert company social media handles]
- ▶ Show your support for National Family Meals Month™ by pledging on social media to Raise Your Mitt to Commit™ to sharing one more family meal at home per week.
- ▶ Have fun with the pledge and help us bring national awareness to the benefits of family meals with Raise Your Mitt to Commit™ selfies and the National Family Meals Month™ hashtag #familymealsmonth.
- ▶ Share your own family meal experiences, misadventures and solutions with your social channels, and don't forget to hashtag #familymealsmonth.

KEY MESSAGES FOR EMPLOYEES

Created by the Food Marketing Institute Foundation, National Family Meals Month™, launched in September 2015, is a nationwide event designed to bring grocers together to advocate for the benefits of family meals and underscore the role grocers play in helping families create and share more meals at home.

- ▶ With a collective and coordinated message, we're joining with grocers nationwide to encourage families to share one more meal at home per week, reminding them that easy, healthy mealtime solutions can be found in nearly every supermarket aisle.
- ▶ Grocers, like us, are the solution to the mealtime dilemma faced by modern, time-strapped families of all shapes and sizes.
- ▶ We offer an expanded assortment of mealtime solutions that take the stress out of planning and preparing family meals: pre-prepped fresh ingredients, delicious readymade entrees, wholesome heat-and-eat dishes and much more.

Researchers, health experts and popular media are endorsing and promoting the lifelong benefits of family meals.

- ▶ Numerous studies show that home-cooked meals nourish the spirit, brain and health of all family members.
- ▶ Regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.
- ▶ There's clear evidence the structure of a meal can heavily influence a child's long-term health. Kids and teens that share meals with their family three or more times per week are significantly less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders.

SOURCE: J. BERGE, "THE PROTECTIVE ROLE OF FAMILY MEALS FOR YOUTH OBESITY: 10-YEAR LONGITUDINAL ASSOCIATION. 2014

- ▶ With each additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use or abuse drugs and less likely to engage in delinquent acts.

SOURCES: MEIER, A. & MUSICK, K. VARIATION IN ASSOCIATIONS BETWEEN FAMILY DINNERS AND ADOLESCENT WELL-BEING. JOURNAL OF MARRIAGE AND FAMILY, 2014. HAMMONDS, A.J. & FIESE, B.A. IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS 2011

- ▶ A 2014 study shows that children who grow up sharing family meals are more likely to exhibit prosocial behavior as adults, such as sharing, fairness and respect.

SOURCE: DE BACKER, CHARLOTTE, JS, "OUR" FOOD VERSUS "MY" FOOD. INVESTIGATING THE RELATION BETWEEN CHILDHOOD SHARED FOOD PRACTICES AND ADULT PROSOCIAL BEHAVIOR IN BELGIUM, APPETITE, 2014

*We want selfies with the hashtag **#FAMILYMEALSMONTH** to go viral as shoppers post their "Raise a Mitt" pledge photos, mealtime pictures, favorite recipes and shopping tips to their social media feeds.*

September, back-to-school season, is the perfect time to encourage and help shoppers commit to sharing one more family meal at home per week.

- ▶ With the start of a new school year, parents are ready and willing to make a renewed commitment to healthy meals that nourish their kids' brains and help them flourish.
- ▶ As families juggle their new school routines and fall activities, we want them to turn to us, their grocer, for help. As a grocer, offering solutions across the aisles, we're the ultimate ally to help bring family mealtime back to the table.

People are hungry for help in the kitchen. Shopper studies show that 81% of parents buy items with minimal prep time.

SOURCES: FMI SHOPPING FOR HEALTH, 2013; FMI: U.S. GROCERY SHOPPER TRENDS; 2014; HARTMAN GROUP, 2013

- ▶ Parents choose convenience when time is limited, and they recognize it. They want us to provide them with convenient solutions requiring minimal prep and cleanup time to help them make family mealtime happen at home. For many time-starved shoppers, convenience is as important as nutrition.
- ▶ 63% of Americans decide what to eat less than an hour before eating. (Hartman Group, 2013)

We're helping shoppers eat well.

- ▶ We're committed to helping make shared meals at home fun, affordable and healthier.
- ▶ We're providing shoppers with wellness programs that help customers improve their diet and overall health.
- ▶ We hire and train knowledgeable staff to help shoppers locate the products they need to meet their unique dietary and nutrition needs.
- ▶ Our in-store dietitians and wellness experts are available to help shoppers interpret complicated nutrition labels.

We're leveraging social media this September to activate shopper engagement during National Family Meals Month™, and to get families interacting about family mealtime.

- ▶ We'll share family meals focused content in social channels throughout September, including the National Family Meals Month™ designated hashtag, #familymealmonth. [insert your social media handles]
- ▶ We'll encourage consumers to raise their oven mitts and pledge to commit to one more family meal per week.



Benefits of Family Meals

- ▶ **There's clear evidence the structure of a meal can heavily influence a child's long-term health. Kids and teens who share meals with their family three or more times per week are significantly less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders.**

BERGE, J. (2015). THE PROTECTIVE ROLE OF FAMILY MEALS FOR YOUTH OBESITY: 10-YEAR LONGITUDINAL ASSOCIATIONS. THE JOURNAL OF PEDIATRICS, 166 (2).

- ▶ **With each additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use/abuse drugs and less likely to engage in delinquent acts.**

MEIER, A. AND MUSICK, K. (2014). VARIATION IN ASSOCIATIONS BETWEEN FAMILY DINNERS AND ADOLESCENT WELL-BEING. JOURNAL OF MARRIAGE AND FAMILY, 76 (1).

- ▶ **A recent study also shows that children who grow up sharing meals as a family are more likely to exhibit prosocial behavior as adults, such as sharing, fairness and respect.**

DE BACKER, C.J. (2014). "OUR" FOOD VERSUS "MY" FOOD. INVESTIGATING THE RELATION BETWEEN CHILDHOOD SHARED FOOD PRACTICES AND PROSOCIAL BEHAVIOR IN BELGIUM. APPETITE, 84 (JANUARY 2015).

- ▶ **Adolescents who participate in even one or two family meals per week are less likely to be overweight or obese in adulthood compared to adolescents who never participate in family meals.**

NEUMARK-SZTAINER, D. (2010). FAMILY MEALS AND ADOLESCENTS: WHAT HAVE WE LEARNED FROM PROJECT EAT (EATING AMOUNT TEENS)? PUBLIC HEALTH NUTRITION, 13 (7).

- ▶ **When people cook most of their meals at home, they consume fewer carbohydrates, less sugar and less fat than those who cook less or not at all.**

WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

- ▶ **People who eat the most home-cooked meals eat healthier and consume about 130 fewer calories daily, on average, compared to people who cook less or not at all.**

WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.

- ▶ **Children and adolescents who share family meals three or more times per week are more likely to be in a normal weight range and have healthier dietary and eating patterns than those who share fewer than three family meals together.**

HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).

- ▶ **Research concluded that educational and public health initiatives aimed at promoting shared family mealtimes may improve nutritional health of children and adolescents. Clinicians may advise their patients about the benefits of sharing three or more family mealtimes per week; benefits include a reduction in the odds for overweight (12%), eating unhealthy foods (20%), and disordered eating (35%) and an increase in the odds for eating healthy foods (24%).**

HAMMONS, A. AND FIESE, B. (2011). IS FREQUENCY OF SHARED MEALS RELATED TO THE NUTRITIONAL HEALTH OF CHILDREN AND ADOLESCENTS? PEDIATRICS, 127 (6).

- ▶ **In a study examining the relationship between everyday family rituals and BMI measurements, boys who had a social dinner experience tended to have lower BMI, notably when the family stayed at the dinner table until everyone was finished eating. The results were the same for parents.**

WANSINK, B. AND VAN KLEEF, E. (2014). DINNER RITUALS THAT CORRELATE WITH CHILD AND ADULT BMI. OBESITY, 22 (5).



Trends in Family Meals

- ▶ **68% of consumers surveyed said that dinner is the mealtime most of the people in the household eat together. 70% of the survey population said they usually or always eat the same things when they eat together.**

THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

- ▶ **81% of U.S. households cite home as the most popular location for eating dinner, and nearly half (50%) of consumers report eating dinner with everyone in their household every night of the week. Overall satisfaction was higher among those who made dinner at home compared to those who would eat out or have take-out food at home.**

THE NPD GROUP. DINNER TIME MEALSCAPE STUDY 2009.

- ▶ **People are hungry for help in the kitchen. Shopper studies show that 81% of parents buy items with minimal prep time. Parents recognize and opt for convenience when time is limited. For many, convenience is as important as nutrition.**

THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- ▶ **In contrast to the relatively structured and uniform eating culture that the modern grocery store was first established to serve, today's eating is more dynamic, democratized, and influenced by multiple family members having a voice in what is eaten and prepared (31% of Millennials report sharing at least half of the responsibility for dinner preparation).**

THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- ▶ **63% of Americans decide what to eat less than an hour before eating.**

THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

- ▶ **More men are cooking: The number of male primary grocery shoppers is 43%. Male shoppers are keeping pace with their female counterparts in number of visits to stores and in visits across channels. Sharing shopping roles means that more shoppers are making more trips to more stores.**

THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013. THE FOOD MARKETING INSTITUTE. FMI U.S. GROCERY SHOPPER TRENDS 2014.

- ▶ **Cooking is no longer a gender-based tradition. The percentage of men who spent time cooking on any given day has jumped to 42%, as compared to 29% in 1965.**

SMITH, L. (2013). TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 12 (45).

Quick Stats

81% of parents buy items with minimal prep time

THE FOOD MARKETING INSTITUTE. FMI SHOPPING FOR HEALTH 2013.

Today **42%** of men are cooking as compared to **29%** in 1965.

SMITH, L. (2013). TRENDS IN US HOME FOOD PREPARATION AND CONSUMPTION: ANALYSIS OF NATIONAL NUTRITION SURVEYS AND TIME USE STUDIES FROM 1965-1966 TO 2007-2008. NUTRITION JOURNAL, 12 (45).

68% of consumers say dinner is the mealtime most of the people in the household eat together.

THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

63% of Americans decide what to eat less than an hour before eating.

THE HARTMAN GROUP. EATING OCCASIONS COMPASS 2013.

57% of people decide what's for dinner an hour before mealtime. **26%** decided earlier that same day.

THE NPD GROUP. NATIONAL EATING TRENDS® 2012.

70% of consumers say they usually or always eat the same things when they eat together.

THE HARTMAN GROUP. MODERN EATING: CULTURAL ROOTS, DAILY BEHAVIORS 2013.

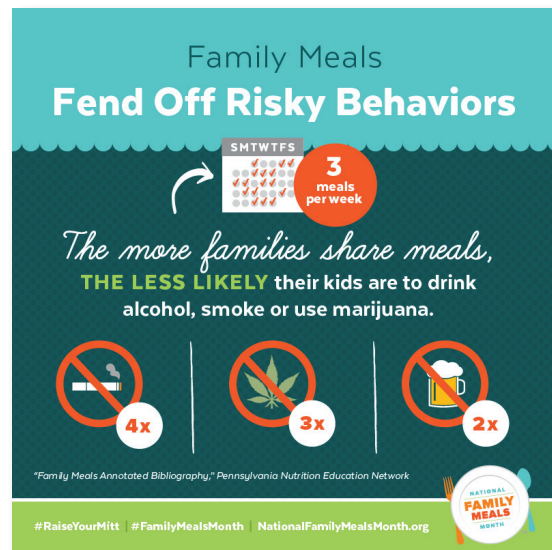
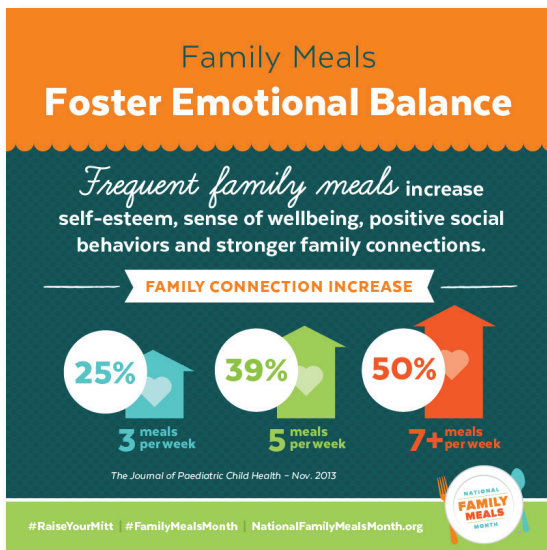
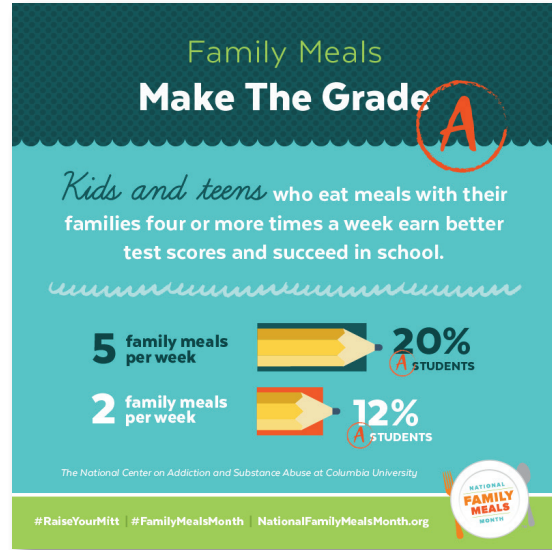
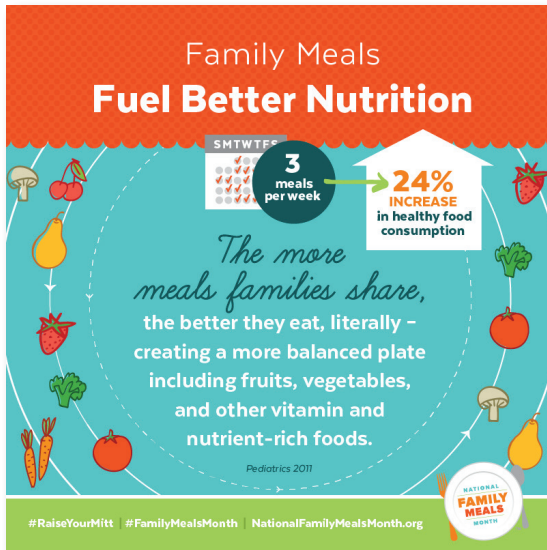
According to a 2013 Harris poll, only **30%** of American families share dinner every night.

WOLFSON, J. AND BLEICH, S. (2014). IS COOKING AT HOME ASSOCIATED WITH BETTER DIET QUALITY OR WEIGHT-LOSS INTENTION? PUBLIC HEALTH NUTRITION, PUBLISHED ONLINE 17 NOVEMBER 2014.



INFOGRAPHIC RESOURCES

The following infographics can be used to illustrate the data on the benefits of family meals. The graphics below can be found online and downloaded at www.fmi.org/ToolKit



STEP 2: Highlight Your Meal Services and Solutions

September is back-to-school time and time for families to establish new routines. It is the perfect time to position your company as an essential ally for busy families and leverage the new school year to become an integral part of their new routine. By reminding families why and how your company is investing in mealtime solutions for every family in every aisle, you'll build customer loyalty and generate goodwill in your community.

Looking for ways to showcase the mealtime solutions you offer? The simplest way to build on the power of National Family Meals Month™ is to incorporate it into your existing programs. The next several pages contain activation ideas and thought starters on ways to integrate family meals content in social media, in-store promotions, and paid advertising.

NATIONAL FAMILY MEALS MONTH™ ACTIVATION IDEAS

Social Media

Spread the family meals message in September with **#familymealsmonth**

- ▶ In September, and throughout the year, share research and quick statistics with your customers about the many ways children can benefit from eating meals together at home. Hashtag #familymealsmonth to let your customers know you're in support of families and National Family Meals Month™.
- ▶ Encourage customers to celebrate National Family Meals Month™ in September by incorporating one more family meal at home per week into their new school year routines. Spark conversation, ask customers to share how they're making more family meals happen at home, more often.
- ▶ Use the Raise Your Mitt To Commit™ logo provided in the toolkit as a call to action for customers. Encourage customers to engage on social media during National Family Meals Month™ by posting oven mitt selfies and taking the pledge to share one more family meal per week.
- ▶ Conduct contests designed to promote user-generated content and reward participants with prizes. Weekly contest idea: Each week during National Family Meals Month™ ask your customers to share photos of their favorite home-cooked family meal—breakfast, lunch or dinner—and share product coupons with those who participate. Contests can also call for recipes, videos, a favorite family meal memory, or a fun fact about the impact that having regular family meals has had in their lives. Prizes may include: a cash reward, groceries for a week, or a branded oven mitt.
- ▶ Share family meals themed promotions that highlight the meal solutions you offer every day to help busy customers honor their pledges to share one more family meal at home per week. Knowing that many customers won't decide what they're eating for dinner until the hours immediately preceding mealtime, consider afternoon reminders to entice customers with prepared meal ideas available for quick weekday pick-ups.



- ▶ Record in-store recipe demonstrations and/or broadcast them on Periscope, Facebook Live, etc. Repurpose videos on social media by editing and sharing parts of the recipe demo; timelapsing the demonstration; and/or adding captions and graphics.
- ▶ Share National Family Meals Month™ recipes from your website to help families share one more meal at home per week.
- ▶ Partner with other National Family Meals Month™ participants to host a Twitter chat or series of chats designed to raise the awareness of the importance of family meals, share recipes/resources, and generate dialogue with the public.
- ▶ Amplify social media content across multiple platforms including, but not limited to, Facebook, Twitter, Pinterest, Instagram, Yummily, and Periscope. Add Yummily plug-ins to National Family Meals Month content.
- ▶ Encourage followers and fans to share facts, contests, recipes, and other content with their network, and across social media platforms, to showcase the importance and impact of family meals.
- ▶ Establish blogger relationships or leverage bloggers in your existing network to write about National Family Meals Month and link back to recipes, programs, contests, etc.

For Employees

- ▶ Snap a group photo of your employees raising their oven mitts in commitment to helping families share one more family meal at home per week. Share their commitment with your customers using hashtag #familymealsmonth.
- ▶ Encourage your employees to Raise Your Mitt to Commit™ to share one more meal at home per week with their families by taking the social media, oven mitt selfie pledge.
- ▶ Gather employee testimonials about what one more family meal per week means to them. Share these testimonials with customers on social media.

In Store

- ▶ Throughout National Family Meals Month™ feature “Family Meal of the Week” promotions that highlight the prepared meal solutions you offer throughout the store. Use the complementary logo elements provided in the complimentary National Family Meals Month™ toolkit to create floor stickers directing customers to your featured “Family Meal of the Week.”
- ▶ Integrate National Family Meals Month™ logo elements into your store’s shelf tag system; use as floor clings, door stickers and chalkboard art. The logo elements and graphics can be incorporated into signage across your store. Consider creating stickers for the prepared foods and deli sections, where grab-n-go items like rotisserie chickens make for a quick, affordable, healthy and satisfying family meal.
- ▶ Promote the benefits of frequent family meals, and help make sharing one more meal at home per week a possibility for all families in your community. Conduct a “Round-Up” campaign in September as part of National Family Meals Month™, during which you ask customers if they’d like to round-up their grocery bill total to the next dollar to benefit a local food bank.
- ▶ Have fun with National Family Meals Month™ Raise Your Mitt to Commit™ pledge. Give customers whose spending exceeds a predetermined dollar amount during the month of September a free oven mitt branded with your company logo and the National Family Meals Month™ logo. Bring a food manufacturer on board by tying this giveaway to a specific brand promotion and incorporating their logo on the 2017 mitt. Each year, create a new mitt for your loyal customers to collect.
- ▶ Brand oven mitts with National Family Meals Month™ for your culinary professionals to use in-store. Or, use them to grab customer’s attention at checkout. Filled with National Family Meals Month™ themed coupons, they can also be used for special giveaways during September.

For Public Figures

- ▶ Ask local celebrities and government officials to join in the National Family Meals Month™ celebration with hashtag #familymealsmonth. Encourage them to take the social media oven mitt selfie pledge to demonstrate their commitment to family and community. Remind them that family meals make families stronger, and strong families make healthy communities.
- ▶ Invite a government official, like your mayor or local member of Congress, to share a message using hashtag #familymealsmonth about the importance of family meals in his or her own family.
- ▶ Place helium balloons and/or aisle signage that are branded with the National Family Meals Month™ logo and/or Raise Your Mitt To Commit™ pledge throughout the store to highlight special family meal promotions.
- ▶ Host a National Family Meals Month™ sample day featuring easy recipes, food items and ingredients that can help families share one more meal at home per week.
- ▶ Host a National Family Meals Month™ kick-off party in September to get customers in the family meal spirit and provide them with the resources they need (e.g. cooking tips, meal-planning advice, etc.) to make sharing one more family meal at home per week an easy addition to their new school year routines.
- ▶ Include a pamphlet at checkout, or create cart signage, that emphasizes the important health, emotional and societal benefits of family meals. Let your customers know why you’re investing in family meals and that you’re part of an industrywide movement dedicated to bringing shared mealtime back home to the family table.
- ▶ Conduct cooking classes in-store. Feature “graduates” on social media raising their mitts to commit to one more family meal a week.



Paid Advertising

- ▶ Go small or go big: simply place the National Family Meals Month™ icon in the appropriate sections of your newspaper ads, or devote a Sunday insert to National Family Meals Month™. You'll help bring national attention to the benefits of family mealtime while positioning your company as a committed supporter of families and community.
- ▶ Bring the Raise Your Mitt to Commit™ pledge to print advertising and give a "mittful of savings" to customers during National Family Meals Month™. Feature the oven mitt selfies your customers are uploading to social media in your advertising to encourage even more customer engagement.



Best Practices

- ▶ Tag FMI in social media content for easy recognition and incorporation into National Family Meals Month metrics.
- ▶ Whether simply posting or hosting an online chat, use audience feedback prompts. Examples include: "Share a memory of your favorite family meal" or "Where is the most foreign or most unusual place your family has shared a meal?"
- ▶ Share success stories from previous National Family Meals Months.
- ▶ Feature visually engaging content including photos and videos.
- ▶ Feature user-generated content.
- ▶ Feature real people and families (e.g., followers, fans, company employees)
- ▶ Incorporate an interactive component into your programming, such as contests.
- ▶ Integrate campaign tie-ins across social media and advertising platforms.

STEP 3: Use National Family Meals Month™ Graphics

Participation can be as simple as incorporating the National Family Meals Month™ logo into your weekly sales flyer, social media channels and/or paid advertising.

The graphics below can be found online and downloaded at: www.fmi.org/ToolKit

Additionally, we know that you're committed to helping families get meals on the table 365-days a year. Therefore, we offer a variety of versions of the logo to be used in meal promotions throughout the year.

Note that National Family Meals Month™ logos are adaptable for use across every category and in every department. Consider using them to promote meal-related products or integrating them into your store's shelf tag system as floor clings, door stickers, chalkboard art, signage on end-caps stocked full of meal-making ingredients, or put it on buttons for your associates to wear in-store.



STEP 4: Encourage Your Customers to Participate

We can put National Family Meals Month™ on the map by spreading the message with hashtag **#familymealsmonth** and encouraging your customers to raise their oven mitts in commitment to sharing one more meal at home per week.

Use hashtag **#familymealsmonth** to help your company get the attention and recognition it deserves. FMI will track engagement nationwide and curate content.

The following are sample posts and tweets that can be tailored to your company's unique voice.

SAMPLE FACEBOOK POSTS

Kids who eat family meals consume more fruits and vegetables. September is National Family Meals Month™ and we're here to help your family have one more shared meal together per week. **#familymealsmonth** [include link to family meal specials on your website]

September is National Family Meals Month™. Let's celebrate by sharing one more family meal per week! Kids who eat with their families regularly are better nourished, have lower rates of obesity and do better in school. Easy A for family meals! **#familymealsmonth**

Busy schedules make family meal times challenging. September is National Family Meals Month™ so Raise Your Mitt to Commit™ to one more family meal per week - breakfast, lunch, dinner or snack time. Find solutions at: [link to resources, specials or recipes on your website] **#familymealsmonth**

September is National Family Meals Month™. Make it easy and have one more shared meal. Pick up a rotisserie chicken and fresh or frozen veggies and your meal is complete. **#familymealsmonth**

Like Comment Share

It's National Family Meals Month™. Raise your oven mitt to commit to one more shared meal occasion. Make breakfast, lunch, dinner, snacks, appetizers or late night munchies to enjoy with your family. We have what you need. **#familymealsmonth**

When the clock strikes 4pm do you know what you're having for dinner? You're not alone. It's National Family Meals Month™. Stop in and we'll make it easy for you. Pick up a prepared meal made fresh by our supermarket chef or visit the deli to grab and go a family sandwich night. [link to prepared meal specials] **#familymealsmonth**

Celebrate National Family Meals Month™. Pick up all your favorite pizza ingredients and make your own pizzas at home with your kids (link to specials or pizza recipes) **#familymealsmonth**

September is National Family Meals Month™. Make memories around your kitchen table. Here are some family meal specials this week (link to sales) **#familymealsmonth**

Like Comment Share

What's your favorite family meal memory from childhood? Celebrate National Family Meals Month™ and create memories with your family. Make your kids' favorite meal. Make breakfast for dinner. Pack a sack lunch dinner. Have a picnic in your family room. **#familymealsmonth**

Make meals and memories during National Family Meals Month™. Raise Your Mitt to Commit™ to one more shared family meal this week. We've got the ingredients to help you. (link to easy family meal recipes) **#familymealsmonth**

What's for dinner tonight? Don't stress. We have hot, delicious and healthy prepared meals waiting for you. Get your family around the table during National Family Meals Month™. We'll do the cooking. (link to prepared meals combos and menus) **#familymealsmonth**

It's National Family Meals Month™. Good things happen around the dinner table when we share a meal with family. Do you have any games you play at the dinner table? Please share!**#familymealsmonth**

Like Comment Share

September is National Family Meals Month™. This month we focus on all the benefits of gathering the family around the table for a meal. We're all busy and getting a meal on the table can be stressful. What's your go-to family meal? Any tips? **#familymealsmonth**

SAMPLE FACEBOOK POSTS

Do your kids cook or help prepare meals? What do they like to make? September is National Family Meals Month™. Raise Your Mitt to Commit™ to one more family meal this week. #familymealsmonth

Like Comment Share

Do you have recipes where you cook once and eat twice? Please share your meal ideas that make great leftovers or second meals. September is National Family Meals Month™. Let's help each other make it easier to gather at the table more often. #familymealsmonth

It's National Family Meals Month™. Here's a week of easy-to-make family meals (link to recipes) and specials offers to make it easier on your wallet (link to specials or coupons). #familymealsmonth

September is National Family Meals Month™. Need help planning easy and healthy meals for your family? Talk to our in-house dietitian and click here for more resources (link to dietitian services). #familymealsmonth

September is National Family Meals Month™. Our XXX family meals program is designed to make meal planning easier for you. Click here for more details. We want to help. (Link to in-house family meals program) #familymealsmonth

Chances are your favorite childhood memories include meals and laughter around your family table. September is National Family Meals Month™. Raise Your Mitt to Commit™ to making one more family meal this week. (link to specials) #familymealsmonth

It's National Family Meals Month™. Do you need more help planning meals? Do you need easier recipes to get dinner on the table quicker? We can help. (link to planning and recipe resources on your website) #familymealsmonth

Like Comment Share

Your supermarket chef is busy cooking all day to help you serve a delicious and healthy meal to your family. Stop by on your way home to pick up a prepared meal. It's quick, easy. It's National Family Meals Month™ and we've got you covered #familymealsmonth

We believe in family meals. Research shows that home-cooked meals nourish the spirit, brain and health of all family members. And regular family meals are linked to higher grades and self-esteem for our children. What's your favorite meal to make for your family? #familymealsmonth

Study: Kids who share meals with their family three or more times per week are less likely to be overweight, more likely to eat healthy foods and less likely to have eating disorders. Commit to making one more family meal this week. #familymealsmonth

Study: With every additional family meal shared each week, adolescents are less likely to show symptoms of depression, less likely to use drugs and less likely to engage in risky behavior. We're here to help you get your family to the table. #familymealsmonth

Like Comment Share

A recent study shows that children who grow up sharing meals as a family are more likely to exhibit positive behavior as adults, such as sharing, fairness and respect. What are your favorite family-time rituals around the table? #familymealsmonth

Family meals have decreased one-third in the past 20 years, but the desire is still present: 90 percent of families wish they could have more meals together. We've got solutions for you from grab-n-go selections to prepped ingredients. We want to make it easier for you to gather around the table. #familymealsmonth

Research shows 81% of parents buy food with minimal prep time. We hear you. We've got grab-n-go cooked meals prepared by our chefs, pre-prepped ingredients for quick cooking and ready-to-cook options. #familymealsmonth

Cooking trend: Parents want less prep time and less-clean-up because time is short. It's all about convenience. We've got quick and easy grab-n-go chef-made meals and lots of pre-prepped ingredients already chopped and ready for cooking. #familymealsmonth

SAMPLE TWEETS

Sept is National Family Meals Month™. Make it easy and pick up a prepared meal made by our chef. #familymealsmonth

It's National Family Meals Month™. Share one more meal this week. Breakfast, dinner or snack time brings your family together. #familymealsmonth

 Reply  Retweet  Favorite  More

Sept is National Family Meals Month™. Make it easy and pick up a rotisserie chicken and a veggie side and gather at the table. #familymealsmonth

Kids love to cook. It's National Family Meals Month™. Gather the ingredients to make a pizza at home with your family. #familymealsmonth

It's National Family Meals Month™. Raise Your Mitt to Commit™ to one more shared meal at home with your family this week. #familymealsmonth

Gather around the table for National Family Meals Month™. A shared meal at home with your kids creates memories. #familymealsmonth

What's your favorite childhood family meal memory? Celebrate National Family Meals Month™ & create new memories. #familymealsmonth

 Reply  Retweet  Favorite  More

Raise Your Mitt to Commit™ to one more family meal at home this week during National Family Meals Month™. #familymealsmonth

It's National Family Meals Month™! Share a family breakfast at home this weekend. We've got all the ingredients. #familymealsmonth

We've got all the ingredients to help you make an easy family meal. Celebrate National Family Meals Month™ this week at home. #familymealsmonth

Shared family meals are the best. Raise Your Mitt to Commit™ to one more home-cooked meal this week. #familymealsmonth

What was the funniest thing that happened at school today? Ask this and other fun questions at the family table tonight. #familymealsmonth



Breakfast for dinner. It's a kid's favorite. Let them help in the kitchen and create good memories. #familymealsmonth

It's National Family Meals Month™. Set up a taco bar and have a fun shared meal. We've got what your need. #familymealsmonth





It's National Family Meals Month™. Have fun with your kids, make Italian, Mexican or Asian dishes and celebrate with a shared meal. #familymealsmonth

September is National Family Meals Month™. Here are this week's specials to help you prepare a quick meal (link) #familymealsmonth

Sept is National Family Meals Month™. Snack time is a great and easy occasion to gather your family at home. #familymealsmonth

Let the kids take over the kitchen tonight and make an easy family meal to celebrate National Family Meals Month™. #familymealsmonth

 Reply  Retweet  Favorite  More

What was your favorite meal growing up? Make it for your family and celebrate National Family Meals Month. #familymealsmonth

Shared family meals at home = LOVE. Celebrate National Family Meals Month™ with these easy recipes (link). #familymealsmonth

Sept is National Family Meals Month™ and back to school time. Surprise the kids with a sack lunch dinner for fun! #familymealsmonth

National Family Meals Month™ tip: Buy extra and save time by cooking one meal & using leftovers to create a second meal #familymealsmonth

National Family Meals Month™ tip: Save time & prepare several dishes on Sun. Keep them in the fridge or freezer for the week ahead #familymealsmonth

Family meals matter. Raise Your Mitt to Commit™ to one more shared family meal at home this week. #familymealsmonth

 Reply  Retweet  Favorite  More

SAMPLE TWEETS

Celebrate National Family Meals Month™. Let the kids choose their favorite meal and have them shop and cook with you. #familymealsmonth

Our Chef has the perfect family meal waiting for you. Stop by to pick it up and have a shared family meal. #familymealsmonth

Throw a blanket on the floor at home and have a picnic with your family. We've got sandwich ingredients to make it easy! #familymealsmonth

We're celebrating National Family Meals Month™ with these great family meal specials (link) #familymealsmonth

September is National Family Meals Month™. Celebrate football season with a family tailgate. Invite neighbors and share dishes #familymealsmonth

Shared meals can be breakfast, lunch, dinner, appetizers, after school, in the car, or snacks. Make memories at any meal. #familymealsmonth

We're here to help you with your family meal solutions. Need to make quicker meals? More nutritious meals? Just ask. #familymealsmonth

Back to school = Back to routine. Commit to getting your family back to the table for meal. #familymealsmonth

Research shows that home-cooked meals nourish the spirit, brain and health of all family members. We're here to help. #familymealsmonth

Family meals are linked to higher-grades and self-esteem, healthier eating habits and less risky behavior for our children. #familymealsmonth

Kids who have family meals 3x per week are less likely to be overweight and more likely to eat healthy foods. #familymealsmonth



Grab-n-go, ready-to-cook dishes, pre-prepped ingredients and chef-prepared meals are waiting for you to make meals easier. #familymealsmonth

Reply Retweet Favorite More

Each add'l family meal shared per week, kids are less likely to show symptoms of depression and less likely to use drugs. #familymealsmonth

Study: Children who grow up sharing meals as a family are more likely to exhibit sharing, fairness and respect. #familymealsmonth

90% of families wish they could have more meals together. We're here to help. Commit to one more family meal this week. #familymealsmonth

81% of parents buy food with minimal prep time. We hear you. Grab-n-go and pre-prepped ingredients are here for you. #familymealsmonth

Cooking trend: Parents want less prep time and less-clean-up because time is short. We've got quick and easy meals. #familymealsmonth

Family meals decreased one-third in the past 20 yrs. Here's our planner app to help get your family back to the table. #familymealsmonth (link)

Need recipes to make meals faster and easier to get your family around the table? (link) #familymealsmonth

RAISE YOUR MITT SELFIES

Use the social media ideas above for fun ways to engage customers with oven mitt selfies and socialize National Family Meals Month™ with hashtag #familymealsmonth. You can get the Raise Your Mitt To Commit™ selfies trending by sharing these few photos on social media of real families raising their mitts to commit to one more meal at home per week. You have permission to use these photos in your promotion of National Family Meals Month™. Find online for download at: www.fmi.org/ToolKit



STEP 5: Include National Family Meals Month™ Announcements in Your Broadcast Messaging

NATIONAL FAMILY MEALS MONTH™ BROADCAST AND IN-STORE MESSAGING SCRIPTS

10 SECOND TAG

SEPTEMBER IS NATIONAL FAMILY MEALS MONTH.
RAISE YOUR OVEN MITT TO COMMIT TO ONE MORE
FAMILY MEAL AT HOME PER WEEK – BECAUSE
FAMILY MEALS MAKE FAMILIES STRONGER.

15 SECOND IN-STORE ANNOUNCEMENT

SEPTEMBER IS NATIONAL FAMILY
MEALS MONTH. (COMPANY
NAME) HAS SOLUTIONS TO HELP
YOU GET A WHOLESOME FAMILY
MEAL ON THE TABLE FASTER.
RAISE YOUR OVEN MITT TO
COMMIT TO ONE MORE FAMILY
MEAL AT HOME PER WEEK -
BECAUSE FAMILY MEALS MAKE
FAMILIES STRONGER.

30 SECOND RADIO/PSA

IT'S SEPTEMBER - A NEW SCHOOL YEAR WITH NEW ROUTINES.
SEPTEMBER IS ALSO NATIONAL FAMILY MEALS MONTH AND
(COMPANY NAME) BELIEVES IN THE BENEFITS OF GATHERING
FAMILIES AROUND THE TABLE. WE'RE HERE TO MAKE IT EASIER FOR
YOU TO SHARE ONE MORE MEAL AT HOME PER WEEK. WHETHER
YOU NEED A READY-TO-GO MEAL OR PRE-PREPARED INGREDIENTS
TO GET A MEAL ON THE TABLE FASTER – (COMPANY NAME) HAS A
SOLUTION FOR MANIC MEALTIME. DURING NATIONAL FAMILY MEALS
MONTH WE INVITE YOU TO RAISE YOUR OVEN MITT TO COMMIT TO
ONE MORE FAMILY MEAL AT HOME PER WEEK – BECAUSE FAMILY
MEALS MAKE FAMILIES STRONGER.

Press Release

YOUR LOGO HERE

For Immediate Release

Media Contact: PR contact's name

(xxx) xxx-xxxx, youremail@company.com

[YOUR COMPANY NAME] Commits to Helping Families Eat at Home Together More Often During National Family Meals Month™

The proven health and societal benefits of family meals inspire a month-long event aimed at helping families get back to the table

YOUR CITY, STATE – September, day, 2017 – With an aim to inspire families to eat at home together more often, [name of company] is celebrating National Family Meals Month™ in September, encouraging customers to share one more meal together per week at home, and highlighting simple, healthy meal solutions in nearly every aisle, every day.

Numerous studies underscore the long-term health, academic and societal benefits of consistently eating together as a family, yet, according to a 2013 Harris poll, only 30 percent of American families share dinner every night. In addition, recent research proves that people who frequently cook at home eat fewer, healthier calories.’

“September is the perfect month to spotlight the long-term benefits of family meals, and start a conversation that encourages and inspires people to return to the kitchen,” said [company spokesperson, title]. “Juggling the demands of modern life—school, sports, jobs and long commutes— can sabotage the best laid plans for home-cooked meals. We want to help our shoppers make wholesome meals together, at home, a modern family tradition.”

“Interest in creating more opportunities for families to eat meals together is at a critical point in our society,” said Leslie Sarasin, president and CEO of the Food Marketing Institute, creator of National Family Meals Month™. “The will to return to the table exists, but families need a friendly, familiar voice to encourage, guide and help them. That voice comes from their neighborhood grocer.”

Recognizing mealtime struggles are real and shared by families of all shapes and sizes, [name of grocer] and food manufacturers are offering more solutions than ever before, giving shoppers the tools they need to make one more family meal at home per week . Shoppers can utilize the following in-store resources: [Supplement with your store’s offerings (e.g. Products, shortcuts, programs, etc.)]

Raise Your Mitt to Commit™ to One More Meal at Home per Week

[Company name] is encouraging the community to join the National Family Meals Month movement by pledging to one more meal at home per week. Make it official, and shareable, by posting a selfie wearing your favorite oven mitt with the hashtag #familymealsmonth. Follow [Company name] on Facebook and Twitter to join the conversation this September.

About National Family Meals Month™

As the voice of food retail, the Food Marketing Institute created National Family Meals Month™ as a nationwide, annual event to highlight the mealtime solutions offered by grocers and to encourage families to share one more meal at home per week.

About [your company]

Insert your standard boilerplate here.

#

‘Source Note: Cornell University College of Human Ecology Department of Policy Analysis and Management: Do Family Meals Really Make a Difference?, Eliza Cook, Rachel Dunifon. 2012; Accessed [date], <http://www.human.cornell.edu/pam/outreach/upload/Family-Mealtimes-2.pdf>

Newsletter/Blog Content

With an aim to inspire families to eat at home together more often, we are proud to celebrate National Family Meals Month™ in September! During September, we encourage families to share one more meal together per week and we will highlight simple, healthy meal solutions to help make that happen.

Did you know that numerous studies underscore the long-term health, academic and societal benefits of consistently eating together as a family? Home-cooked meals nourish the spirit, brain and health of all family members. Not to mention, people who frequently cook at home eat fewer, healthier calories.’ Additionally, regular family meals are linked to the kinds of outcomes that we all want for our children: higher grades and self-esteem, healthier eating habits and less risky behavior.

However, according to a 2013 Harris poll, only 30 percent of American families share dinner every night. Why is this? Yes, juggling jobs, kids and the demands of a busy, modern life often come at the expense of family mealtime at home. But, this doesn’t need to be the case. Let us be your ally—the solution to your mealtime dilemma. We are committed to helping your family eat well together to be well together and have these resources to bring to the table: [INSERT RESOURCES/PROGRAMS THAT YOUR COMPANY PROVIDES].

So, as the new school year starts, we challenge you to renew your commitment to creating and serving meals at home that nourish your kids and help them flourish for life. Pledge to Raise Your Mitt to Commit™ to sharing one more family meal at home per week. Follow us on Facebook and Twitter for family meals focused content, including shopping tips and recipes. [insert company social media handles]. Share your own family meal experiences, misadventures and solutions within your social channels. And, remember, use the hashtag #familymealsmonth to be part of the conversation!

‘Source Note: Cornell University College of Human Ecology Department of Policy Analysis and Management: Do Family Meals Really Make a Difference?, Eliza Cook, Rachel Dunifon. 2012; Accessed [date], <http://www.human.cornell.edu/pam/outreach/upload/Family-Mealtimes-2.pdf>

STEP 6: Communicate the Value of Ongoing Participation in National Family Meals Month™ Within Your Company

The following contains questions and answers that can be used to answer inquiries within your company and beyond.

What is National Family Meals Month? Created by the FMI Foundation, National Family Meals Month™ kicks off an industry inspired movement to raise consumer awareness of the health and societal benefits of sharing frequent family meals at home. Each September, the food retail industry will rally together in support of National Family Meals Month™ to promote the role grocers and food manufacturers play in helping busy families of all shapes and sizes share more meals at home more often.

Why Family meals? Numerous studies show that preparing and sharing meals at home make families and kids stronger and healthier. We believe that no one is better equipped to help families get wholesome meals on the table than food retailers! National Family Meals Month™ provides a platform for grocers to rally families to commit to sharing one more meal per week, and remind them that simple, healthy mealtime solutions can be found in every supermarket aisle.

What is the call to action? Through campaign messaging and engagement tools, FMI Members will encourage shoppers to commit to sharing one more family meal at home per week. In September, as kids head back to school and parents adjust their routines to accommodate fall activities, we want families to commit to making mealtime a priority. Their grocers can show them how.

Why should we participate? Once a daily tradition, family meals are at a critical intersection in our nation today. The desire to return to the table exists, but families need a friendly, familiar voice to show them the way. That voice is their grocer. More than 76% of people report that conflicting schedules are a primary barrier to cooking and eating together on a regular basis.ⁱ People are hungry for help in the kitchen.ⁱⁱ This event positions grocers as problem-solvers, and gives you another way to highlight how you're investing in mealtime solutions to meet consumer demand in a changing food retail environment.

Do family meals really make a difference?

- ▶ Research supports that children who share regular family meals benefit from better grades, improved nutrition, stronger family relationships, higher self-esteem, and are less likely to use drugs and alcohol at an early age.ⁱⁱⁱ
- ▶ According to a recent study published online by The Journal of Pediatrics, adolescents who participated in just one or two family meals per week were less likely to be overweight or obese in adulthood as compared to adolescents who never participated in family meals.^{iv}
- ▶ People eat healthier when they eat together at home. People reporting to eat the most home-cooked meals end up having healthier diets and consuming, on average, 130 fewer calories when compared to people who eat fewer home-cooked meals.^v

How will participating in National Family Meals Month™ benefit our company?

Take advantage of National Family Meals Month™ to remind shoppers and the larger community that your company advocates for families every day by offering mealtime solutions that help busy families get wholesome meals on the table so they can reap the benefits of family mealtime. Positioning your company within the community as an extension of the family unit and a problem solver generates consumer trust and customer loyalty, both of which are great for business.



How will food manufacturers engage in National Family Meals Month™? FMI encourages its associate members, the nation's leading food manufacturers, to partner with retailers like you to bring national awareness to the family meals movement by supporting in-store activation and product promotions during National Family Meals Month™ in September. To engage food manufacturers, FMI created a separate toolkit for its associate members. Containing downloadable assets and ideas for activation, the toolkit is designed to inspire collaboration between food manufacturers and retailers. FMI is generating buzz throughout the manufacturer community to help retailers start the conversation with their trusted partners.

Is there a cost to participate? Downloadable assets, available as part of the National Family Meals Month™ retailer toolkit, are provided to you at no cost courtesy of FMI. Created as a plug-and-play promotion, complementary graphic elements and suggested messaging were designed to supplement the way your company already promotes mealtime solutions in-store, and through established marketing and social media channels.

Will other grocers in my community participate in National Family Meals Month™ in September? With a goal to bring national awareness to the benefits of family meals and remind families that the solution to their mealtime dilemma is their grocer, FMI invites all its members to join together in September in celebration of National Family Meals Month™. By collaborating across industry with a shared message and unified voice, retailers and their supplier partners can cut through the clutter and bring mealtime back to the family table.

How can we participate? FMI has you covered. All toolkit assets, while flexible, are robust enough to function as a standalone National Family Meals Month™ promotion in September. FMI retailer members looking to introduce a family meals program can find additional resources in FMI's Family Meals Program Implementation Guide, available as part of the National Family Meals Month™ retailer toolkit.

i 2014 FGI Research commissioned by The Monday Campaign

ii The Hartman Group

iii Meier, A. & Musick, K., Variation in Associations between Family Dinners and Adolescent Well-Being, *Journal of Marriage & Family*, 2014.; Hammonds, A.J. & Fiese, B.A., Is Frequency of Shared Meals Related to Nutritional Health of Adolescents? *Pediatrics* 2011

iv Jerica M. Berge, PhD, MPH, LMFT, CFLE, and colleagues from the University of Minnesota and Columbia University

v Study conducted by Johns Hopkins Bloomberg School of Public Health, 2014

STEP 7: Be Recognized and Celebrate!

In 2015, the Food Marketing Institute Foundation created the National Family Meals Month concept, inspired participation, recruited nearly 100 partners, and socialized the campaign. Between January and September 2015, FMI Foundation's industry-facing website received 22,443 page views demonstrating that industry members are keenly interested in the concept. The consumer-facing website, a centralized resource for consumers and media on family meals, received 5,572 page views during September 2015.

Momentum continues to grow among food industry members around the Family Meals Movement and companies are committing their support to National Family Meals Month. Is your company present in the dialogue?

Featuring: 2016 Gold Plate Winners



The Gold Plate Awards highlight outstanding programs FMI members have implemented to encourage families to share more meals, together at home, more often. We also honor the contributions companies are making to help raise consumer awareness of the many benefits of family meals.



Skogen's Festival Food: Festival Family Meals

Retailer Category A (1-99 stores)

Festival Foods offered samplings from its Dine at Home Deli items to help consumers gain awareness of National Family Meals Month and offer meal solution on busy nights. The company also ran paid ads highlighting the #FestivalFamilyMeals Twitter chat, National Family Meals Month and the in-store Festival Foods Oven Mitt Giveaway. The campaign garnered 4,332 clicks to the website and 688,886 ad impressions. Facebook advertising received 4,511 clicks to the website and 438,023 ad impressions.



K-VA-T Food Stores: Make Family Meals Happen with Meal Solutions from Food City

Retailer Category B (100-199 stores)

K-VA-T Food Stores' Food City's promotion of National Family Meals Month included initiatives in-store, online, on social media, in television and print were geared toward both customers and associates. In-store activities included digital signage, recipe booklets for customers at all 134 stores, and an insert in the weekly ad both in-store and by mail to promote the benefits of family meals.



Hy-Vee, Inc.: #HyVeeFamilyMeals

Retailer Category C (200+ stores)

Hy-Vee celebrated National Family Meals Month by accommodating families' busy schedules. The company created numerous educational materials and offered in-store family cooking classes with its 228 dietitians, easy pickup and delivery meal options and the opportunity for children to eat free (with the purchase of an adult entrée) every day in September at the more than 90 Hy-Vee Market Grille restaurants across their eight-state region. For every family who posted a photo of themselves eating a meal together on social media and used the hashtag #HyVeeFamilyMeals and for every person who shared or retweeted Hy-Vee's social media posts about National Family Meals Month, Hy-Vee donated \$1 to Meals from the Heartland (a nonprofit dedicated to feeding the hungry), up to \$100,000.



America's Best Food Distributor.
"It's because of our people!"



Merchants Distributors Inc:

Taco Night – Family Meals Program

Wholesaler Category

For National Family Meals Month in September, the MDI team established the “Taco Night” meal solution event for families across over 300 retailers and multiple states along the East Coast. The goal was to create an occasion and reason for families to come together, put down their mobile devices, and enjoy, not only a great meal, but each other again. The “Taco Night” meal solution initiative was promoted with print ads, digital coupons, social media, digital web banners, and in-store displays across multiple store chains.



Campbell's: Fruits, Veggies, and Family Matter

Supplier Category

Campbell's combined two September campaigns, National Family Meals Month and Fruits & Veggies—More Matters month to emphasize the importance of family meals and encourage consumption of fruit and veggies. The campaign provided creative ideas to make vegetables the center stage of the meal, to add fruits to desserts and to try ethnic-inspired dishes. Families were encouraged to use social media to share photos of their family having dinner and of their veggie-centric meals and inspire others to do the same.



Rosie Applications: National Family Meals Month Powered by Rosie

Allied Group Category

Rosie's goal was to create more family meals across America by encouraging families to share meals more often by providing the necessary resources to make the process simple. Rosie recruited 11 independent grocer partners to participate and utilizing omnichannel marketing and digital marketing tactics. In total, the campaign earned over 200,000 online impressions, engaged nearly 300 unique website visitors, and received 15 submissions for the Rosie Family Meals Photo Contest. Rosie gave away \$500 to families to use toward creating family meals together. Overall revenue from online grocery sales increased 12 percent from August to September among the 11 retailers who partnered with Rosie on this campaign.

2016 Allies

RETAILERS

| | |
|------------------------------------|------------------------------|
| Ahold USA | Lunds & Byerlys |
| Associated Wholesale Grocers, Inc. | Mackenthun's Fine Foods |
| B&R Stores, Inc. | Martin's Super Markets, Inc. |
| Baesler's Market | Meijer, Inc. |
| Balduccis | Merchants Distributors, LLC |
| Bristol Farms, Inc. | Metcalfe Markets, Inc. |
| C&S Wholesale Grocers, Inc. | Niemann Foods, Inc. |
| Cohn Retail Stores | Potash Markets |
| Cub Foods | Price Chopper |
| Dillons Grocery | Supermarkets |
| Dorothy Lane Market, Inc. | PriceRite |
| Festival Foods | QFC Grocery |
| Food Lion, LLC | Quality Foods Grocery |
| Fred Meyer | Renwood Andronico |
| Friedman's Freshmarkets | Lending 1, LLC |
| Frys Food Stores | Reser's Fine Foods |
| Giant Eagle, Inc. | Shop n Save |
| Giant Food LLC | ShopRite |
| Highland Park Market, Inc. | Smart & Final Stores LLC |
| Hy-Vee, Inc. | Smith's Grocery |
| IGA, INC. | The Fred W. Albrecht |
| Ingles Markets, Inc. | Grocery Co. |
| King Kullen Grocery Co., Inc. | The Kroger Co. |
| King Soopers | The Little Clinic |
| Kings Food Markets | Tops Markets, LLC |
| Knowlan's Super Markets, Inc. | Unified Grocers, Inc. |
| Kudrinko's Ltd. | Wakefern Food Corporation |
| K-VA-T | Wegmans Food Markets, Inc. |
| | Weis Markets, Inc. |

SUPPLIERS

| | |
|-----------------------|-----------------------|
| Arctic Apples | Libby's |
| Best Choice | Live Gourmet |
| Bumble Bee Foods, LLC | Mars, Incorporated |
| Campbell Soup Company | Mom Made Foods |
| Chobani, Inc. | Monsanto |
| Davidson's Safe | Red Gold, Inc. |
| Choice Eggs | Schwan Food |
| Eggland's Best | Smithfield Foods Inc. |

ALLIED ASSOCIATIONS

| | |
|--|---------------------------------------|
| AAFCS | Iowa Egg Council |
| Advancing Retail | Litton Entertainment |
| AFFI | Meal Makeover Moms |
| AICR | MN Beef Council |
| Alabama Grocers | National Dairy Council |
| American Dairy NE | National Turkey Federation |
| CA Grown Fruit | NC Retail Merchants Association |
| Connecticut Food Association | New England Dairy |
| Dairy Council of California | Nielsen |
| DinnerTime | Ohio Eggs |
| Farm to Table Talk | Partnership for Food Safety Education |
| Fish Wise | Progressive Grocer |
| Growing Chefs | Rosie Applications |
| Half your Plate | Smart Brief |
| Healthy Aperture | SQFI |
| Healthy Eating | The Kids Cook Monday |
| Hispanic Food Communications Inc. | Today's Dietitian |
| International Food Information Council | Tomato Wellness |
| | Utah Department of Health |