



Giant Food launches Nutrition Made Easy to educate consumers

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Expanding its existing portfolio of nutrition-led initiatives, the Nutrition Made Easy! podcast helps shoppers lead healthier lives



Giant Food, the leading greater Washington D.C. regional grocery chain has announced the launch of its first-ever podcast, *Nutrition Made Easy!* The informative series of discussions, led by Giant's premier registered dietitians and nutritionists, answers customers most frequently asked questions and serves as a tool for healthcare providers to educate patients.

The bi-weekly podcast translates Giant's shoppers' biggest wellness questions into actionable steps that can be taken to lead healthier lifestyles, both in and outside of the grocery store. Through two series - clinical and consumer – listeners are offered insight into today's food news and trends, contextualized by Giant's in-store nutritionists.

The clinical series is designed to assist customers in managing a health care diagnosis. Providing scientific and evidence-based solutions, the series helps translate patients' biggest questions into actionable steps for meeting their goals through everyday choices. The series will also be shared with Giant's local health partners as a resource for their patients. Additionally, in the consumer series episodes, listeners are offered advice for choosing what to put in their shopping carts, and on their dinner plates through a variety of food topics. Customers will be offered nutrition advice they can take with them and incorporate into daily life. Sample topics will include seasonal produce and how to put healthy spins on classic favorites.

"Giant Food proudly supports our customers in navigating their wellness journey by offering in-store nutritionists, The Guiding Stars Program, and now our first podcast, Nutrition Made Easy!," said Gordon Reid, Giant Food President. "We're excited to have an accessible space where shoppers can get their biggest questions about their health and favorite products answered by our in-store industry experts."

Shoppers looking for an approachable guide to improving their everyday habits are invited to listen in to Nutrition Made Easy!

or visit a Giant Food in-store nutritionist for a one-on-one consultation, class or store tour. Visit giantfood.com/nutrition to learn more about Giant's other wellness initiatives, find an event near you and register online.