

HEALTHY EATING PROMOTIONS 2011

| DP # | HIGHLIGHTED DEPT DEMOGRAPHIC | COMMODITY ITEM | UPC | PROMO PRICE | POS MATERIAL | EDUCATION MATERIAL | ON BASE TIE IN |
|------|---------------------------------|----------------|-----|-------------|--------------|--------------------|----------------|
|------|---------------------------------|----------------|-----|-------------|--------------|--------------------|----------------|

SAMPLE ONLY

DP #X Produce

| | | | | | | | |
|-----------------|---------------|---------------|---------------|--------|-----------------|----------|-------------------|
| Children | Sliced apples | Disney | x xxxxx xxxxx | \$x.xx | Signs & Banners | Handouts | Child Care Center |
| Service Members | Juice, energy | Odwalla | x xxxxx xxxxx | \$x.xx | Signs & Banners | Handouts | MWR |
| Seniors | Juice, health | POM Wonderful | x xxxxx xxxxx | \$x.xx | Signs & Banners | Handouts | Clinic |

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|------|---------------------------------|----------------|-----|-------------|--------------|--------------------|----------------|
| #1 | CHILL | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #2 | PACKAGED MEAT | | | | | | |
| | SENIORS | | | | | | |
| #3 | MEAT | | | | | | |
| | CHILDREN | | | | | | |
| #4 | PRODUCE | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #5 | FROZEN | | | | | | |
| | SENIORS | | | | | | |
| #6 | CHILL | | | | | | |
| | CHILDREN | | | | | | |
| #7 | PACKAGED MEAT | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #8 | MEAT | | | | | | |
| | SENIORS | | | | | | |
| #9 | PRODUCE | | | | | | |
| | CHILDREN | | | | | | |
| #10 | FROZEN | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #11 | CHILL | | | | | | |
| | SENIORS | | | | | | |
| #12 | PACKAGED MEAT | | | | | | |

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|------|---------------------------------|----------------|-----|-------------|--------------|--------------------|----------------|
| | CHILDREN | | | | | | |
| #13 | MEAT | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #14 | PRODUCE | | | | | | |
| | SENIORS | | | | | | |
| #15 | FROZEN | | | | | | |
| | CHILDREN | | | | | | |
| #16 | CHILL | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #17 | PACKAGED MEAT | | | | | | |
| | SENIORS | | | | | | |
| #18 | MEAT | | | | | | |
| | CHILDREN | | | | | | |
| #19 | PRODUCE | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #20 | FROZEN | | | | | | |
| | SENIORS | | | | | | |
| #21 | CHILL | | | | | | |
| | CHILDREN | | | | | | |
| #22 | PACKAGED MEAT | | | | | | |
| | SERVICE MEMBERS | | | | | | |
| #23 | MEAT | | | | | | |
| | SENIORS | | | | | | |