





WHY

Walmart is helping customers choose healthier food options by introducing new nutritional standards, reformulating food, providing clear front-of-pack labels and promoting healthier foods in store.



HOW

- In 2012, Walmart launched its 'Great For You' label.
- Based on rigorous nutrition criteria, the label helps customers build healthy options into their diet.
- The program encourages customers to eat more fruits, vegetables and whole grains, whilst limiting the amount of added salt, sugar, and fat in their diet.
- Walmart is also reformulating hundreds of products to make them healthier.
- To increase sales of healthier options the company has reduced or eliminated the price premium on over 350 'Great For You' items.

BUSINESS VALUE

 REGULATION	Legislation – The initiative allowed them to stay ahead of incoming legislation.
 REPUTATION	Brand sentiment – Experts and role models on nutrition and health commended the 'Great For You' standards generating a positive sentiment for the brand.

CONSUMER VALUE

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FUNCTIONAL
The initiative made it easier and cheaper for customers to lead healthier lifestyles.
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EMOTIONAL
Clear information and promotions make it easier for customers to feel they are in control of their diet.

RESULTS

- Customers buying fruit and vegetables from Walmart in 2011 would have spent over \$1 billion more when compared to buying similar products at competing stores. [Source](#)
- “Today’s announcement by Walmart is yet another step towards ensuring that our kids are given the chance to grow up healthy,” – US First Lady Michelle Obama. [Source](#)