



Following the Stars for National Nutrition Month

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The grocery retail industry plays an important role in helping make nutritious choices easier for customers, and through [Guiding Stars](#), Ahold Delhaize USA brands are helping customers keep it simple.

You don't need to look far. From brand store shelves to online shopping and packaging, these nutrition indicators help shoppers make informed choices.

"Finding nutritious food at the grocery store can be challenging, especially for consumers who are juggling a budget and other responsibilities," said Elizabeth Marble, Brand and Nutrition Manager for Guiding Stars. "Our program makes it easy to keep health a priority."



Did You Know?

- The program launched in 2006 at Hannaford, and over the past two decades has grown to be available at [over 2,000 grocery stores](#).
- The Guiding Stars Licensing Company [holds patents](#) in both the United States and Canada, including for their innovative algorithm and online database.
- It's not just private brands that are eligible for Stars. Guiding Stars evaluates all products in the store, including national brands, and those that meet the criteria for good, better or best nutrition earn Stars.
- The Guiding Stars criteria is not one-size-fits-all. With [five unique algorithms](#), evaluations account for the natural differences between categories of foods and beverages.
- Guiding Stars is governed by an independent [Scientific Advisory Panel](#) of nutrition and public health experts who monitor major nutrition guidance, including the Dietary Guidelines for Americans, and update the approach as scientific consensus evolves.
- Guiding Stars offers more than just nutrition ratings for ingredients and recipes. You can check out [their blog](#) for information and tips about various health topics.

"Health is a key element of the Growing Together Strategy and a critical priority for Ahold Delhaize USA," Elizabeth said. "Guiding Stars is a vital component of our Healthy Communities & Planet pillar and enables us to make nutritious food choices accessible to our customers. National Nutrition Month is the perfect opportunity to highlight this work."

For anyone looking to learn more, we recommend the Guiding Stars app (for either [Apple](#) or [Android](#)) as a helpful resource.

[Watch the Guiding Stars video](#)