

• strive for five cups • get moving • calories count • measure your progress • strive for five cups • get moving • calories count • measure your progress •

Back to the Future: *Trust, Health & Help at Wegmans*



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Today will share...

- Our History,
- Mission &
- Values
- How we Listen
- Trust, Health & Help drives partnerships to develop unique products



Wegmans: family owned since 1916



- Brothers Walter and John Wegman worked in their parents' grocery store in Rochester, NY.
- In 1916, formed the Rochester Fruit & Vegetable Company.
- In 1921, offered general groceries and bakeries.



95 stores across:
NY, PA, MA, VA, MD, NJ

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I am a Merchant

*“To do something that
no one else is doing,
and to be able to offer
the customer a choice
that she does not have
at the moment”*

Robert Wegman in 1967

and in 2005



what we believe

At Wegmans, we believe that good people, working together, can accomplish great things.

In this spirit, we are best at serving our customers. Every action we take is for our customers.

We also believe in our goal of making our own people happy.

To our customers, we pledge our best and we make

"Every Day You Get Our Best"

"be the very best at serving the needs of our customers"

what we do

that no one else is doing, offer the customer a great experience at the moment.

what we do

Our target customers are looking for great food, incredible service, and a one-of-a-kind shopping experience.

Our primary business is to help make great meals easy so our customers can live healthier and better lives through food.

"Our primary business is to help make great meals easy so our customers can live healthier and better lives through food"

who we are

- We care about the well-being and happiness of our customers and our company.

"We care about and listen to our people"

what we measure

- Sales
- Contribution
- Retention
- Diversity
- Development

work and benefit our customers and our company.

customer impact and cost.

- Our family ownership that allows us to take a long-range view of our business and grow at a controlled rate.

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Wegmans Nutrition Team: Trusted



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One way we listen...

Over 80,000 comments a year

- Customers reach out to praise, question and yes, complain
- Growth in customer communications continues (up 12% in 2017 compared to previous year)
- Shift to electronic/social media platforms (70% of communications in 2017 were a combination of email and social media)
- Our response can help build trust



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What if...

....we're not prepared to respond to customers' questions?

Think Pink Slime!



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Wegmans Emerging Issues Team

- Cross-functional executive level
 - Gathered as needed on one issue at a time
 - Involve outside experts with divergent opinions
 - Previous health-related issues:
GMOs, Added Sugars, Processed Meats
- Other issues: Sow Containment, Poultry Caging, Animal meds & growth promotion



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Obesity

Can we stop the epidemic?

by Madeline Drexler
Editor, Harvard Public Health

Kate Dwyer / Harvard Chan

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Harvard Public Health



Have you ever looked at old photos from 1970s protest marches? Feminists demanding the Equal Rights Amendment, environmentalists calling for clean air and water, gay liberation, the Black Panthers, the Chicano movement, on and on: In each case, committed and strategically canny people translated personal and group experiences of injustice into the mobilizing power of the collective.

Look closer at the photos. Just as arresting as the fashions and the hairstyles and the palpable air of urgency around still-urgent issues is another detail: To contemporary eyes, people look thin. We now know that in the United States in the 1970s, two public health crises were germinating. One was HIV/AIDS, the victims of which were consigned to the shadows until activism forced changes in research funding, medical protocols, and social attitudes.

continued

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Spring 2017

From Harvard Public Health, Spring 2017

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Wegmans Menu Magazine



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MAKES: 6 CUPS
ACTIVE TIME: 15 MINS
TOTAL TIME: 35 MINS



Vegetables: 3/4 cup(s)

Calories: 190

Nutrition Info: Each serving (4 oz (about 3/4 cup)) contains 190 calories, 12 g carbohydrate, (5 g fiber), 6 g protein, 15 g fat, (2 g saturated fat), 0 mg cholesterol, and 100 mg sodium.

Roasted Brussels Sprouts with Tomato Pesto & Walnuts

Ingredients

1 pkg (2 lbs) Food You Feel Good About Brussels Sprouts, trimmed, halved
1/2 of a red onion (about 4 oz), peeled, sliced 1/3-inch thick
1 1/2 Tbsp Food You Feel Good About Basting Oil
Salt and pepper to taste
3 Tbsp Italian Classics Tomato Pesto Sauce
1 1/2 Tbsp water
1 cup Food You Feel Good About Shelled Walnuts, Halves & Pieces, toasted, chopped

Directions

1. Preheat oven to 450 degrees. Toss Brussels sprouts, onion, and basting oil in large bowl; season with salt and pepper. Arrange in single layer on baking sheet.
2. Roast, 20-25 min, turning halfway through, until tender. Remove from oven; set aside.
3. Whisk pesto and water in large bowl until combined. Add roasted veggies and walnuts; toss to combine.

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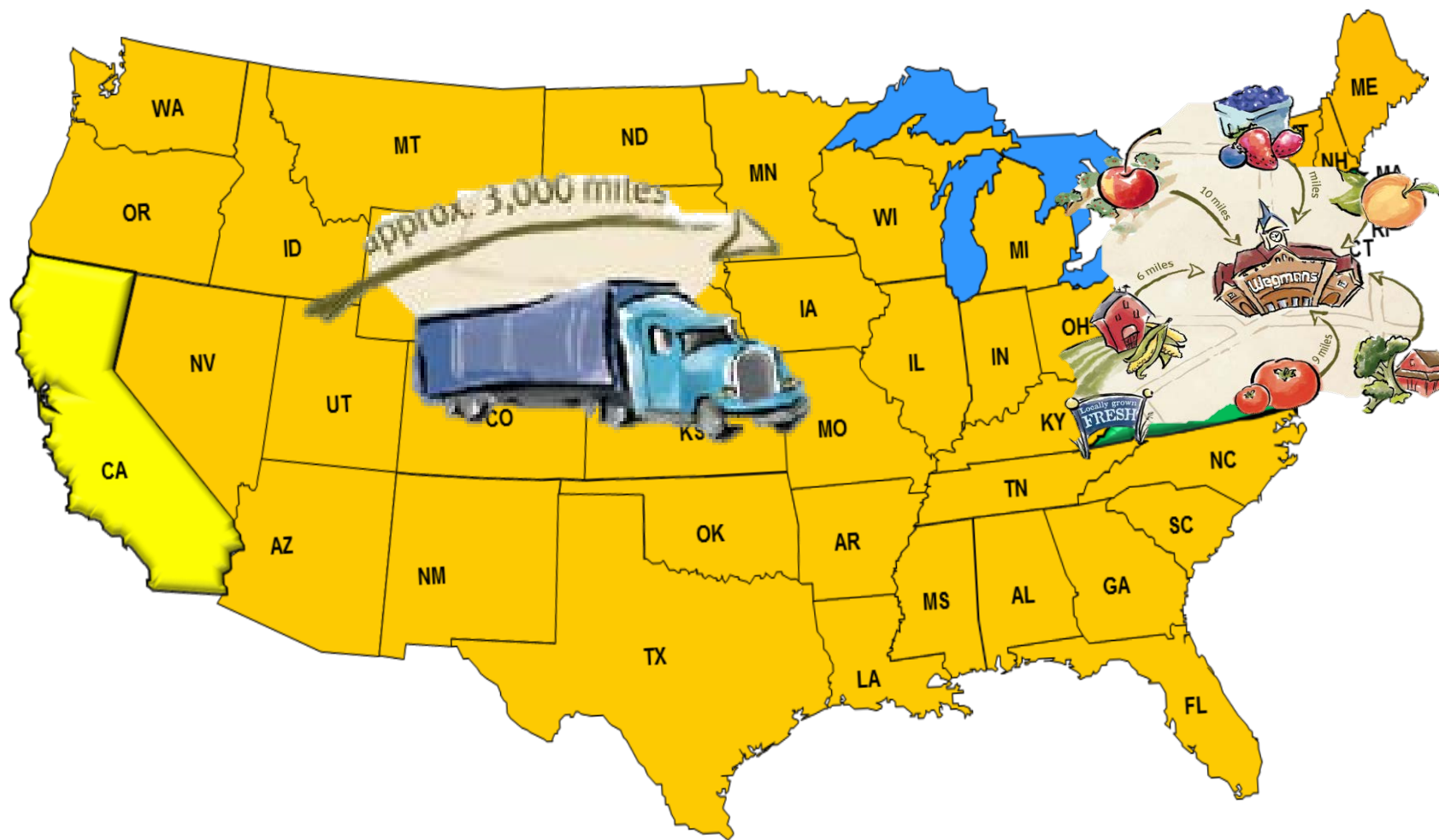


Near Penn Yan, NY





Why support regional growers?



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Produce Regional Growers 2017



24 Growers

Nucleus of Innovation



Gingerich Farms



Jersey Legacy Farms



Regional Growers Supporting Wegmans Organic



Near our Store Bulk



Near our Store Noodles -

Food Value Chain

Collaborative

Transparent

INPUT

PRODUCTION

PROCESSING & DISTRIBUTION

RETAIL

CONSUMER



Cornell University



PRIDE **QP** PAK



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