

SLIM

BY

DESIGN

MINDLESS EATING SOLUTIONS
FOR EVERYDAY LIFE

BRIAN WANSINK, Ph.D.

wm

WILLIAM MORROW

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Sample Scripts



A **GAIN, WHATEVER YOUR LIFESTYLE**, this is easier than you think, because there are tools that can help. You can download whatever tailored parts of an Action Plan you wish at SlimByDesign.org. Here are some sample scripts for contacting the manager of your favorite restaurant, the food-service director of your child's school, the manager of your go-to grocery store, and your company's wellness manager. You can also visit SlimByDesign.org for more ideas, as well as sample tweets and Facebook messages that you can forward to like-minded friends.⁹

HOW TO REACH OUT TO YOUR FAVORITE RESTAURANT VIA TWITTER

1. Reply to or mention their name with "@".
2. Mention their name with a hashtag "#."
3. Link these suggestions to Slim by Design: #slimbydesign.

Some Sample Tweets:

@dennysdiner: Did you know that if you cut your meal portions in half, you'll sell more food? I'd buy more. #slimbydesign.

I wish @olivegarden had a "fruit-only" dessert option. Then I'd buy a dessert. #slimbydesign.

Check out the list on page 265, or go to SlimByDesign.org/Restaurants for a list of the Twitter handles for the top restaurant chains.

HOW TO CONTACT YOUR FAVORITE RESTAURANT VIA SNAIL MAIL

Some restaurants can make some changes at their individual locations, but others are made at the corporate level. Find these addresses starting on page 265 or at SlimByDesign.org/Restaurants for a list of the company addresses for the top restaurant chains.

Sample letter to your favorite local restaurant

Dear Manager,

For some time, your restaurant has been one of my favorites. I dine here fairly regularly with my family, friends, or visitors at work because I like the variety, the energy in the atmosphere, the engaging waitstaff, and your food. Thank you for all that you do to make it a special experience.

Recently, my family and I have been trying to eat both healthier and less than we have in the past. At home, for instance, we've moved all the snack food off the counter and rearranged the cupboards. We're also using smaller-size plates and pre-plating our food off the counter.

The reason I mention this is that there might be some easy ways your restaurant could also profitably help people like us eat a little better and a little less—so we could come in more often. For instance, we're often looking to eat smaller portions. There are a couple of ways your restaurant could help. For one, you could offer half-size portions of some of the menu items. Although you might be afraid you'll lose sales, the book *Slim by Design* shows that the opposite usually happens. Restaurants end up selling more—more sides and more drinks—and they attract some new customers. Having half-size portions would make us even happier with our visits. To help people eat less, you could also train servers to encourage customers to take home “to-go” boxes by specifically having them mention this before people order.

Your customers would also appreciate some little additions to the menu that would make it easier to eat healthier—a couple of healthy new entrées or side dishes, a double vegetable option instead of the starch, a fruit-only dessert, or a dessert tasting menu. When it comes time for a menu redesign, the menu can be designed in a way that can better lead people to buy these healthier foods. There are a lot of other easy changes that you can find at SlimByDesign.org to help you profitably help your loyal customers and new customers to eat better.

Thanks for taking the time to consider how you can help make us healthier and happier. I look forward to visiting you again soon and finding it easier to eat a little bit healthier and a little bit less. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,



Sample letter to your favorite fast-food chain

Dear Public Affairs Director,

For some time, your chain has been one of my family's favorites. Specifically, the location where we eat the most often is at [address] in [your city, state]. Thank you for what your company does to offer convenient and tasty food for reasonable prices.

Recently, my family and I have been trying to eat both healthier and less than we have. At home, for instance, we've moved all the snack food off the counter and rearranged the cupboards. We're also using smaller-size plates and are pre-plating our food off the counter.

The reason I mention this is there might be some easy ways your chain could also profitably help people like us eat a little better and a little less. For instance, I'd be more likely to eat healthier if there were low-fat options for your meals. It would be easier for me to help my kids eat better if there were posters encouraging the kids to take the milk instead of soft drinks and to choose the healthy side dishes—such as apple slices, yogurt, and side salads—instead of the fries. It would be great if your company offered a five-cent discount if you buy a diet soft drink (instead of a regular one), or a loyalty club card for people who order healthy meal combos.

There are a lot more ideas in the book *Slim by Design* and a lot of compelling best practices that other fast-food restaurants have been implementing at SlimByDesign.org/FastfoodBestPractices. Check it out—it will help you profitably encourage your loyal customers, and draw in newer health-conscious customers as well.

Thanks for taking the time to consider how you can help make us healthier and happier. I look forward to visiting you again soon and finding it easier to eat a little bit healthier and a little bit less. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,

Sample letter to your favorite casual dining chain

Dear Public Affairs Director,

For some time, your chain has been one of my family's favorites. Specifically, the location where we eat the most often is at [address] in [city and state]. I really enjoy the variety of your menu, the energy in the atmosphere, the engaging waitstaff, and the consistent quality of the food at a reasonable price. Thank you for all that you do to make it a special experience.

Recently, my family and I have been trying to eat both healthier and less than we have in the past. At home, for instance, we've moved all the snack food off the counter and rearranged the cupboards. We're also using smaller-size plates and pre-plating our food off the counter.

The reason I mention this is that there may be some easy ways your chain could also profitably help people like us eat a little better and a little less. For instance, we're often looking to eat smaller portions. There are a couple of ways your restaurant could help. For one, you could offer half-size portions of some of the more popular entrées and charge 50 to 60 percent of the price of a full portion. Although you might be afraid you'll lose sales, the book *Slim by Design* shows that the opposite usually happens—restaurants end up selling more sides and more drinks and they attract some new customers. Having half-size portions would make us even happier with our visits. To help people eat less, you could also train servers to encourage people to take home “to-go” boxes by specifically having them mention this before people order.

You could make some little additions that would make it easier to eat healthier, such as a couple of new healthy entrées or side dishes, a double vegetable option instead of the starch, a fruit-only dessert, or a dessert tasting menu. When it comes time for a menu redesign, the menu can be designed in a way that can better lead people to buy these healthier foods. You can find a lot of other easy changes at SlimByDesign.org. Check it out—it will help you profitably encourage your loyal customers, and draw in newer health-conscious customers as well.

Thanks for taking the time to consider how you can help make us healthier and happier. I look forward to visiting you again soon and finding it easier to eat a little bit healthier and a little bit less. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,



HOW TO REACH OUT TO YOUR GROCERY STORE VIA TWITTER

1. Reply to or mention their name with “@.”
2. Mention their name with a hashtag “#.”
3. Link these suggestions to Slim by Design: #slimbydesign.

Go to SlimBydesign.org/GroceryChains for a list of the Twitter handles for the top sixty-five grocery chains, or see the list at the end of this book.

HOW TO CONTACT YOUR FAVORITE GROCERY STORE VIA SNAIL MAIL

Grocers can make some changes at their individual stores, but others are made at the corporate level. The addresses for the top sixty-five of these major grocery chains can be found at the end of this chapter or at SlimByDesign.org/GroceryChains.

Sample letter to your favorite grocery store

Dear Manager,

For some time, your grocery store has been my go-to store for all my family's groceries. I really enjoy your responsive employees, your wide selection, and the cleanliness of the store. Thank you for all that you do to make shopping a special experience.

Recently, my family and I have been trying to buy healthier food—more fruits, vegetables, and lean meat—and less of the highly processed foods. For instance, we've been doing things like dividing our cart in half with a coat or purse and filling the front half with these healthier foods. We've also been walking through the healthier aisles first so that we fill our cart with healthier food.

The reason I mention this is there might be some easy ways your grocery store could profitably help make it easier for people like us to shop for healthier food. For instance, having a candy-free checkout aisle would help cut down candy impulse purchases, and you could replace the candy with other high-margin impulse purchase items such as batteries, desk accessories, and so forth. Parents with small children might even choose your store because you give them an option that keeps kids from having a candy meltdown at the checkout line, which nobody enjoys.

The book *Slim by Design* offers many other ways you could profitably make it easier for your customers to shop healthier—ideas that have worked at other stores, such as angling the produce displays at 30 and 45 degrees, using floor decals, putting your healthiest food in Aisles 1, 2, and 3, and using healthy co-promotions on end-aisle displays. You can also find a lot of these at the website SlimByDesign.org.

Thanks for taking the time to consider how you can help make us healthier and happier. I look forward to visiting you again soon and finding it easier to shop a little bit healthier so we will eat a little bit healthier. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,



Sample letter to a grocery store's CEO

Dear [name],

For some time, your grocery store in [city, state] has been my go-to store for all my family's groceries. Your manager there works to make shopping a special experience, and I really enjoy his responsive employees, wide selection, and the cleanliness of the store.

Recently, my family and I have been trying to buy healthier food—more fruits, vegetables, and lean meat—and less of the highly processed foods. For instance, we've been doing things like dividing our cart in half with a coat or purse and filling the front half with these healthier foods. We've also been walking through the healthier aisles first so we fill our cart with healthier food.

The reason I mention this is there might be some easy ways in which you as the CEO could profitably help make it easier for people like us to shop for healthier food in your stores. For instance, having a candy-free checkout aisle would help cut down candy impulse purchases, and you could replace the candy with other high-margin impulse purchase items such as batteries, desk accessories, and so forth. Parents with small children might even choose your store because you give them an option that keeps kids from having a candy meltdown at the checkout line, which nobody enjoys.

The book *Slim by Design* offers many other ways you could profitably make it easier for your customers to shop healthier—ideas that have worked at other stores, such as angling the produce displays at 30 and 45 degrees, using floor decals, putting your healthiest food in Aisles 1, 2, and 3, and using healthy co-promotions on end-aisle displays. You can also find a lot of these at the website SlimByDesign.org.

Thanks for taking the time to consider how you could make small changes to your stores to help make us healthier and happier. I look forward to visiting you again soon and finding it easier to shop a little bit healthier so we'll eat a little bit healthier. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,

Sample letter to your company's health and wellness director

Dear [name],

I appreciate what you and your staff have been doing to try to make all of us employees think twice about our health and wellness and to begin moving in a healthy direction. It not only helps make us happier and healthier, but it's also good for retention.

One habit that a number of my coworkers and I have is that we tend to eat at our desks. Although I'd like to think it's because we're super hard, dedicated workers, it probably has something to do with the lack of more attractive options, such as brown-bag lunch presentations, outings, or team lunches, and that the break room could use a serious makeover for those of us who bring our lunches. Also, the cafeteria could make a lot of changes—rearranging the placement of foods, promoting healthy convenience combo-lunches, and so forth—that could make it more money and would make us healthier.

The reason I mention this is there are a lot of easy changes that you, as our company's health and wellness director, might do to make it easier for us to start improving our health—beginning here at work. Ideas such as a multi-activity wellness plan or a Health Conduct Code would be great ways to start. The book *Slim by Design* offers many other ways you could profitably make it easier for the company to help us become healthier. You can also find a lot of these at the website SlimByDesign.org.

Thanks for taking the time to consider how you could make small changes to help make us healthier and happier. I look forward to visiting you again soon. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,

Sample letter to your boss or your company's CEO

Dear [name],

I appreciate what you and the wellness director have been doing to try to make all of us employees think twice about our health and wellness and to begin moving in a healthy direction. It not only helps make us happier and healthier, but it's also good for retention.

One habit that a number of my coworkers and I have is that we tend to eat at our desks. Although I'd like to think it's because we're super hard, dedicated workers, it probably also has something to do with the lack of more attractive options, such as brown-bag lunch presentations, outings, or team lunches, and that the break room could use a serious makeover for those of us who bring our lunches. Also, the cafeteria could make a lot of changes—rearranging foods and promoting healthy convenience combo-lunches, and so forth—that could make it more money and would make us healthier.

The reason I mention this is there are a lot of easy changes that you and the company's health and wellness director might do to make it easier for us to start improving our health—beginning here at work. Ideas such as a multi-activity wellness plan or a Health Conduct Code would be great ways to start. The book *Slim by Design* offers many other ways you could profitably make it easier for the company to help us become healthier. You can also find a lot of these ideas at the website SlimByDesign.org.

Thanks for taking the time to consider how you could make small changes to help make us healthier and happier. I look forward to visiting you again soon. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,

Sample letter to your child's school-lunchroom manager

Dear [name],

My name's [____] and I'm [your child's name]'s parent. Thank you for all that you do to help the children at [____] School to eat better. That's a huge job on a tight budget, and our family appreciates all you do.

I've recently been hearing about something called the Smarter Lunchroom Movement. It's a low-cost—and usually no-cost—way to guide kids to select the healthiest foods in the lunchroom without making any changes to what's being offered. The idea is that by making small changes to the layout or signage in a lunchroom, you can guide kids to the apple instead of the cookie. By doing simple things like putting fruit in a nice fruit bowl next to the cash register, giving vegetable dishes a name, or making white milk the most convenient beverage in the cooler, kids will be more likely to take them and not waste them.

These principles are already being used in more than twenty thousand schools. The book *Slim by Design* offers many other ways you could profitably make it easier for your lunchroom to help kids eat healthier and also to increase participation in the lunch program. I've enclosed a one-page printout of the program and the self-assessment scorecard. You can also find a lot more information at the website SlimByDesign.org or at SmarterLunchrooms.org.

Thanks for taking the time to consider how you could make small changes to help make our kids healthier and happier. I look forward to visiting you again soon. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,

Sample letter to the health and wellness committee for your child's school district

Dear [name],

My name's [____] and I'm the parent of [your child's name] in [their school]. Thank you for all that you do to volunteer to help our children be healthier and happier. My family appreciates what you do.

I've recently been hearing about something called the Smarter Lunchroom Movement. It's a low-cost—and usually no-cost—way to guide kids to select the healthiest foods in the lunchroom without making any changes to what's being offering. The idea is that by making small changes to the layout or signage in a lunchroom, you can guide kids to the apple instead of the cookie. By doing simple things like putting fruit in a nice fruit bowl next to the cash register, giving vegetable dishes a name, or making white milk the most convenient beverage in the cooler, kids will be more likely to take them and not waste them.

These principles are already being used in more than twenty thousand schools. The book *Slim by Design* offers many other ways you could profitably make it easier for your lunchroom to help kids eat healthier and also to increase participation in the lunch program. I've enclosed a one-page printout of the program and the self-assessment scorecard, and I've also shared this with the lunchroom manager at the school. You can also find a lot of these at the website SlimByDesign.org or at SmarterLunchrooms.org.

Thanks for taking the time to consider how you could make small changes to help make our kids healthier and happier. I look forward to visiting you again soon. Let me know if you would like to discuss this further, and let me know how I can help you.

Sincerely,

Make It Happen

.....

HERE'S HOW TO REACH your favorite fast-food and casual eating restaurants and grocery stores. Their current e-mail addresses are available at SlimByDesign.org.

FAST FOOD

Arby's

@arbys
#Arbys, #arbysbrisket,
#LeagueOfBrisket, #Curly-
Fryday, #Saucepocalypse
Arby's Restaurant Group,
Inc.
1155 Perimeter Center
West, 12th Floor
Atlanta, GA 30338
678-514-4100

Burger King

@BurgerKing
#BurgerKing, #Whopper,
#whopperjr
Burger King Worldwide
5505 Blue Lagoon Dr.
Miami, FL 33126
305-378-3000
866-394-2493

Chick-fil-A

@Chickfila
#chickfila, #chickenfor-
breakfast, #Deliciously-
Witty, #EatMorChikin,
#GuessThatMoovie,
#CowAppreciationDay
Chick-fil-A, Inc.
5200 Buffington Rd.
Atlanta, GA 30349-2998
866-232-2040

Chipotle Mexican Grill

@ChipotleTweets, @
ChipotleMedia
#chipotle, #ChipotleGang,
#chipotleworld
Chipotle Corporate Office
Headquarters

1543 Wazee St., Suite 200
Denver, CO 80202
303-595-4000

Dairy Queen

@DairyQueen
#DQ, #BLIZZARDTreats,
#PumpkinPieBlizzard,
#DQGRILLBURGER,
#TreatTrader
American Dairy Queen
Corporation
7505 Metro Blvd.
Minneapolis, MN
55439-0286
952-830-0200

Domino's Pizza

@dominos
#ThePizzaIsGone,
#dominos, #LavaCakes,
#PIZZAPICS
Domino's Pizza LLC
30 Frank Lloyd Wright Dr.
Ann Arbor, MI 48106
734-930-3030

Dunkin' Donuts

@DunkinDonuts
#DunkinDonuts, #dunkin,
#weekendDD, #dresseDD,
#dunkinreplay, #mydunkin
Dunkin' Brands
130 Royall St.
Canton, MA 02021
781-737-3000

Five Guys Burgers and Fries

@Five_Guys
#FiveGuys,

#FiveGuysFanatic,
#FiveGuysBurgers
Five Guys Enterprises, LLC
10440 Furnace Rd., Suite
205
Lorton, VA 22079
866-345-4897

In-N-Out Burger

@innoutburger
#innoutburger
In-N-Out Burgers Corpo-
rate Office
4199 Campus Dr., 9th Floor
Irvine, CA 92612
800-786-1000

Jimmy John's

@jimmyjohns
#jimmyjohns, #freakyfast
2212 Fox Dr.
Champaign, IL 61820

KFC

@kfc
#SecretRecipe, #kfc,
#GoCup
Community Relations
1900 Colonel Sanders Ln.
Louisville, KY 40213

Krispy Kreme

@krispykreme
#KrispyKreme, #Krispy,
#Krispyskremes
Krispy Kreme Doughnut
Corporation
P.O. Box 83
Winston-Salem, NC 27102
800-457-4779



McDonald's
@McDonalds, @
Reachout_McD
#mcdonalds, #bigmac,
#MomentsOfWonder
McDonald's Corporation
2111 McDonald's Dr.
Oak Brook, IL 60523
800-244-6227

Moe's Southwest Grill
@Moes_HQ
#moes, #moeschimi, #Wel-
comeToMoes, #moescaters
Moe's Southwest Grill
200 Glenridge Point Pky.,
Suite 200
Atlanta, GA 30342
Attn: Moe
877-663-7411

Panera Bread
@panerabread
#Panera, #panerabread,
#cinnamoncrunch
Panera Bread
3630 S. Geyer Rd., Suite
100
St. Louis, MO 63127
855-372-6372

Papa John's
@PapaJohns
#betteringredients, #better-
pizza, #papajohns,
Papa John's International,
Inc.
P.O. Box 99900
Louisville, KY 40269-9990
877-547-7272

Pizza Hut
@pizzahut

#3CheeseStuffed,
#pizzaconfessions,
#MakeItGreat
Pizza Hut, Inc.
7100 Corporate Dr.
Plano, TX 75024
800-948-8488

**Popeyes Louisiana
Chicken**
@PopeyesChicken
#popeyes,
#lovethatchicken,
#WaffleTenders
AFC Enterprises, Inc.
400 Perimeter Center Ter.,
Suite 1000
Atlanta, GA 30346
877-767-3937

Sonic Drive-In
@sonicdrive_in
#ultimatedrinkstop
SONIC Corporate
Headquarters
300 Johnny Bench Dr.
Oklahoma City, OK 73104
405-225-5000

Starbucks
@Starbucks
#payitforward, #coffee,
#psl, #starbucks, #venti,
#trenti
Starbucks Customer
Relations
P.O. Box 3717
Seattle, WA 98124-3717
800-782-7282

Subway
@SUBWAY

#SUBWAYVictoryChal-
lenge, #eatfresh, #StuffSub-
sSay, #SUBWAYSays
800-888-4848

Taco Bell
@TacoBell, @TacoBell-
Team, @TacoBellTruck
#tacobell, #tacobelltruck,
#DoritosLocosTacos,
#FieryDLT, #livemas
1 Glen Bell Way
Irvine, CA 92618
800-822-6235

Tim Hortons
@TimHortons, @
TimHortonsUS
#timhortons, #timbits,
#TimsCoffeeArt, #Timbit-
sHockey, #SmileCookie
874 Sinclair Rd.
Oakville, ON L6K 2Y1
888-601-1616

Wendy's
@Wendys, @IAmBaconator
#PretzelLoveStories,
#Wendys, #6secondsflat,
#baconator
The Wendy's Company
One Dave Thomas Blvd.
Dublin, OH 43017
888-624-8140

Whataburger
@whataburger
#Whataburger,
#ProudToServeYou
Home Office
300 Concord Plaza Dr.
San Antonio, TX 78216
210-476-6000

CASUAL EATING

Applebee's
@Applebees
#Applebees, #Fanapple,
#BeesFanZone
Applebee's Services, Inc.
8140 Ward Pky.
Kansas City, MO 64114
888-592-7753

Baja Fresh
@boldbajafresh
#BajaFresh
Baja Fresh® Home Office

320 Commerce, Suite 100
Irvine, CA 92602
877-225-2373

Benihana
@Benihana
#BenihanaSushi,
#SakeTriviaSaturday
8750 NW 36th St., Suite
300
Doral, FL 33178

Boston Market
@bostonmarket
Boston Market Corporation
Attn: Guest Contact Center
14103 Denver West Pky.
Golden, CO 80401
800-365-7000

Buffalo Wild Wings
@BWWings
#bwwings, #WingWager

Carrabba's Italian Grill
@Carrabbas
#Carrabbas, #FirstTastes
2202 N. West Shore Blvd.,
5th Floor
Tampa, FL 33607

Chili's
@Chilis
#chilis

Cracker Barrel Old Country Store
@CrackerBarrel
Cracker Barrel Old Country Store
P.O. Box 787
Lebanon, TN 37088-0787
800-333-9566

Denny's
@DennysDiner
#dennys,
#MiddleEarthsDiner
Denny's Call Center
203 East Main St. P-8-6
Spartanburg, SC 29319
800-733-6697

Golden Corral
@goldencorral
#GoldenCorral
Golden Corral Corporation
5151 Glenwood Ave.
Raleigh, NC 27612
800-284-5673

IHOP
@IHOP
#ihop,
#DoItForThePancakes
450 North Brand Blvd.
Glendale, CA 91203
866-444-5144

Olive Garden
@olivegarden
#NeverEndingPasta
Olive Garden

P.O. Box 695017
Orlando, FL 32869

Outback Steakhouse
@Outback
#BloominMonday

P. F. Chang's
@PFChangs
#PFChangs
7676 E. Pinnacle Peak Rd.
Scottsdale, AZ 85255
866-732-4264

Perkins Restaurant and Bakery
@EatAtPerkins
6075 Poplar Ave., Suite 800
Memphis, TN 38119
901-766-6400

Red Lobster
@redlobster
#CrabFest,
#CheddarBayBiscuit
Red Lobster Guest Relations
P.O. Box 695017
Orlando, FL 32869
800-562-7837

Red Robin
@redrobinburgers
#MillionReasons
6312 S Fiddlers Green Cir.,
#200N
Greenwood Village, CO
80111
303-846-6000

Round Table Pizza
@RoundTablePizza
#PZAday
Round Table Pizza
1320 Willow Pass Rd., Suite
600
Concord, CA 94520
925-969-3900

Ruby Tuesday
@rubytuesday

#RubyTuesday
Ruby Tuesday Restaurant
Support Center
150 West Church Ave.
Maryville, TN 37801

Steak 'n Shake
@SteaknShake
#steaknshake,
#steakburger
36 S. Pennsylvania St.,
Suite 500
Indianapolis IN 46204
317-633-4100

T.G.I. Friday's
@TGIFridays
#TGIFStackedBurgers

Texas Roadhouse
@texasroadhouse
#texasroadhouse
6040 Dutchmans Ln., Suite
200
Louisville, KY 40205
502-426-9984

The Cheesecake Factory
@Cheesecake
#cheesecake,
#CheesecakeFactory
26950 Agoura Rd.
Agoura Hills, CA 91301
818-871-3000

Waffle House
@WaffleHouse
#wafflehouse
Waffle House Inc.
5986 Financial Dr.
Norcross, GA 30071
770-729-5700

Zaxby's
@Zaxbys
Zaxby's Franchising, Inc.
1040 Founders Blvd.
Athens, GA 30606
866-892-9297

GROCERY STORES

A&P
@AandPStores

Acme Fresh Market
@acmefreshmarket

#acmemarkets
Acme Fresh Markets
Consumer Marketing
P.O. Box 1910

Akron, OH 44309
330-733-2263



Albertszs
@Albertsons_@
AlbertsonsHelpr
#albertsons
877-932-7948

Andronico's
@Andronicos1
#Andronicos

Associated Supermarkets
@myassociated
#AssociatedSupermarket
1800 Rockaway Ave., Suite
200
Hewlett, NY 11557
516-256-3100

Baker's Grocery
@BakersGrocery
The Kroger Co.
1014 Vine St.
Cincinnati, OH 45202-1100
800-576-4377

Bashas' Supermarkets
@BashasMarkets
#bashas, #BashasMarkets
Bashas' Corporate Offices
22402 S. Basha Rd.
Chandler, AZ 85248
800-755-7292

Big Y Markets
@BigYFoods
#BigYFoods
800-828-2688

Bi-Lo
@BILOSuperSaver
#bilo
BI-LO, LLC
Attn: Customer Support
Center
P.O. Box 99
Mauldin, SC 29662
800-768-4438

BJ's Wholesale
@BJsWholesale
#bjswholesale

Brookshire Brothers
@BrookshireBros
#BrookshireBros
Brookshire Brothers
Attn: Customer Relations
1201 Ellen Trout Dr.
Lufkin, TX 75904
936-634-8155

Brookshire's
@Brookshires_
#Brookshire
888-937-3776

Buehler's Fresh Food
@BuehlersGrocery
#buehlers
Consumer Affairs
Buehler's Fresh Foods
P.O. Box 196
Wooster, OH 44691
888-283-4537

City Market
@MyCityMarket
The Kroger Co.
1014 Vine St.
Cincinnati, OH 45202-1100
800-576-4377

Costco
@CostcoTweets
#costco

C-Town Supermarkets
@CtownMarkets
Alpha I Marketing Corp.
65 West Red Oak Ln.
White Plains, NY 10604
Attn: Alpha I Marketing
Operations
914-697-5300

**Defense Commissary
Agency**
@YourCommissary
#Commissary, #milfam,
#milspouse, #milso

Dillons
@DillonsGrocery
The Kroger Co.
1014 Vine St.
Cincinnati, OH 45202-1100
800-576-4377

Dominick's
@Dominicks
#Dominicks
Customer Service Center
Safeway Inc. M/S 10501
P.O. Box 29093
Phoenix, AZ 85038-9093
877-723-3929

Family Fare
@shopfamilyfare
800-451-8500
Fareway Food Stores

@Fareway_Stores
#fareway

Fiesta Mart
@FiestaMart
#FiestaMart

Food 4 Less
@Food4Less
#Food4Less
The Kroger Co.
1014 Vine St.
Cincinnati, OH 45202-1100
800-576-4377

Food City
@FoodCity
#FoodCity

Food Lion
@FoodLion
#foodlion
Food Lion
Attn: Customer Relations
P.O. Box 1330
Salisbury, NC 28145-1330
800-210-9569

Fred Meyer
@Fred_Meyer
#fredmeyer
866-518-2686

Fry's Food Stores
@FrysFoodStores
#frysfood
The Kroger Co.
1014 Vine St.
Cincinnati, OH 45202-1100
800-576-4377

Giant Eagle
@GiantEagle
#giant eagle
800-553-2324

Giant Food Stores
@GiantFoodStores
888-814-4268

Giant of Maryland
@GiantFoodSC
8301 Professional Pl., Suite
115
Landover, MD 20785
301-341-4100
888-469-4426

Grocery Outlet
@GroceryOutlet
#groceryoutlet,
#BargainMarket

2000 Fifth St.
Berkeley, CA 94710
510-845-1999

Hannaford
@Hannaford
#hannaford,
#HannafordHelpsSchools
Hannaford Supermarkets
145 Pleasant Hill Rd.
Scarborough, ME 04074
800-213-9040

Harris Teeter
@HarrisTeeter
#HarrisTeeter
Harris Teeter Inc.
Attn: Customer Relations
P.O. Box 10100
Matthews, NC 28106-0100
800-432-6111

H-E-B
@HEB
#primopicks, #HEB
H-E-B
Attention: Customer Relations Department
P.O. Box 839999
San Antonio, TX
78283-3999
800-432-3113

Hy-Vee
@HyVee
#hyvee
Hy-Vee, Inc.
5820 Westown Pky.
West Des Moines, IA
50266-8223
800-772-4098

Jewel-Osco
@jewelosco
#jewelosco
Attn: Customer Service
157 S. Howard St.
Spokane, WA 99201
877-932-7948

Kroger
@kroger
#kroger
The Kroger Co.
1014 Vine St.
Cincinnati, OH 45202-1100
800-576-4377

Lowes Foods
@LovesFoods
#SmartShopper,

#SuperDoubles, #lowesfood
Lowes Foods
ATTN: Merchandising
P.O. Box 24908
Winston-Salem, NC
27114-4908
888-537-8646

Market Basket
@mydemoulas
#marketbasket,
#mydemoulas

Market Street
@MarketStreet_TX
#marketstreet
Store Support Center
United Supermarkets, LLC
7830 Orlando Ave.
Lubbock, TX 79423
877-848-6483

Marsh Supermarkets
@MarshGrocery
#marshsupermarkets
800-382-8798

Meijer
@meijer
#Meijer, #MeijerGame-Face, #meijerstyle
Meijer
2929 Walker Ave. NW
Grand Rapids, MI
49544-9424
877-363-4537

Pathmark
@Pathmark
#pathmark

Pick 'n Save
@PicknSaveStores
#MyPicknSave,
#PickNSave
866-279-6269

Price Chopper
@PriceChopper
#pricechopper,
#choppinprices
Price Chopper
Supermarkets
461 Nott St.
Schenectady, NY 12308
Attn: Consumer Services
800-666-7667

Publix
@Publix, @PublixHelps
#Publix
Publix Super Markets

Corporate Office
ATTN: Customer Care
P.O. Box 407
Lakeland, FL 33802-0407
800-242-1227

Raley's Supermarkets
@raleysstores
#raleys, #5DollarMonday
Raley's Service Center
500 West Capitol Ave.
West Sacramento, CA
95605
800-925-9989

Ralphs
@RalphsGrocery
The Kroger Co.
1014 Vine St.
Cincinnati, OH 45202-1100
800-576-4377

Randalls
@Randalls_Stores
#Randalls
Customer Service Center
Safeway Inc. M/S 10501
P.O. Box 29093
Phoenix, AZ 85038-9093
877-723-3929

Safeway
@Safeway
Customer Service Center
Safeway Inc. M/S 10501
P.O. Box 29093
Phoenix, AZ 85038-9093
877-723-3929

Save Mart
@SaveMart
#FreshComesFirst, #Make-MealsPeppy, #Savemart
Save Mart Supermarkets
Attn: Consumer Relations
P.O. Box 4278
Modesto, CA 95352
800-692-5710

Save-A-Lot
@savealot

Schnucks
@SchnuckMarkets
#schnucks

Sedano's Supermarkets
@Sedanos
#Sedanos
3140 West 76 St.
Hialeah, FL 33018
305-824-1034



ShopRite

@ShopRiteStores
#shoprite
ShopRite Customer Care
P.O. Box 7812
Edison, NJ 08818
800-746-7748

Smart & Final

@smartfinal
#ChooseSmart,
#SmartFinal
600 Citadel Dr.
Commerce, CA 90040
323-869-7500

Sprouts Farmers Market

@sproutsm
#sproutsm,
#sproutsfarmersmarket
Sprouts Farmers Market
Corporate Office
11811 N. Tatum Blvd., Suite
2400
Phoenix, AZ 85028
888-577-7688

Stater Bros. Market

@Stater_Brothers
#StaterBros,
#StaterBrosCustomers
Stater Bros. Corporate
Office
301 S. Tippecanoe Ave.
San Bernardino, CA 92408
888-992-9977

Strack & Van Til

@StrackAndVanTil
#StrackAndVanTil

Straub's Markets

@StraubsMarkets
#straubs
8282 Forsyth Blvd.
Saint Louis, MO 63105
314-725-2121

Target

@target
800-591-3869
No Target Grocery social
media presence

The Fresh Market

@TheFreshMarket
#thefreshmarket
Attn: Customer Loyalty
628 Green Valley Rd., Suite
500

Greensboro, NC 27408-7041
866-817-4367

The Ingles Advantage

@InglesAdvantage
#InglesAdvantage
P.O. Box 6676
Asheville, NC 28816
828-669-2941

Tops Friendly Markets

@TopsPRODUCE
TOPS Markets
Attn: Customer Service
P.O. Box 1027
Buffalo, NY 14240-1027
800-522-2522

United Supermarkets

@UnitedWestTexas
#UnitedSupermarkets
Store Support Center
United Supermarkets, LLC
7830 Orlando Ave.
Lubbock, TX 79423
877-848-6483

Vons

@Vons_Pavilions
#vons
Customer Service Center
Safeway Inc. M/S 10501
P.O. Box 29093
Phoenix, AZ 85038-9093
877-723-3929

Waldbaum's

@waldbaums
#waldbaums

Walmart

@Walmart, @
WalmartHealthy
#GreatForYou
No all-around Walmart
Grocery social media
presence

Wegmans

@Wegmans
#Wegmans
Wegmans Food Markets
1500 Brooks Ave.
P.O. Box 30844
Rochester, NY 14603-0844
800-933-6267

Weis Markets

@WeisMarkets
#WeisRD
1000 South Second St.
P.O. Box 471

Sunbury, PA 17801
866-999-9347

Whole Foods

@WholeFoods
#WFMdish,
Whole Foods Market, Inc.
550 Bowie St.
Austin, TX 78703-4644
512-477-4455

WinCo Foods

@WinCoFoods
#WinCo
P.O. Box 5756
Boise, ID 83705-5756
208-377-0110

Winn-Dixie

@WinnDixie
#AskWinnDixie, #ImBeef-
People, #winndixie
P.O. Box B
Jacksonville, FL
32203-0297
866-946-6349

Woodman's Food Market

@WoodmansFood22, @
WoodmansFood14, @Wood-
mansFood33, @Woodmans-
Food29, @WoodmansFood1,
@WoodmansFood27, @
WoodmansFood16, @
WoodmansFood20, @
WoodmansFood39, @
WoodmansFood35, @
WoodmansFood37, @
WoodmansFood24, @
WoodmansFood30, @
WoodmansFood31, @
WoodmansFood40
#woodmans,
#WoodmansFoodMarket
922 Milton Ave.
Woodman's Corporate
Offices
2631 Liberty Ln.
Janesville, WI 53545
608-754-8382
608-754-8317