

5 Market Basket Success Tour Tips

From Cindy Silver, MS, RD, LDN, a 16-year supermarket nutritionist and 2-year business owner, who believes the supermarket is the very best nutrition education classroom there is…bar none!

1. **Prepare your audience. Before tour day, remind your audience to wear comfortable walking shoes and a jacket or sweater during the store tour - for their comfort. This will allow them not to get distracted but rather to fully benefit from your education.**

2. **Be ready. On tour day, arrive at the supermarket about 15-30 minutes before your audience. Introduce yourself to the Customer Service Desk staff and ask them to direct your audience to the tour starting point. If available, make an effort to speak briefly to the store manager, too.**

3. **Make introductions & Break the ice. Introduce yourself first and explain your professional credentials. Tell your audience why you think education at the supermarket is so valuable. Next, ask each member of the audience to introduce themselves, one-at-a-time, and ask each person to share one quick question they have about healthy choices at the supermarket.**

   Note: If available, ask the store manager to welcome your group, too.

4. **Orient your audience. As part of your tour introduction, give a little background of the retail chain, geographical stretch, employee numbers and special features of the tour store. Point out the weekly ad with discounts on many healthy choices, too.**

5. **Move along. Keep moving your audience along throughout the store tour route. Field questions at each stopping point with brief answers. Tell your audience that there will be an opportunity for them to ask you a question at the tour's end.**

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