



AMERICAN DAIRY ASSOCIATION OF INDIANA, INC.  
DAIRY & NUTRITION COUNCIL, INC.

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## Supermarket Sneak Peek: What's New on Grocery Shelves?

Americans' focus on health and wellness has changed the face of neighborhood supermarkets. As consumers search for foods that are not only convenient and portable, but also tasty and healthy, supermarkets are stacking the shelves with foods that meet these demands. In fact, a Gallup poll showed that 64 percent of Americans are paying more attention to what's in their grocery cart than ever before. What tasty trends are filling shopping baskets? Here are some of the newest:

**Get Cultured:** Look no further than the dairy aisle to find the first tasty trend. The dairy case is evolving with new milk, cheese and yogurt varieties that are rich in taste, packed with nutrition and have grab-and-go convenience. New yogurt and cultured dairy beverages containing probiotics, which are active bacteria, help boost immunity and aid digestion. These options, plus a wide-variety of Hispanic and Italian-inspired cheeses, make traveling to the grocery store a quick way to “get cultured.”

**Smart Snacks:** Food companies are responding to consumer demand by trimming fat and calories, while boosting the nutrients in their snack foods. Multi-grain crackers, string cheese, drinkable yogurt and convenient 100-calorie options make snack time delicious and healthy.

**Mega-Omegas:** Omega-3 has been added to more than 250 products, and that number continues to grow each year. A fatty acid that can help prevent heart disease, Omega-3 is found naturally in fatty fish, walnuts and flaxseeds, and is often added to butter substitutes, juice, pasta, eggs and dairy foods.

Grocery shoppers know that food has a way of “appearing” in their carts, especially when they shop hungry. To make the most of these new trends and ensure a healthy shopping trip, follow these tips:

- Plan your menu in advance to avoid unnecessary splurges.
- Shop after eating. Hunger may cause you to over buy.
- Rely on the five food groups to fill you cart: dairy, fruits and vegetables, whole grains and low fat sources of protein.
- Read food labels to make the best choice for your specific needs.

For more information on Supermarket Sneak Peek, including a shopping list that can help you navigate grocery shelves with ease, visit [www.winnersdrinkmilk.com](http://www.winnersdrinkmilk.com) or call 1-800-225-MILK.