

Turbo charge your customer engagement strategy by making the healthy choice, the easy choice

CASE STUDY

Schnucks is a progressive, family-owned supermarket retailer with **over 100 stores** in the **Midwest USA**

Products & Services

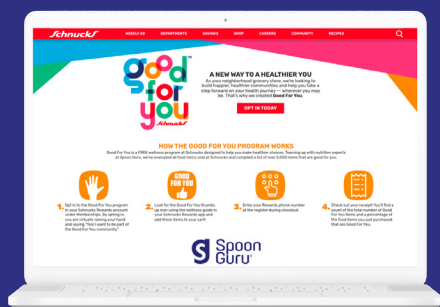
Product TAGs® · In-house Nutritionists

Channels

Online · In-Store · App · Loyalty

Teams Benefitting

Loyalty · Customer Experience · Marketing · Category Management



Why Spoon Guru

- ✓ Award Winning Technology
- ✓ In-house Nutritionists
- ✓ A Dedicated Customer Success Team

www.spoon.guru @ hello@spoon.guru

Summary

Schnucks wanted to launch the Good for You programme to help make it easier for customers to make the healthier choice, on any budget, and for this behaviour to be sustained over time.



Help customers to more easily buy healthier foods



Gain market share, stand out against competition



Increase customer engagement and NPS, enhance the loyalty programme

Challenges



Defining healthier foods in the absence of regulated nutritional and dietary guidance in the USA



Misleading marketing claims on food packaging leading to confusion for customers



Product data issues leading to discrepancies in analysis



Establishing transparency, credibility & trust for "Good For You" products right from the beginning



"Launching something that hasn't been done before is never easy, but the team of experts at Spoon Guru went out their way to ensure our vision for the Good For You programme became a reality."

Joy Petty,
Sr. Director, Retail & Brand Marketing

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"With the help of Spoon Guru's in-house nutrition experts, we evaluated all food sold at Schnucks stores to determine what is Good For You.

As a neighbourhood grocery store looking to build happier, healthier communities, The Good For You list simplifies making healthy choices to help Schnucks shoppers eat, feel and live healthier."

Allison Primo,
Schnucks Health & Wellness
Strategy Manager



Read more

Solution

We collected, enhanced and evaluated the data attributes for all foods sold at their stores to determine what is Good For You. This data was seamlessly pushed into the Spoon Guru system via an API for collation and standardisation.

By using an amalgamation of regulated information from FDA, USDA, DGA and My Plate and external organisations such as AHA, we created a set of complex nutrition rules based on product category to analyse the foods on their shelves, at speed and scale. The sophisticated category-based criteria allows for a more nuanced approach in assessing products, creating a more transparent and accurate validator.

It was our combination of industry-leading AI, based on an award-winning algorithm processing billions of data points daily and then further refined by a team of in-house nutritionists, that gave Schnucks confidence in the integrity of the Good For You list.



Approx 2.1M data points processed daily



36 rule groups, each averaging approx. 12 rules

"Spoon Guru's nutritional expertise and customer service are both top notch, and the implementation was seamless.

We're thrilled with the overwhelmingly positive response we've had from our shoppers who've joined our new programme in numbers that far exceeded our expectations."

Joy Petty,
Sr. Director, Retail & Brand Marketing

Results



Identified over 5000 suitable products including healthier alternatives in each aisle of the store



20% of the annual acquisition target was achieved within the first 2 weeks of launch



50% sustained email open rate for the Good For You monthly email, higher than any other regular email