

## Take a Peak into MyPyramid

Identifying an opportunity to launch a public health initiative that directly responds to the lack of funds available within government to promote the U.S. Dietary Guidelines and MyPyramid, GMA, Food Marketing Institute, and MatchPoint Marketing launched an in-store promotion campaign—***Take a Peak***—to provide information about MyPyramid to consumers in the grocery store aisles where consumers ultimately make their food choices. ***Take a Peak*** was unveiled on January 11, 2007 with Secretary of Agriculture Mike Johanns applauding the food industry for taking up the challenge to help consumers make healthier choices.

***Take a Peak*** represents the largest collective effort to date - including education and sales promotion - by the food and beverage industry to build an environment that supports Americans' efforts to live healthier lifestyles. The campaign showcases the tremendous efforts of the industry to change the food supply to make it easier for Americans to eat a healthier diet.

More and more retailers and manufacturers are embracing the program everyday. As a matter of fact, within just the last few months ***Take a Peak*** has received commitments from over 10 supermarket chains that plan to bring the ***Take a Peak*** program into their stores across the country. The program will be found in over 4400 stores in 48 states. Retailers can customize ***Take a Peak*** to meet the diverse ethnic and cultural needs of their local shoppers, bringing it further to life for shoppers. Highlighting the sustainability of the program, retailers that have completed executions are signing on to conduct the campaign again in Fall 2007, and in January and Spring 2008. New retailers are selecting more elements than early adopters based on the positive response from consumers and continuing media coverage.

Through clear and simple in-store point-of-purchase messaging, ***Take a Peak*** provides easy-to-follow advice that shows consumers how small, progressive changes in their product purchasing habits can improve their diets and their health.

A toll-free information line has also been established to centralize inquiries at MatchPoint Marketing:

**1-877-5PYRAMID** and a website [www.TapintoMyPyramid.com](http://www.TapintoMyPyramid.com)