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Redner's Bows 'HealthCents', Adds Corporate Dietitian

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Redner's Warehouse Markets has unveiled a new program -- "HealthCents" -- to help improve the wellbeing of its consumers. Led by a new staff addition, manager Meredith Mensinger, the new health-and-wellness program offers consumers practical nutrition and healthy lifestyle tips and information that will be easy to apply to everyday life.

"Now more than ever, we wanted to offer our consumers meaningful information that can improve their lifestyle and show them that it can be done on a budget," said Ryan Redner, COO of the Reading, Pa.-based family-held chain.

A registered dietitian who has served in both clinical and outpatient settings, Mensinger -- also a clinical nutrition manager who teaches nutrition courses at Alvernia University -- will disseminate advice on behalf of the grocery company via local media, community outreach programs, advertising circulars, a bimonthly newsletter and other in-store programs. She will also engage directly with consumers, who will be able to contact Mensinger via e-mail.

Redner's will support HealthCents with a variety of relevant featured products every two weeks in its sales circular. The featured products and newsletters will be conveniently available on a customized HealthCents display at a permanent location in all of Redner's 13 warehouse-style supermarkets.


"Our program is not just about improving people's diets, but [also] showing our consumers how a healthy food choice doesn't mean having to spend more of their food budget," noted Mensinger. "HealthCents provides practical advice for incorporating a wide variety of foods in a healthful diet and lifestyle," she said, adding that "helping people make healthful food choices for themselves and their families" ranks among the best parts of her new position.

In addition to its 39 Warehouse Markets, employee-owned Redner's also operates 13 Quick Shoppe convenience stores.

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