



FRESH FACTS FROM THE AMERICAN HEART ASSOCIATION



American Heart Association | American Stroke Association
Learn and Live



The American Heart Association's heart-check mark is the most recognized and trusted food icon today.

Combining the reputation of the American Heart Association with powerful brand awareness, certification gives your product a competitive point of difference in the grocery store.



Products with this mark meet criteria for **Saturated Fat & Cholesterol**
American Heart Association
heartcheckmark.org

To learn more about certification, contact:

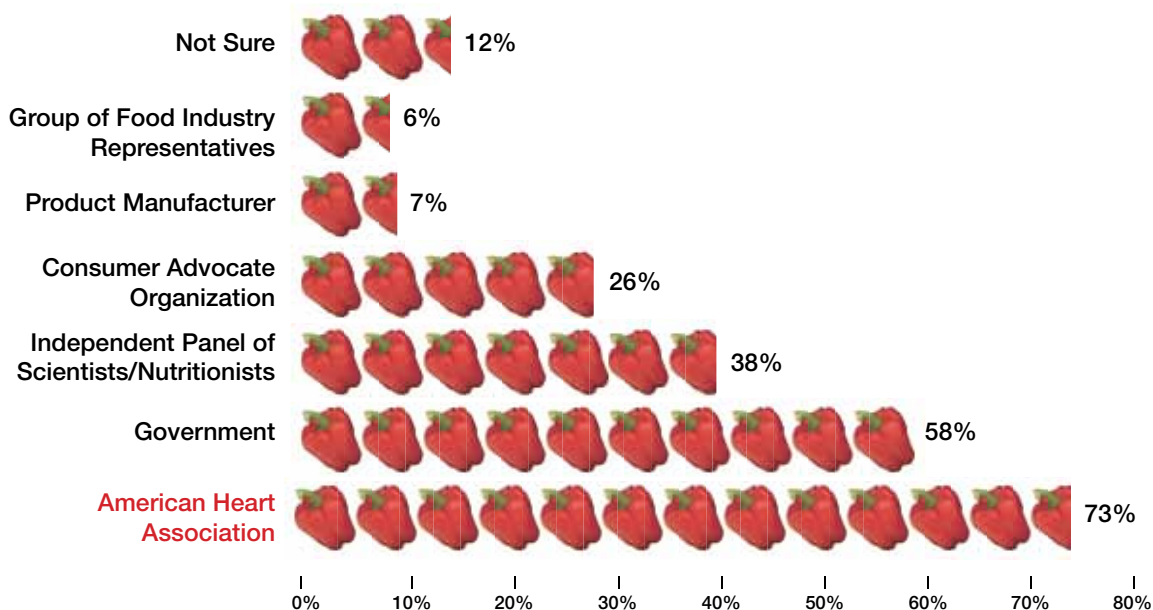
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Why certify?

- ✓ **Align with America's nutritional leader.** The American Heart Association is one of the nation's most recognized brands. Because we are the authority on heart health, consumers seek our guidance on nutrition and heart-healthy living. Certification from the American Heart Association is especially meaningful to consumers because it signifies the independent voice of a trusted health organization.
- ✓ **Attract health-conscious consumers.** Eighty-three percent of consumers are aware of the heart-check mark.¹ Sixty-six percent of primary grocery shoppers say the heart-check mark has a strong/moderate influence on their choices when shopping.²
- ✓ **Boost your product's visibility.** Our award-winning integrated promotions feature in-store advertising, hang tags and messaging, media placements, and more. Our marketing campaigns build awareness of the heart-check mark and drive consumers to certified products.
- ✓ **Join an exceptional roster of certified products.** Your company name and product receive recognition on heartcheckmark.org, our award-winning Web site, and our convenient online grocery list builder.
- ✓ **Make a valuable addition to your marketing mix.** Many of the food industry's top brands have certified products for one reason: It works. Our last client satisfaction survey found that 90 percent of respondents plan to renew certification.³ Another 90 percent said they have a favorable opinion of the program.³ This speaks volumes to the ROI for certification.
- ✓ **Gain added credibility.** More than half of shoppers prefer food ratings from a third-party health organization,² such as the American Heart Association's heart-check mark. The rise of new food icons has created confusion, but ultimately consumers rely on the independent symbol they have come to know and trust.

Which organizations would you trust to decide if a product's packaging may display health symbols or messages?²



Connect your product with consumers' health priorities — certify your product today!

Contact April.Whitfield@heart.org, (214) 706-1879.

1. 2009 Mitchell & McCue; 2. 2008 HealthFocus International; 3. 2008 Mitchell & McCue Client Satisfaction Survey