

3 Top Food Retailers Help Consumers Eat Well with NuVal® Nutritional Scoring System

Easy-to-use nutrition scores help shoppers make instant, in-store decisions for a "better-for-you" bag of groceries.

QUINCY, MASSACHUSETTS, USA, January 15, 2014 /EINPresswire.com/ -- NuVal LLC announced that three of its retail partners - [Tops Friendly Markets](#), [United Supermarkets](#), LLC, and [Scolari's Food & Drug Company](#) — are the latest to sign contract extensions guaranteeing their stores will continue carrying the NuVal Nutritional Scoring System. This move assures customers that they can continue to count on the unique, easy-to-use program they have depended on to find the most nutritious foods on supermarket shelves.

"We are proud of our relationship with these leading food retailers. These efforts put health and wellness right into the grocery store aisles where food decisions are made," says Mike Nugent, NuVal general manager.

- Based in Lubbock, TX, United

Supermarkets, LLC, under the banners United, Market Street, Amigos and United Express has offered NuVal Scores since October 2009.

- Launching in June 2010 was Scolari's Food and Drug Company, which serves customers in northern Nevada.

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These retail outlets offer shoppers the opportunity to use the NuVal system to:

- Quickly and easily identify the most nutritious products by shelf tags with higher NuVal scores.

Mike Nugent, NuVal general



- Buffalo, NY-based Tops Friendly Markets launched NuVal in March of 2011. The system is now in more than 130 stores.

The NuVal Nutritional Scoring System scores foods on a scale of 1 to 100; the higher the NuVal Score, the better the

nutrition. Scores are displayed on grocery shelves right on the shelf tag next to the price, making it easy for consumers to decide what foods to buy.

- Share nutrition information with their families that is backed by the U.S.' best nutrition experts, who researched and developed the NuVal System.
- Get more nutrition for their budget, as shoppers can do side-by-side comparisons to determine which product offers the best nutrition and price value. For instance, some varieties of frozen or canned vegetables may score the same as fresh produce on the NuVal scale.

Shoppers can also compare the nutrition-to-price value of name brand vs. store brand products.

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