

March into Nutrition Month with NuVal Scores

Consumer and retail campaign focused on reducing nutrition confusion

QUINCY, MA, USA, March 2, 2015 /EINPresswire.com/ -- Consumers are confused about the best foods to buy for nutritional value. With supermarkets carrying an average of 43,000 items, shoppers are inundated with package claims in addition to difficult to interpret food labels that carry vital nutrition data.

During March Nutrition Month, [NuVal®](#) Nutritional Scoring System is launching a year-long campaign to show consumers how to “shop-cook-eat-feel better” by using scores to compare the nutritional value of food.

“Consumers deserve to get the most nutritional bang for their buck,” says Mike Nugent, NuVal General Manager. “But nutrition must be simpler. The system analyzes nutrition facts on food labels and assigns a single 1-to-100 score. Higher scores mean better nutrition. Consumers can easily make product-to-product comparisons as they shop the store aisles.”

The comprehensive science behind NuVal scores assess over 30 nutrients. The system is based on the U.S. Department of Agriculture’s Dietary Guidelines and works well with the ChooseMyPlate.gov program.

NuVal’s 2015 campaign includes consumer outreach, social media and a customizable toolkit for retailers to use in-store. The effort urges consumers to take small steps to pursue a “Better You” lifestyle by using NuVal scores in four easy steps:

1. Find It. NuVal scores are displayed directly on shelf tags.



Create a Better You Lifestyle

Use NuVal® scores to:

- Shop Better**
NuVal Helps You Build a **Better-for-You** Bag of Groceries
- Cook Better**
NuVal Helps You Cook a **Better-for-You** Meal
- Eat Better**
NuVal Helps You Make a **Better-for-You** Meal Plan
- Feel Better**
NuVal Helps You Power Up **Better-for-You** Fitness Foods

Shop with NuVal scores to make **Better-for-You** food choices. The higher the score, the better the nutrition.

Better You

NuVal 1-100 Nutrition made easy.

NuVal scores help consumers make nutritious food choices.

NuVal scores help consumers make nutritious food choices

NuVal scores help consumers make "Better-for-You" food choices.

2. Score it. The higher the score, the better the nutrition.
3. Compare it. Compare nutrition like you do price.
4. Bag it. Make the best food choice for your lifestyle.

“The scores are not prescriptive. They do not tell consumers what to buy or eat,” says Nugent. “The NuVal score simply converts complex nutrition information into a number that people can understand. No matter what their food plan or wellness state, the scores can guide people in shopping for anything from produce and meat to snacks and packaged goods.”



NuVal urges consumers to get involved.

To find food retailers which offer NuVal scores in-store, use the “store [locator](#)” at <http://www.nuval.com/location/retailerSearch> or simply visit www.nuval.com for scoring, recipes and other information.

“

The scores are not prescriptive. They do not tell consumers what to buy or eat. The NuVal score simply converts complex nutrition information into a number that people can understand.

Mike Nugent, General Manager, NuVal LLC

About NuVal LLC

The NuVal® Nutritional Scoring System is a unique food guidance system which ranks all foods between 1 and 100; the higher the score, the better the nutrition. NuVal scores can be found in over 1,700 supermarkets, as well as in schools, hospitals and other health facilities. The NuVal System is endorsed by the American College of Preventive Medicine (ACPM), and a recent Harvard School of Public Health study showed that those who ate food with more favorable NuVal scores had a lower risk of chronic disease and had a better chance of living a longer, healthier life. NuVal LLC is a joint venture formed in 2008 by Topco Associates, LLC, and Griffin

Hospital.

Additional information may be found at www.nuval.com | Facebook: <https://www.facebook.com/NuVal> | Twitter: @NuVal and at <http://www.davidkatzmd.com>.

Denise LaBuda
NuVal LLC
(847) 745-2166
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.