

# Meet Dietitian Deanna



**Deanna Scheid, RD**  
**Registered Dietitian**  
**Health & Wellness Specialist**  
**Deanna.Scheid@spartannash.com**

**Leads our award-winning Health & Wellness program**

**Health Influencer**

## **Nutrition communications amplified**

Entertain, educate, explain, and stays in touch with trends.

## **Trust**

Evidenced based nutrition that your customers can trust.

## **Tactics**

Custom built content to build awareness of your products, increase your reach *and* build credibility of your brand.

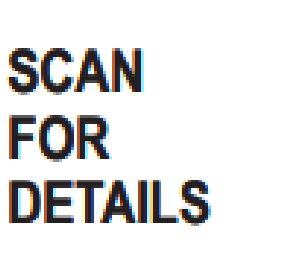
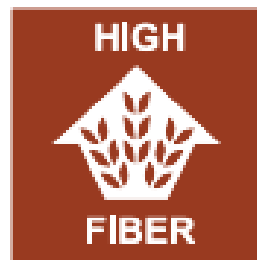
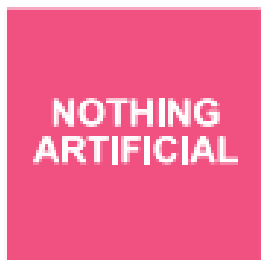
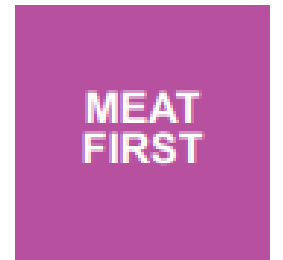
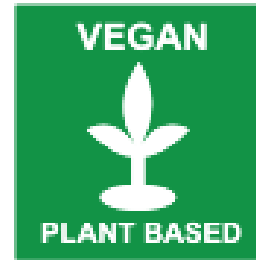
Custom Video



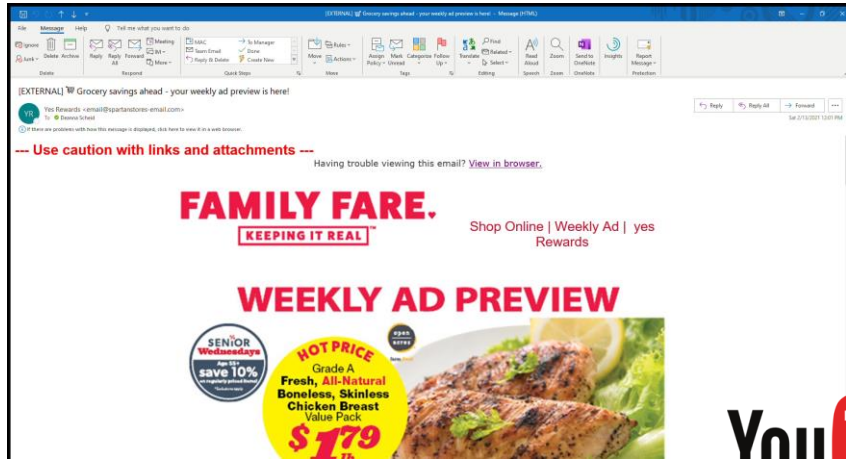
From RD to FB



# Dietary Preferences



# Nutrition Message Amplified



## Original content

Your products plus supplemental Own Brand products as needed

1 recipe

2 weekly emails

1 month-long google post

1 video

1 social post

1 Internal company communication

=

63,000+ Digital Impressions

“This anti-inflammatory recovery smoothie will help reenergize, recover, and rehydrate you after a hard workout”