

## Healthy Holidays and Getting Ready for the New Year

It seems that every year is the same during the holidays. The hustle and bustle of extra activities and fun times with family and friends can mean that healthy eating habits take a back seat. Help customers keep the holidays fresh and healthy.

### Celebrate the holidays with different events

- Holiday-themed cooking classes & demos
  - Showcase produce with “festive holiday appetizer” recipe demos. Try recipes like:
    - [Avocado Deviled Eggs](#)
    - [Baked Potato Skins](#)
    - [Black Bean Hummus](#)
- Gear up for New Year’s resolutions
  - Help customers and employees make realistic healthy eating New Year’s resolutions.
    - Encourage small realistic changes that everyone can slowly adapt and turn into everyday habits. For example: *January - Enjoy 3 servings of veggies a day.*
    - Provide recipe ideas, convenience item suggestions, put together meal ideas, etc. (Other monthly theme ideas can include: Swap saturated fats with heart-healthy fats, enjoy seafood 2-3 times per week, aim for more whole grains, etc.)
      - Hold a class at the end of December or the beginning of January walking customers through each health-themed goal. Bonus - take them on a store tour to show simple ways to accomplish these goals.
      - Create a visual of each month’s health-themed goal by the time clock or breakroom for employees.
    - Dedicate an easel or bulletin board with post-its or note cards in the store for everyone to add their New Year’s resolution to. (*Bonus: this can help you get ideas for future classes and events*)
- Kids events
  - Create a scavenger hunt for healthy food items to find throughout the store to donate to a local food bank for families to donate to those in need and making it fun when parents are shopping with their kids during the busy holiday season.
  - Create fun [food-themed recipes](#)
  - Invite Santa to come to take pictures with kids for a day. Encourage payment of photos in the form of a food donation.

- Community
  - Spread the joy this holiday season. Set up a food drive or toys for tots drive to donate to your local food bank. Find a food bank with the help of [Feeding America](#)

### **Celebrate with the Employees**

- Grocery stores are very busy during the holiday season. Help keep employees energized throughout the day by providing hydration stations and healthy snacks.
- Be a recipe resource. Encourage employees to bring in their favorite holiday recipes. Tweak recipes as needed to make them a little lighter, then create a little recipe booklet for everyone to enjoy.

### **What's In Season**

Grocery bills tend to be higher this time of year, preparing for the holidays. Encourage shoppers to purchase [what is in season](#). Not only can you help them save money but also they will be enjoying fruits and veggies at their peak!

- Are you intimidated about how to seed a pomegranate? Most likely your customers are too! Post this [how-to sign](#) next to the pomegranates or show in an in-store demo.
- Brussels sprouts have made a serious comeback in the last few years, and they're a holiday staple.
  - Prepare them by simply tossing in olive oil, salt, and pepper and roasting them in the oven, which brings out their natural sweetness.
    - Don't love the smell of your kitchen after cooking with strong scented cruciferous vegetables? In a small saucepan, simmer water with cinnamon sticks. Your house will smell like the holiday season!
- Do you ever feel like pears are the forgotten fruit? There are over 3,000 varieties and pack in a lot of fiber. A medium-sized pear packs 6 grams of fiber, which equals about 24% of the recommended daily value. The skin contains the majority of the fiber found in a pear, so enjoy the skin for added flavor, texture, and nutrients.
  - When selecting pears at the store, remember to "check the neck". Apply gentle pressure to the neck of the pear with your thumb. If it yields, it's ripe!

### **Cross-merchandising ideas**

- Assist time-crunched holiday shoppers by cross-merchandising food products with items such as decorations, gifts, cards, and kitchen utensils/food preparation tools. This provides a busy holiday shopper a one-stop-shop for all the items they'll need for a holiday party.
- Create a holiday travel survival guide by creating a display of reusable water bottles, single-serve snack options, like dried or freeze-dried fruit and vegetables, etc.
- Round-up some of your favorite [kitchen tools and gadgets](#) to inspire customers that eating healthy can be easy to prepare.

Looking for healthy, family-friendly recipes to share with shoppers? Our recipes are approved by a registered dietitian, taking the guesswork out of planning healthy and delicious meals!

- [Baked Cauliflower and Cheese Latkes](#)
- [Cranberry Apple Crisp](#)
- [Upside Down Apple Skillet Pancake](#)

*Need more recipe inspiration? Download Produce for Kids' [Festive Flavors Holiday Guide eCookbook](#)*