

Strack & Van Til Brings Personalized Nutrition Care to the Grocery Aisle

Strack & Van Til is taking another step forward in its commitment to community health and wellness with the launch of its new Registered Dietitian Program, offered in partnership with Hy-Vee Health. The initiative gives Northwest Indiana customers direct access to personalized, evidence-based nutrition services, both virtually and in person, led by a team of seven registered dietitians dedicated to empowering individuals and families to make healthier choices.

This new offering reflects Strack & Van Til's mission to go beyond groceries—creating a supportive environment where customers can learn, grow, and take control of their health. The dietitian team represents a range of specialties and experiences, from heart health and diabetes prevention to weight management, gut health, healthy aging, renal health, and sports nutrition. Together, they provide a comprehensive, approachable resource for customers at every stage of their wellness journey.

"Our dietitian team is here to make credible nutrition guidance accessible to everyone in the community," said Registered Dietitian Olivia Thiede, MS, RD, LD, who helps lead the program in Northwest Indiana. "We believe healthy living starts with small, practical steps that fit into real life—and that's what we're here to support."

Through the Strack & Van Til Dietitian Program, customers can meet virtually one-on-one with a registered dietitian to receive personalized nutrition counseling. Sessions are designed to meet each individual where they are—whether they're managing a chronic condition, looking to improve energy levels, or simply hoping to make more informed food choices. Each dietitian uses an evidence-based approach tailored to the person's lifestyle, preferences, and goals.

To help customers get started, the program offers a free 30-minute discovery session, available virtually by phone. During these introductory sessions, the dietitian will take time to understand a person's eating habits, goals, and health history, and then recommend next steps for continued progress.

"Our goal isn't to completely change everything a person is doing," Thiede explained. "It's about collaboration—talking about what's working, identifying areas for improvement, and helping customers take achievable steps forward.

Progress, not perfection, is what leads to lasting change."

One of the features that makes this program unique is its tie to grocery stores. Strack & Van Til brings nutrition education to the place where people make their daily food decisions. Customers can receive guidance to learn to compare labels, identify nutrient-dense options, and plan meals that align with their goals.

"Hy-Vee was one of the first grocery retailers to employ registered dietitians, starting back in 2001," Thiede said. "That model has shown incredible success in helping customers make real-world changes. Being in the grocery store allows us to provide education in the moment—showing someone exactly how to find the products that support their health."

The dietitian team also provides nutrition tours, virtual consultations, and practical tools like meal planning templates and product recommendations. Their approach centers on meeting customers where they are and giving them the knowledge to make confident, informed choices.

This hands-on, education-first method ensures that guidance isn't just theoretical—it's practical, applicable, and sustainable. Whether someone is learning to lower sodium intake, balance blood sugar, build a stronger immune system, or boost energy levels, the program's structure supports long-term success rather than short-term fixes.

Every member of the Strack & Van Til dietitian team is a licensed and credentialed health professional, bringing advanced education in nutrition science and behavior change. They stay current on emerging research and dietary guidelines, ensuring that customers receive accurate, trustworthy information they can feel confident applying to their daily lives.

"Our dietitians are continuously learning," said Thiede. "We stay up to date on the latest nutrition science and use that knowledge to create strategies that work in real households with real schedules and budgets."

Beyond science, the program emphasizes connection and community. Strack & Van Til and Hy-Vee Health share a commitment to making wellness approachable—not overwhelming. Dietitians strive to understand the unique

challenges that local families face, from time constraints to food access, and provide guidance that fits within each customer's reality.

"The grocery store is really a community hub," Thiede noted. "It's where families make decisions that impact their health every single day. Being part of that environment gives us an incredible opportunity to support people in making those decisions a little easier and a little healthier."

The dietitian team encourages customers to start with simple, sustainable habits. One foundational strategy, Thiede said, is using the MyPlate method from the USDA—a visual approach that divides the plate into balanced portions: half fruits and vegetables, one-quarter lean protein, and one-quarter whole grains, plus a serving of dairy or a dairy alternative.

"It's a small shift that can make a big difference," she explained. "You don't have to overhaul your diet overnight. Start with one plate, one meal, one day at a time."

The team also emphasizes flexibility, helping customers discover foods and routines that fit their preferences rather than forcing rigid or restrictive diets. By promoting a balanced relationship with food, the program aims to make healthy eating feel rewarding—not restrictive.

With grocery stores serving as everyday health hubs for local families, Strack & Van Til's partnership with Hy-Vee Health reflects a shared mission: to make nutrition guidance accessible, personalized, and rooted in community well-being.

"The grocery store is where healthy living begins," Thiede said. "If we can help someone make one better choice at a time—whether that's adding more vegetables, finding heart-healthy options, or learning to plan balanced meals—we're already improving lives."



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