Baltimore Healthy Stores
Corner Store Guidelines

SHOPPING
1. Shop for foods that are lower in fat (less than 10% daily value for total fat).
2. Shop for cereals that are lower in sugar (less than 10g sugar per serving).
3. Shop for foods that are higher in fiber (more than 10% daily value for total fiber).
4. Choose foods that are approved by WIC.

STOCKING
1. Make sure at least 5 units of the promoted healthy food(s) for that month are on the shelf at all times.
2. Make sure you have at least one low sugar cereal available.
3. Stock vegetables in your store, including fresh, frozen or canned.
4. Stock fruits in your store. If canned, with light syrup or natural juices.
5. Stock lower fat alternatives to condiments (like mayonnaise).
6. Price promotional foods at the same price or lower than their less healthy alternatives.

LOCATION
1. Put healthy foods where the customer can easily see them and in high traffic areas.
2. Make sure posters and other materials are visible.
3. Make a special place for promotional foods (on the counter or in a separate display).

INTERACTION
1. Point out healthy food choices to your customers.
2. Point out the posters and other materials in your store.
3. Offer your regular customers a Baltimore Healthy Stores incentive card.