



### Super J IGA showcases Healthy Choices at Wellness Exhibition

Super J IGA supermarkets has been helping Saint Lucians take a fresh look at the foods they eat by providing insights about healthy foods available at the supermarket. The supermarket chain participated in an exhibition in support of Caribbean Wellness Day, which was observed on Saturday September 12, 2009.

Working with the Ministry of Health (organizers of the exhibition), Super J was able to display a large array of healthy foods and products available at the stores under various categories including low fat, low salt, low sugar, high fibre etc. As part of the initiative to promote healthy cooking and eating, patrons were also treated to tastings of healthy products available at Super J supermarkets, including the famous Healthy Choice soups, Caribbean Dreams - diabetic and Cranberry Teas and different recipes for eating Weetabix. The response to the tastings was overwhelming, with patrons acknowledging the need to encourage their families to eat healthy.



Observed annually, on the second Saturday in September, Caribbean Wellness Day is designed to showcase national and community level activities which promote healthy living and encourage CARICOM residents to develop good health practices. It represents the collective commitment of CARICOM member states to fight the growing burden of lifestyle-related diseases, but is also a call to individuals and organizations to make a commitment to wellness.

Such a commitment is not new to Super J supermarkets, which is always quick to respond to national and community level activities designed to promote healthy living. As a sponsor of the St. Lucia Diabetic and Hypertensive Association and the organizer of the Yoplait Walk for Cancer, the company acknowledges that supermarkets are well placed for collaborations between the health sector and the food industry in health promotion work.

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