



The **Better Choice Retailer Program** is a **free** and **voluntary** initiative designed to help your store stand out while making it easier for customers to find healthy, nutrient-dense foods.

By becoming a *Better Choice Retailer*, you support healthier choices in your community and gain real advantages for your business.

### The 4 P's of the Better Choice Retailer Program:



Partnership

Placement

Products

Promotion

### As a *Better Choice Retailer*, your store will benefit from:



**Recognition:** Receive a *Better Choice Retailer* certificate to display in your store, showing customers you care about their health.



**Free Promotion:** Get featured on the **Clinton County Health Department's (CCHD) website**, social media pages, and other CCHD-coordinated outreach.



**Incentives & Support:** Access **free promotional materials** and incentive items to help customers make sustainable, health-focused changes.



**Community Trust & Loyalty:** Be recognized locally for offering and promoting options that support a healthy lifestyle - helping you build stronger relationships with your customers.



**Enhanced Store Image:** Align your brand with a growing movement toward wellness and social responsibility.

Joining the program can strengthen your store's reputation, increase customer engagement, and create lasting value for your business - all while supporting a healthier community.

### Ready to elevate your business with Better Choice?

1. Contact us to arrange a day for us to visit your store and complete an observational survey.
2. Complete and return the application.
3. Select your program-related goals and let's work together to earn *Better Choice Champion* points.

