

Ahold Delhaize USA's Retailer Profile

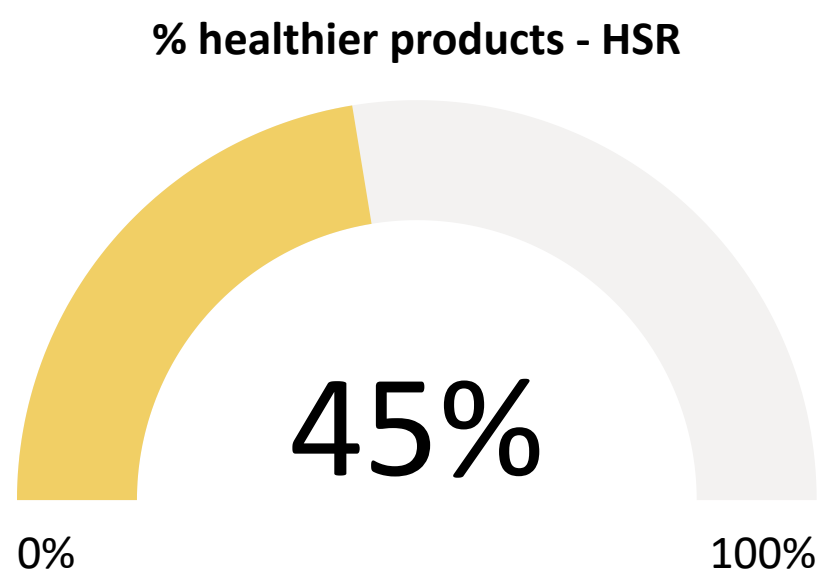
Headquarters Netherlands	Operating Brands Food Lion, Stop & Shop, Hannaford, Giant
Market Share (Formal Retail Market) ¹ 2-4%	Geographic Coverage Regional (East Coast and Southeast)
Type of Ownership Public	Primary Retail Format Supermarkets
Primary Consumer Segment Mass market	Operation Model Corporate-owned / Centralized

Important - The findings of this Assessment regarding retailers’ performance rely to a large extent on information shared by retailers, in addition to information that is available in the public domain. Several factors beyond the retailers’ control may impact the availability of information. Therefore, in the case of limited or no engagement by such retailers, this Assessment may not represent the full extent of their efforts.

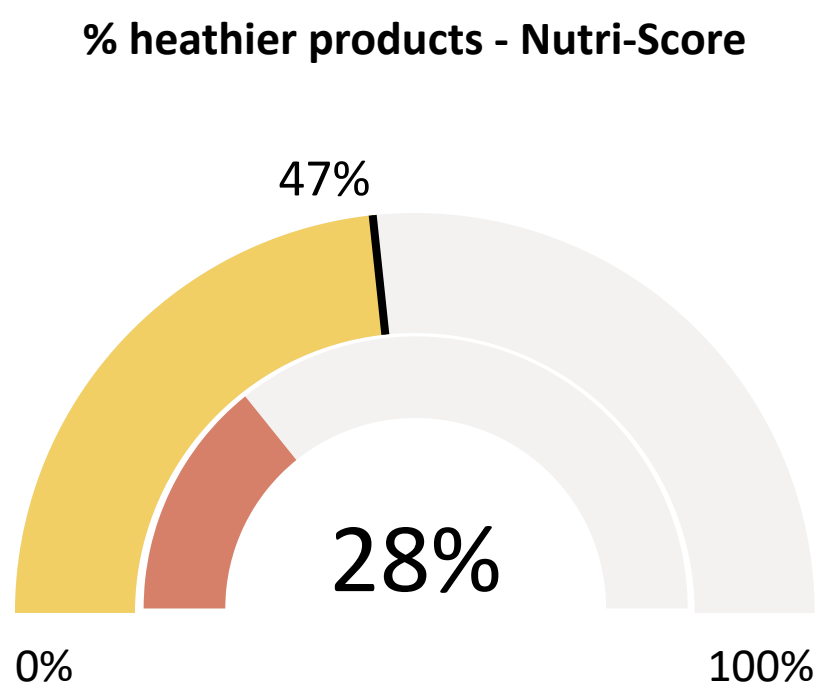
Footnote:
1. Euromonitor International, Staple Foods Industry edition, 2024

Overall Product Profile Results

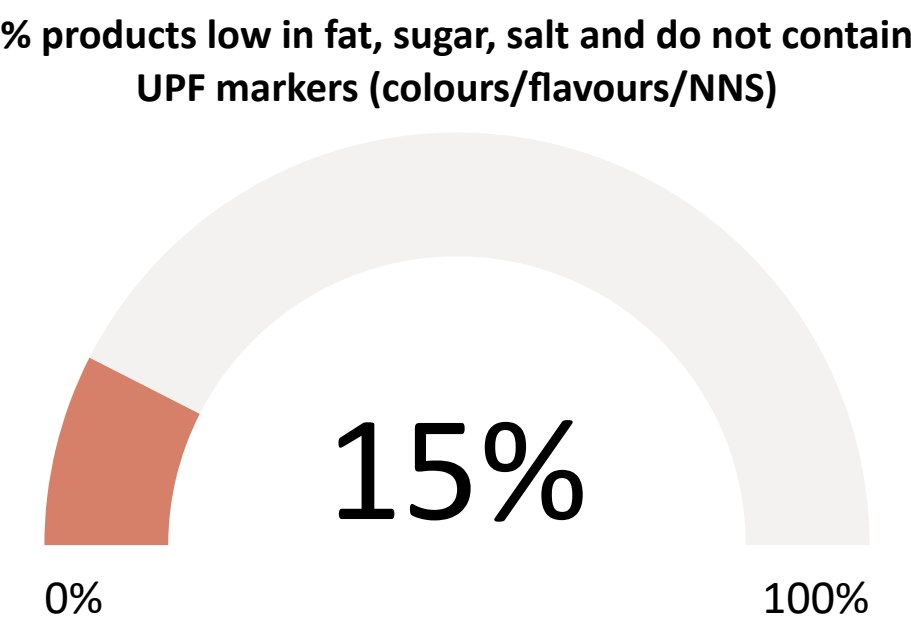
The results below show the percentage of "healthier" products, or products passing the model's criteria, for the company's overall portfolio, as assessed by different nutrient profiling models.



Of 1479 private label products assessed across all applicable categories, 45% are considered healthier based on the **HSR model** and healthier threshold of 3.5 stars or above. The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered ‘healthier’. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.



Of 1473 private label products assessed across all applicable categories, 28% are considered healthier based on the **Nutri-Score** grades of A + B (represented by the inner arch of the graph). When extending the definition to include grade C (A + B + C), 47% of private label products are considered healthier (outer arch), allowing flexibility depending on the context and purpose of comparison. The **Nutri-Score model** was also used to assess the proportion of products in each retailer's portfolio that receive each of the five categories: from category A (dark green), indicating higher nutritional quality, to category E (dark orange), indicating lower nutritional quality.



Of 1499 private label products assessed across all applicable categories, 15% are **non-HFSS** (so not High in Fat, Salt and Sugar) and **non-UPF** (no colours/flavours/NNS as markers of Ultra-Processed Food) products. The **HFSS + colours/flavours/NNS approach** (Popkin et al. 2024) combines HFSS (high in fat, sugar, and salt) thresholds with common UPF markers (in this case: colours, flavours, and non-nutritive sweeteners) to flag less healthy food and beverage items.

Ahold Delhaize USA (Food Lion)

Topic A: Nutrition Prioritization

Findings

☐ **Recognition of nutrition**

At the global level, Ahold Delhaize recognizes scrutiny from stakeholders and reputational damage regarding health and nutrition as key risks within its enterprise risk management (ERM) process, while also identifying health and nutrition in its Double Materiality Assessment, which feeds into its ERM process. [Link](#)

☐ **Addressing and prioritizing nutrition**

Ahold Delhaize's stated purpose is to "inspir[e] everyone to eat and live better, for a healthier future for people and planet". Its 'Healthy Communities' pillar – under its combined commercial growth and ESG strategy – 'Growing Together', focuses on providing healthy, affordable products, reformulating private labels, and clear labelling. This approach extends to its US grocery brands like Food Lion. Progress on increasing 'healthier' own brand (private label) sales is reported to investors. [Link](#)

☐ **Nutrition governance and accountability**

The Health & Sustainability (H&S) Group at Ahold Delhaize reports to the Chief Sustainability Officer (CSO), who leads the cross-functional Sustainability Leadership Team (SLT). US-specific CSO and SLT teams oversee the 'Healthy Communities' strategy. Executive remuneration is tied to a KPI to grow the proportion of own brand (private label) 'healthier' sales. [Link](#)

Recommendations

☐ **Nutrition governance & accountability**

Ahold Delhaize USA is encouraged to publish details of its governance arrangements for nutrition, including formal accountability and oversight mechanisms specific to its US operations.

Findings

☐ Nutrition targets and reporting

Ahold Delhaize USA has a target in place to achieve more than 54% of its own brand (private label) sales from ‘healthier’ products, as defined by the Guiding Stars nutrient profile model (NPM), by 2025. For Food Lion specifically, the target is 48%. The company discloses its US-specific progress on a third-party website (Partnership For A Healthier America), and does not report on an operating brand (e.g. Food Lion)-level. The company has set a new target to achieve 40% of total store sales from ‘healthier’ (according to Guiding Stars) products, including national brands. The company does not have nutrient- or ingredient-specific reformulation targets or reporting in place, although the Guiding Stars system includes thresholds for both nutrients of concern and positive ingredients.

[Link](#)

☐ Defining ‘healthier’ products

The company uses the proprietary Guiding Stars system to define ‘healthier’ products for a range of purposes, including targets and reporting, in-store and online labelling (including national brands), and in-store positioning. In addition to thresholds for key nutrients of concern and nutrients/ingredients to encourage, it also applies a penalty for the presence of ‘artificial ingredients’. Full details of the Guiding Stars NPM are available upon via the Guiding Stars website. The system is not government-endorsed and no benchmarking results against a government-endorsed NPM are publicly available.

[Link](#)

Recommendations

☐ Nutrition targets & reporting

While the company has already set a new healthy sales target based on Guiding Stars, the company is strongly encouraged to annually report on its US-specific progress in its own reporting, rather than via a third-party. In addition, the company could consider setting complementary targets specifically to reduce levels of nutrients of concern (sodium, sugar, and saturated fats) across its private label portfolio, and to transparently report on its progress on an annual basis.

☐ Defining ‘healthier’ products

Ahold Delhaize is strongly recommended to adopt a government-endorsed NPM to define ‘healthier’ products within its portfolio, such as the forthcoming FDA ‘Healthy’ criteria. If the company continues to use the Guiding Stars system, it is recommended to benchmark this against government-endorsed healthy definitions and publish the results. It can use this ‘healthier’ definition to guide decisions on stocking, pricing, positioning, promotion, marketing and labelling of products, as well as to develop new healthy products and reformulate existing products to improve their healthiness.

Findings

Affordability of healthier products

'Access to healthy, affordable products' is a key element of Ahold Delhaize's nutrition strategy, though the company is transparent that details of the strategy are still under development. The company emphasized to ATNi that affordability is one of the founding principles of the Food Lion brand, and that the grocery brand offers many healthier products.

[Link](#)

Price promotions and loyalty rewards

Ahold Delhaize states that all of its grocery brands have initiatives to support customer health via loyalty programs. For example, in North Carolina, the 'Bull City Bucks' and 'SuperSNAP' schemes provided SNAP beneficiaries with Food Lion loyalty cards with up to USD 40 worth of fruits and vegetables per month at Food Lion. Meanwhile, customers with a 'Healthy Savings' card, which is issued by various employers and insurance companies, received automatic discounts on their fruit and vegetable purchases across all Food Lion stores.

[Link](#)

Recommendations

Affordability of healthier products

Ahold Delhaize is encouraged to build on its existing commitment to improving access to healthy, affordable products by developing and publishing clear objectives, actions, and timelines as part of its nutrition strategy. This should include defining how affordability will be measured in the US, and setting targets to increase the availability and affordability of 'healthier' products. Ideally, these efforts would be complemented by a strategy to improve the accessibility of affordable, healthy products for lower-income consumers.

Price promotions & loyalty rewards

Ahold Delhaize USA is encouraged to continue leveraging its loyalty rewards program to actively incentivize the purchase of 'healthier' products, ideally through ongoing or permanent mechanisms that are available for all consumers across all trading brands. The company is also encouraged to develop a program or policy to ensure that a greater share of price promotions are applied to 'healthier' products throughout the year, or to reduce promotions on unhealthy products. The company could also consider tracking and publicly reporting quantitative data on these initiatives to demonstrate their reach and impact.

Findings

In-store marketing techniques

Ahold Delhaize reports that all its grocery brands support customer health through product placement initiatives. Food Lion provided ATNi with examples of end-of-aisle displays and checkouts dedicated to products with Guiding Stars, though it is unclear how frequently these appear in stores. The company also emphasized that Guiding Star shelf tags and educational content feature throughout the shelves to help encourage nutritious choices.

[Link](#)

Responsible marketing to children

Food Lion indicated to ATNi that it predominantly aims its marketing content to adult consumers; however, this is not codified in a formal policy.

Responsible marketing of breastmilk substitutes (BMS) and complimentary foods (CF)

No evidence of a policy for the responsible marketing of BMS or CF was found on the public domain.

Recommendations

In-store marketing techniques

Ahold Delhaize is encouraged to systematically track and report on its efforts to increase the proportion of healthier products that are prominently displayed in high-traffic areas of stores, relative to less healthy products, and expand these further. The company is also advised to progressively improve the overall shelf-space ratio between healthier and less healthy products, and, at minimum, commit to ensure that healthier product variants receive at least as many shelf facings and as advantageous positioning as their original product counterparts. Ideally, these efforts would be complemented by similar practices in online retail environments, ensuring that healthier options are prominently featured in digital promotions, search results, and recommendations.

Responsible marketing to children

Ahold Delhaize is strongly encouraged establish a formal policy to not market products that do not meet a formal definition of ‘healthy’, ideally based on a government-endorsed NPM or the PAHO Model, to children under the age 18, in line with WHO and UNICEF recommendations. This commitment should apply to all products, including treats and seasonal products, and across all marketing channels and techniques, including in-store promotion, digital media, and sponsorships, while being transparent about any exemptions. The company is also encouraged to commission independent third-party audits of this policy on an annual basis, and to publish the results to demonstrate transparency and accountability.

Responsible marketing of breastmilk substitutes (BMS) & complimentary foods (CF)

Ahold Delhaize is encouraged to develop and publicly disclose a policy on the responsible marketing of BMS and CF, fully aligned with the WHO International Code of Marketing of Breastmilk Substitutes and subsequent relevant World Health Assembly (WHA) resolutions. This policy should clearly outline the company’s commitments, scope of application, and mechanisms for monitoring and enforcement across all markets and subsidiaries.

Findings

☐ **Identifying healthier products**

Ahold Delhaize USA applies the Guiding Stars labeling system directly to its private label product packaging, on shelf tags for national brand products in-store, and across products on its e-commerce site. This system indicates that a product is ‘healthier’ with three levels: ‘Good’, ‘Better’, and ‘Best’.

[Link](#)

☐ **Responsible use of health and nutrition claims**

No evidence was found of a policy to only place health and nutrition claims on products classified as ‘healthier’ according to an NPM.

Recommendations

☐ **Identifying healthier products**

Ahold Delhaize USA is encouraged to complement its ‘Guiding Stars’ system with an additional labelling system that helps consumers easily identify less healthy products, particularly those with high levels of sugar, sodium, and saturated fats, according to a government-endorsed NPM. This would provide a more balanced approach to front-of-pack communication and further support consumers in making informed, healthier choices.

☐ **Responsible use of health & nutrition claims**

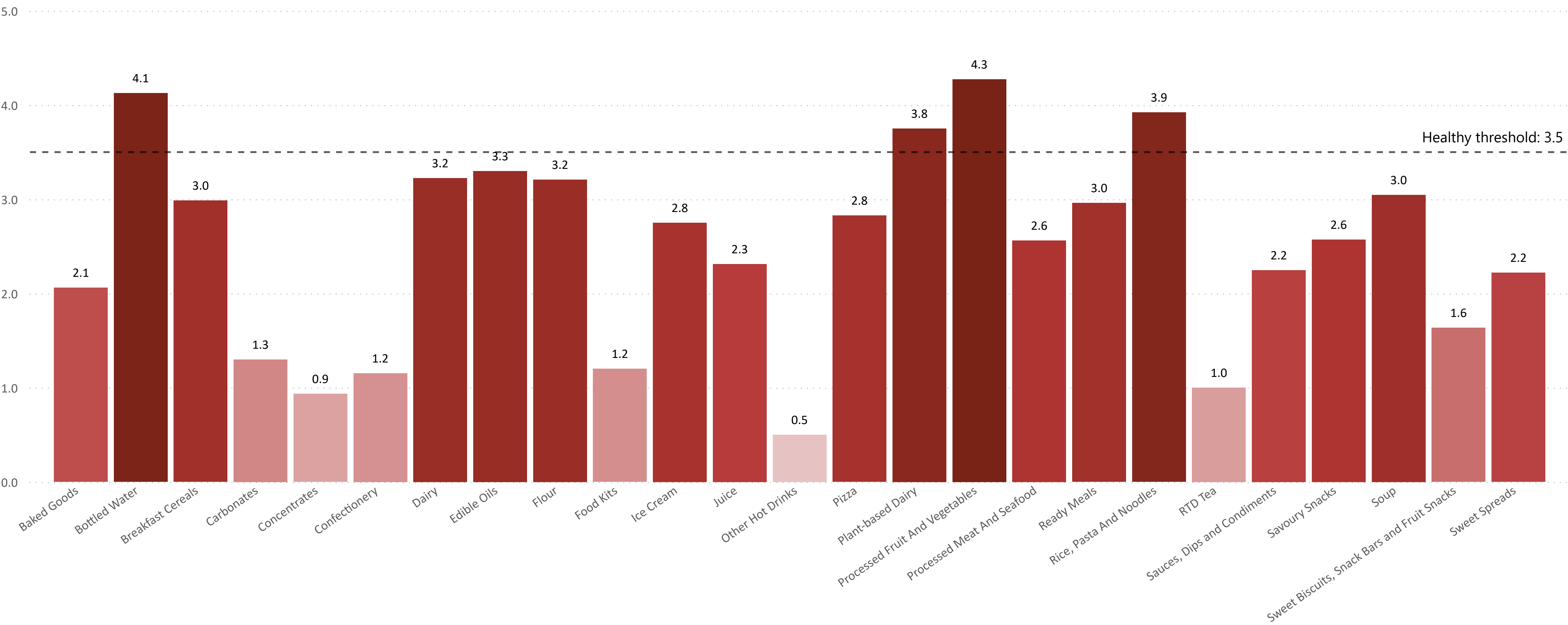
Ahold Delhaize is encouraged to adopt a policy to only place health and nutrition claims on products if they are classified as ‘healthier’ according to an NPM.

Ahold Delhaize USA (Food Lion)

Private Label Product Profile Results

The Product Profile for Retail Assessment provides a structured evaluation of the nutritional composition of private label packaged food and beverage products from selected retailers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR), the Nutri-Score model, and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). These models support a consistent and comparative analysis of portfolio healthiness across the retailers. Graph below indicates mean HSR of each categories assessed for Food Lion.

Mean HSR by category



Ahold Delhaize USA (Food Lion)

Private Label Product Profile Results

The table presents an overview of the nutritional quality of products across various food categories, based on HSR, Nutri-Score (A+B and A+B+C) and the HFSS + colours/flavours/NNS approach (Popkin et al. 2024). Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model’s criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model. Categories with less than 5 products are greyed out.

Category	% healthier products: HSR	% healthier products: Nutri-Score (A+B)	% healthier products: Nutri-Score (A+B+C)	% products that are HFSS	% products that are HFSS AND/OR contain UPF markers (colours/flavours/NNS)
Baked Goods	14% (19/138)	3% (4/138)	25% (34/138)	99% (136/138)	100% (138/138)
Bottled Water	100% (12/12)	50% (6/12)	100% (12/12)	0% (0/10)	90% (9/10)
Breakfast Cereals	29% (11/38)	26% (10/38)	29% (11/38)	100% (38/38)	100% (38/38)
Carbonates	27% (4/15)	0% (0/15)	27% (4/15)	73% (11/15)	100% (15/15)
Concentrates	0% (0/15)	0% (0/15)	0% (0/15)	100% (14/14)	100% (14/14)
Confectionery	4% (1/26)	4% (1/26)	8% (2/26)	96% (25/26)	96% (25/26)
Dairy	63% (138/218)	18% (40/219)	30% (66/219)	84% (183/219)	90% (197/219)
Edible Oils	80% (8/10)	90% (9/10)	90% (9/10)	100% (10/10)	100% (10/10)
Flour	58% (7/12)	50% (6/12)	67% (8/12)	83% (10/12)	83% (10/12)
Food Kits	0% (0/5)	0% (0/5)	0% (0/5)	100% (5/5)	100% (5/5)
Ice Cream	0% (0/14)	0% (0/14)	71% (10/14)	100% (14/14)	100% (14/14)
Juice	19% (3/16)	19% (3/16)	63% (10/16)	31% (5/16)	38% (6/16)
Other Hot Drinks	0% (0/9)	0% (0/9)	0% (0/9)	100% (9/9)	100% (9/9)
Pizza	23% (6/26)	0% (0/26)	19% (5/26)	92% (24/26)	100% (26/26)
Plant-based Dairy	100% (2/2)	0% (0/2)	100% (2/2)	50% (1/2)	100% (2/2)
Processed Fruit And Vegetables	94% (196/209)	84% (176/209)	96% (200/209)	22% (45/208)	40% (84/208)
Processed Meat And Seafood	45% (43/96)	30% (29/96)	43% (41/96)	67% (80/119)	82% (97/119)
Ready Meals	49% (31/63)	11% (7/63)	59% (37/63)	65% (41/63)	89% (56/63)
Rice, Pasta And Noodles	95% (61/64)	89% (57/64)	100% (64/64)	91% (58/64)	95% (61/64)
RTD Tea	0% (0/3)	0% (0/3)	0% (0/3)	100% (3/3)	100% (3/3)
Sauces, Dips and Condiments	28% (66/233)	21% (50/233)	43% (100/233)	82% (190/233)	87% (203/233)
Savoury Snacks	30% (37/124)	10% (13/124)	31% (39/124)	100% (124/124)	100% (124/124)
Soup	41% (9/22)	18% (4/22)	86% (19/22)	32% (7/22)	86% (19/22)
Sweet Biscuits, Snack Bars and Fruit Snacks	2% (1/59)	0% (0/59)	3% (2/59)	100% (59/59)	100% (59/59)
Sweet Spreads	16% (8/50)	9% (4/43)	28% (12/43)	98% (49/50)	100% (50/50)
Total	45% (663/1479)	28% (419/1473)	47% (687/1473)	76% (1141/1499)	85% (1274/1499)