

WHITE PAPER

Clinical Nutrition Preferability: A New Engine for Grocery Own-Brand Profitability

How Food for Health® Increases Retailer Gross Profit, Customer Loyalty, Own-Brand Adoption, and Consumer Health Through Personalized Product Recommendations

Executive Summary

This white paper presents a practical strategy for grocery retailers to increase gross profit through incremental own-brand conversion while strengthening customer loyalty, improving consumer health, and creating a differentiated platform for personalized nutrition.

- Increase gross profit through incremental own-brand trial and repeat purchase.
- Strengthen customer loyalty, retention, and lifetime value.
- Differentiate the retailer through individualized clinical-nutrition intelligence.
- Extend registered-dietitian expertise across every qualified shopping occasion.
- Create health-plan, employer, provider, community-health, and retail-media opportunities.
- Serve consumer health while improving retailer economics.

Food for Health® (FFH) provides a Clinical Nutrition Operating System that compares products against each consumer's disclosed health conditions, medications, allergies, dietary requirements, nutritional deficiencies, preferences, and health goals. When a retailer-owned product provides an equal or preferable clinical-nutrition fit, FFH recommends that product and explains the basis for the recommendation.

This transforms the own-brand proposition from “This product costs less” to “This product better fits your health requirements while delivering the retailer’s quality and value.”

Store-brand sales reached \$282.8 billion in 2025, grew 3.3% compared with 1.2% for national brands, and generated 47% of total U.S. retail dollar-sales growth. One of every four grocery products purchased in the United States carried a retailer-owned brand. Consumers are ready: 75% regard private-label products as good values, 72% regard them as strong alternatives, and 62% still default to branded products they know and trust. FFH addresses that remaining trust and efficacy barrier through a personally relevant reason to switch. [1][2]

At \$0.50 per member per month, FFH costs \$6 per member per year. Under the illustrative base case in this paper, FFH generates \$6.48 in incremental annual own-brand gross profit per member, a gross value-to-fee multiple of 1.08x, and an 8% direct net ROI before loyalty, retention, basket, retail-media, healthcare, or lifetime-value benefits.

Why this paper is imperative

Grocers already possess the products, purchase data, loyalty relationships, digital channels, and own-brand economics required to capture this opportunity. The missing element is a scalable method for determining and communicating which product provides the better clinical-nutrition fit for the individual shopper. Retailers that establish this capability convert nutrition intelligence into a proprietary commercial advantage before personalized clinical shopping becomes a standard consumer expectation.

Conclusion

Food for Health® creates a new reason for the retailer to win the purchase. It identifies when the retailer-owned product provides an equal or preferable clinical-nutrition fit, communicates that value to the shopper, and converts the resulting behavior into measurable retailer profit, loyalty, and consumer health benefit.

Chapter 1: The Own-Brand Profit Opportunity

Retailer-owned brands function as strategic business assets rather than simple lower-priced substitutes. They provide stronger potential gross profit, exclusive distribution, reduced direct price comparison, product control, retailer-specific brand equity, loyalty, and differentiated innovation.

Private-brand growth already exceeds national-brand growth. U.S. store brands generated \$282.8 billion in 2025, increased dollar sales 3.3%, and gained unit volume while national-brand units declined. McKinsey identifies private brands as a source of margin improvement, penny profit, differentiation, loyalty, and market share. [1][3]

Chapter conclusion: The retailer already owns a growing portfolio capable of producing stronger economics and greater loyalty. FFH increases the productivity of that portfolio by giving consumers a personalized efficacy reason to choose it.

Chapter 2: Consumers Already Switch

Consumers switch for price, promotion, availability, quality, premium positioning, convenience, loyalty rewards, social proof, and general nutrition. Retailers support these behaviors through coupons, visible placement, quality guarantees, sampling, digital offers, and product innovation. [3][4]

Chapter conclusion: Switching already occurs at scale. FFH adds a personally meaningful reason conventional merchandising does not provide: individual clinical-nutrition preferability.

Chapter 3: The National-Brand Trust Barrier

National brands benefit from familiarity, advertising, packaging recognition, historical experience, perceived consistency, and emotional attachment. NIQ reports that 62% of shoppers default to familiar branded products and continue to associate national brands with trust, nostalgia, and efficacy. [2]

Retailers reduce financial risk through lower prices, taste risk through sampling, quality risk through guarantees, and general nutrition uncertainty through product ratings. FFH reduces personal health-efficacy uncertainty through individualized product comparison.

Chapter conclusion: FFH replaces presumed national-brand efficacy with transparent, individualized product evidence.

Chapter 4: Consumers Value Science, Authority, and Personal Relevance

McKinsey reports that consumers increasingly seek effective, data-driven, and science-backed wellness solutions and that 82% of U.S. consumers view wellness as an important or top priority. Research on personalized health recommendation systems finds that general-practitioner involvement increases the value consumers place on the system's usefulness. [5][6]

Industry evidence from supplements also shows that clinician authority influences purchasing. These studies support a common behavioral structure: credible authority plus personal relevance plus transparent reasoning plus a specific action increases consumer confidence. [7][8]

Chapter conclusion: Consumers value recommendations that combine science, authority, relevance, and transparency. FFH brings those elements to the grocery decision point.

Chapter 5: Personalized Nutrition Changes Food Behavior

The Food4Me randomized controlled trial includes 1,607 adults and finds that personalized nutrition advice produces stronger dietary improvement than conventional advice. A systematic review of randomized trials likewise finds that personalized advice generally improves dietary intake more than generalized advice, while also confirming that intervention design and relevance matter. [9][10]

The Smart Cart randomized crossover trial finds that personalized incentives informed by purchase history, preferences, and baseline diet quality improve grocery-purchase quality and targeted-category spending. SwapSHOP reports substantial use of personalized healthier-product swaps. [11][12]

Chapter conclusion: Personalized nutrition functions as an actionable behavior-change mechanism. FFH directs that mechanism toward the national-brand versus own-brand decision.

Chapter 6: Comparative Guidance Changes Product Choice

A 2025 randomized clinical trial finds that both Food Compass and FDA healthy labels increase healthier purchases. Food Compass produces 11.2 additional healthy selections per 100 choices compared with 6.4 for the binary designation, approximately 1.75 times the

observed lift. A separate randomized trial of 5,636 adults finds that spectrum labels outperform positive-only and FDA-style labels. [13][14]

The information hierarchy progresses from raw nutrient data to general interpretation, comparative guidance, and finally individualized clinical-nutrition preferability.

Chapter conclusion: The evidence shows that interpretation and comparison improve decision-making. FFH adds the highest-value layer by making the comparison personally and clinically relevant.

Chapter 7: Retailer-Specific Evidence

Woolworths

Woolworths integrates healthier, like-for-like product substitutions into its online and mobile shopping experiences. The reported case shows 25% higher conversion and \$24 higher average order value among customers engaging with Healthier Choices. The public result does not isolate own-brand conversion or individual clinical personalization. [15]

Chapter conclusion: Woolworths demonstrates that nutrition-based product substitution improves commercial performance. FFH adds individual clinical relevance and directs measurable conversion toward retailer-owned products.

Tesco

Tesco presents healthier, like-for-like alternatives at the same price or less. The initial implementation achieves add-to-basket performance comparable to Tesco's leading "Usually Bought Next" recommender. [16]

Chapter conclusion: Tesco demonstrates that health-oriented alternatives compete effectively with mature commercial recommendations. FFH advances the capability through person-specific clinical-nutrition preferability.

Kroger SuperWIN

Kroger Health, the University of Cincinnati, and UC Health conduct a randomized trial with 247 primary-care patients presenting cardiovascular risk factors. In-store registered-dietitian education improves adherence to a heart-healthy dietary pattern, and digital grocery tools further strengthen adherence. [17][18]

Chapter conclusion: Kroger demonstrates that personalized, product-directed nutrition guidance produces stronger results inside the grocery environment. FFH scales this model across customers, categories, and shopping occasions.

Kroger OptUP

Kroger combines FoodHealth Scores, purchase-based household nutrition insights, product comparison, scanning, suggested alternatives, and dietitian support. Tufts University's Food

is Medicine Institute validates the scoring system against national data and other profiling systems. [19][20]

Chapter conclusion: OptUP validates the strategic integration of nutrition intelligence, loyalty data, and product recommendations. FFH adds individualized clinical-nutrition preferability and measures the resulting own-brand economics.

H-E-B

H-E-B combines licensed dietitians, virtual and in-store consultations, condition-specific plans, screenings, Dietitian Picks, and exact product recommendations. Its services address diabetes, cardiovascular disease, kidney disease, allergies, digestive conditions, cancer, weight management, and nutrient deficiencies. [21][22]

Chapter conclusion: H-E-B demonstrates that clinical nutrition and exact product recommendations fit naturally within grocery retail. FFH makes the capability continuously available and increases the productivity of H-E-B's own-brand portfolio.

Hy-Vee

Hy-Vee provides dietitian counseling, personalized shopping assistance, health screenings, store tours, and health-condition programs. Healthy You integrates private-label products into meal workshops and nutrition programs. [23][24]

Chapter conclusion: Hy-Vee establishes a direct connection among clinical authority, health measurement, product recommendation, and own-brand promotion. FFH scales the relationship and quantifies incremental own-brand conversion.

Hannaford

Independent researchers compare 134 Hannaford stores with 134 control stores. Zero-star cereal sales decline 2.58% more at Hannaford while star-rated cereals gain approximately 0.5% to 1%. Earlier reporting also shows sales migration toward star-rated meat and dairy products. [25][26]

Chapter conclusion: Hannaford demonstrates that understandable nutrition guidance redirects real transactions. FFH individualizes that guidance and connects it to own-brand profitability.

Harmons Neighborhood Grocer

Harmons integrates registered dietitians, product tags, individualized counseling, shopping events, cooking classes, and healthy checkout lanes. Program materials report a 10% year-over-year increase in Dietitians Choice product sales. [27][28]

Chapter conclusion: Harmons shows that a smaller regional grocer builds sales and differentiation around dietitian authority. FFH extends that authority to every qualified transaction.

Kowalski's Markets

Kowalski's uses registered-dietitian expertise and health-oriented product education. Its Good Foods for Good Health program connects foods with bone, cardiovascular, and immune-health objectives through tags, signage, education, and staff engagement. [29][30]

Chapter conclusion: Kowalski's demonstrates that a concentrated local retailer creates meaningful consumer relationships through outcome-oriented food education. FFH personalizes the approach and makes its own-brand value measurable.

Lunds & Byerlys

Lunds & Byerlys combines a meaningful own-brand portfolio, prepared foods, digital shopping, recipes, shoppable content, and personalized product recommendations. Its concentrated market, local trust, and premium service model create a strong environment for clinical-nutrition personalization. [31]

Chapter conclusion: Lunds & Byerlys presents a high-fit regional deployment environment in which FFH adds clinical relevance to existing personalization and strengthens the retailer's premium own-brand proposition.

Retailer	Current nutrition mechanism	Public outcome	FFH white space
Woolworths	Digital healthier swaps	25% higher conversion; \$24 higher AOV among engaged users	Clinical own-brand conversion
Tesco	Digital healthier alternatives	Add-to-basket comparable to leading recommender	Personalized efficacy
Kroger	Dietitians, SuperWIN, OptUP	Improved dietary adherence	Automated clinical preferability
H-E-B	Dietitians, curated picks, exact recommendations	No public conversion result identified	Scale dietitian logic
Hy-Vee	Dietitians, screenings, private-label integration	No public conversion result identified	Quantify clinical own-brand lift
Hannaford	General nutrition ratings	Measurable transaction migration	Individualize the rating
Harmons	Dietitians, tags, healthy checkout	10% year-over-year product-sales increase	Scale personalized recommendations
Kowalski's	Dietitian-led health	No public sales result	Personal product

Retailer	Current nutrition mechanism	Public outcome	FFH white space
	education	identified	comparisons
Lunds & Byerlys	Digital recommendations and own-brand assortment	No clinical outcome identified	Clinical-nutrition intelligence

Chapter 8: Competitive Validation

Sifter Solutions

Sifter provides product matching based on medical needs, dietary preferences, allergies, health conditions, and lifestyle requirements. Retailer capabilities include scanning, dietary filters, product search, recipe analysis, promotions, and APIs. Sifter cites research showing strong demand for personalized nutrition and health-supporting foods. [32][33]

Chapter conclusion: Sifter validates retailer and consumer demand for personalized dietary-product matching. FFH adds integrated clinical-nutrition preferability and direct measurement of own-brand profit.

Spoon Guru

Spoon Guru powers nutrition search, enriched product data, healthier swaps, and recommendations for major retailers. Its Woolworths implementation reports higher conversion and average order value among engaged customers. [15][34]

Chapter conclusion: Spoon Guru validates the commercial value of healthier alternatives. FFH connects each recommendation to the consumer's clinical profile and the retailer's own-brand economics.

Foodsmart and Instacart

Foodsmart combines registered-dietitian support, personalized nutrition planning, food benefits, and grocery purchasing. In a retrospective analysis of more than 18,500 members, 52.9% of members with diabetes using telenutrition plus Instacart achieve at least a 0.5-point A1c reduction compared with 43.2% among telenutrition-only participants. [35][36]

Chapter conclusion: Foodsmart and Instacart demonstrate that nutrition guidance becomes more powerful when connected directly to food purchasing. FFH applies the insight to everyday grocery decisions and own-brand profitability.

Chapter 9: The FFH Clinical Own-Brand Conversion Model

- The consumer selects or scans a national-brand product.
- FFH evaluates the product against the consumer's profile.
- FFH identifies a comparable retailer-owned product.

- FFH compares both products against applicable requirements.
- The own brand earns an equal or preferable determination.
- FFH explains the recommendation.
- The consumer tries and repeats the retailer-owned product.
- The retailer gains gross profit, loyalty, and proprietary insight.

FFH maintains recommendation integrity by selecting the product that provides the preferable fit. When the national brand provides the stronger fit, the system communicates that conclusion.

Chapter conclusion: The own brand wins because it earns the recommendation. That credibility makes clinical-nutrition preferability commercially powerful.

Chapter 10: The Suzy Economics

Suzy buys Cheerios because she recognizes and trusts the brand. The retailer earns gross profit, yet forgoes the incremental economic and strategic value available when an equal or preferable retailer-owned product earns the purchase. The following figures illustrate the calculation and require replacement with actual SKU economics.

Measure	National-brand cereal	Retailer-owned cereal	Increment
Retail price	\$5.49	\$3.99	Customer saves \$1.50
Gross-margin rate	20%	40%	20 percentage points
Retailer gross profit	\$1.10	\$1.60	\$0.50
Gross-profit multiplier	1.00x	1.45x	45% greater GP
Retailer brand equity	Limited	Accrues to retailer	Positive
Exclusivity	Widely available	Retailer-exclusive	Positive

National-brand gross profit equals \$5.49 multiplied by 20%, or \$1.10. Retailer-owned gross profit equals \$3.99 multiplied by 40%, or \$1.60. The illustrative incremental gross profit is \$0.50 per converted purchase, and the own-brand gross-profit multiplier is 1.45x.

Chapter conclusion: Each clinically supported switch produces an immediate economic opportunity and begins a potentially recurring retailer-owned brand relationship.

Chapter 11: Measuring the Clinical Increment

FFH separates existing own-brand demand from incremental conversion produced by clinical personalization.

Symbol	Condition	Measurement
B	Baseline	Baseline own-brand conversion
P	Price/value	Conversion with price and value messaging
H	General health	Conversion with generalized health guidance
C	FFH clinical	Conversion with clinical personalization

- Price and promotional lift = P minus B.
- General health lift = H minus B.
- Total FFH lift = C minus B.
- FFH clinical increment over promotion = C minus P.
- FFH personalization increment over general health guidance = C minus H.

Chapter conclusion: The model credits FFH only for the behavior FFH creates, giving the retailer a disciplined measure of incremental value.

Chapter 12: Financial Pro Forma

Annual FFH cost equals \$0.50 per member per month multiplied by 12 months, or \$6 per member per year.

Annual incremental gross profit per member equals 12 multiplied by qualified recommendations per member per month, incremental clinical conversion, incremental gross profit per purchase, and retained purchases per conversion.

Assumption	Conservative	Base	High
Qualified recommendations/member/month	1.0	2.0	3.0
Incremental clinical conversion	3%	6%	10%
Incremental GP/purchase	\$0.50	\$0.75	\$1.00
Retained purchases/conversion	4	6	8
Annual incremental GP/member	\$0.72	\$6.48	\$28.80
Annual FFH fee/member	\$6.00	\$6.00	\$6.00

Assumption	Conservative	Base	High
Gross value/fee multiple	0.12x	1.08x	4.80x
Net direct ROI	-88%	8%	380%

Break-even range

Operating structure	Break-even incremental conversion
1 opportunity/month; \$0.50 GP; 4 purchases	25.00 percentage points
2 opportunities/month; \$0.75 GP; 6 purchases	5.56 percentage points
3 opportunities/month; \$1.00 GP; 8 purchases	2.08 percentage points

100,000-member base case

Measure	Calculation	Annual result
FFH fees	100,000 x \$0.50 x 12	\$600,000
Recommendation events	100,000 x 2 x 12	2,400,000
Incremental conversions	2,400,000 x 6%	144,000
Retained purchases	144,000 x 6	864,000
Incremental GP	864,000 x \$0.75	\$648,000
Net contribution	\$648,000 minus \$600,000	\$48,000
Net direct ROI	\$48,000 divided by \$600,000	8%

Chapter conclusion: The base case covers the FFH fee through own-brand gross profit alone. Loyalty, retention, basket growth, retail-media, healthcare, and lifetime-value benefits create additional return.

Chapter 13: Controlled Retailer Demonstration

Test group	Consumer experience	Effect measured
Control	Normal product presentation	Baseline own-brand selection
Price/value	Own-brand alternative plus savings	Promotional conversion

Test group	Consumer experience	Effect measured
General health	Own-brand alternative plus general nutrition advantage	General-health conversion
FFH clinical	Own-brand alternative plus personalized clinical rationale	Clinical-personalization conversion

Primary measures

- Completed own-brand purchase
- First-time own-brand trial
- Incremental gross profit
- Clinical conversion above price-only messaging

Persistence and enterprise measures

- 30-, 60-, 90-, and 180-day repeat purchase
- Own-brand category share and cross-category adoption
- Basket revenue and gross profit
- Shopping frequency, retention, and lifetime value
- Recommendation trust and own-brand perception

Chapter conclusion: The controlled design converts the clinical-nutrition thesis into retailer-specific evidence, a proprietary conversion coefficient, and a defensible ROI calculation.

Chapter 14: Additional Retailer Benefits

- **Greater customer loyalty:** Own-brand preference creates an exclusive reason to return to the retailer.
- **Larger and more productive baskets:** Relevant recommendations introduce complementary foods, recipes, and categories.
- **Cross-category own-brand adoption:** A successful recommendation reduces uncertainty across the retailer's portfolio.
- **Reduced dependence on discounts:** Clinical preferability creates a nonprice reason to switch.
- **Scaled dietitian expertise:** FFH converts valuable but capacity-constrained expertise into continuous product-level intelligence.
- **Retail-media revenue:** Clinical and dietary matching creates highly relevant audiences under strict recommendation-integrity governance.

- **Healthcare partnerships:** FFH supports collaboration with health plans, employers, providers, communities, and Food is Medicine programs.
- **Better own-brand product development:** Aggregated insight identifies assortment gaps, reformulation opportunities, and underserved clinical needs.
- **Consumer health:** FFH makes the better-fitting choice easier to understand, locate, purchase, and repeat.

Chapter conclusion: Own-brand conversion provides the direct economic case. Loyalty, basket productivity, healthcare integration, differentiation, product development, and consumer health multiply enterprise value.

Conclusions

- **The own-brand market is ready**
- Store brands deliver record sales, increasing consumer acceptance, and strategic retailer value.
- **Clinical preferability adds a distinct motivation**
- FFH adds a personalized efficacy reason that complements price, promotion, quality, and convenience.
- **The behavioral mechanism is strong**
- Personalization, comparative guidance, dietitian-led intervention, and healthier substitutions change food choice.
- **The economics are measurable**
- At \$0.50 PMPM, the base model requires approximately 5.56 percentage points of incremental conversion to cover the annual fee through own-brand gross profit.
- **The retailer creates a proprietary advantage**
- A controlled deployment establishes conversion, gross profit, persistence, cross-category adoption, and lifetime-value effects.
- **Consumer health and retailer profit align**
- The retailer earns more when the consumer chooses a product that provides a stronger personal nutrition fit.

Food for Health® turns clinical-nutrition intelligence into a retailer profit engine. It identifies when the retailer-owned product provides an equal or preferable fit for the individual shopper, communicates the basis for that conclusion, increases confidence in switching, and measures the resulting trial, repetition, gross profit, and loyalty.

The retailer gains a more productive own-brand portfolio, a stronger customer relationship, a scalable health platform, and a differentiated reason to win the purchase. The consumer gains clearer, more relevant, and more actionable guidance.

The commercial opportunity is immediate: make the healthier and more personally appropriate choice the more profitable choice for the retailer.

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