



# News Release

## **NuVal Food Scoring System Guiding Supermarket Shoppers to Healthier Food Choices** Griffin Hospital's Dr. David Katz Led Development of Pioneering System

Derby, Ct, February 19, 2009 – A pioneering new food scoring system developed by a team of nutrition scientists led by Dr. David L. Katz, Director of the Yale-Griffin Prevention Research Center based at Griffin Hospital is now guiding consumers through supermarket aisles to healthier food choices.

Developed over a two-year period, the NuVal™ Nutritional Scoring System is a revolutionary program that distills complicated nutrition information into a simple scoring system that gives all foods a score between 1 to 100 based on a formula that considers more than 30 different nutrients and nutrition factors. The factors include fiber, vitamins, minerals, fat, sugar and sodium among others. The higher the NuVal score, the higher the nutritional value. NuVal scores, displayed in a small hexagon with a blue number against a white background, are posted on supermarket shelf tags next to the product and on in-store signage.



Price Chopper and Hy-Vee, two major supermarket chains in the Northeast and the Midwest, are the first in the U.S. to feature the NuVal™ Nutritional Scoring System. Both chains formally announced the introduction of the system in their stores in January. NuVal scores can now be found at 116 Price Chopper and 225 Hy-Vee supermarkets. There are seven Price Chopper stores in Connecticut in Southington, Bristol, Newington, Putnam, Vernon, Windsor and Torrington.

Located in Braintree, MA, NuVal is a joint venture formed in 2008 by Griffin Hospital and Topco Associates, LLC. NuVal licenses its proprietary food scoring system, which is based on ONQI (Overall Nutrition Quality Index) to food retailers. Price Chopper and Hy-Vee are the first of the Topco Associates, member supermarket chains to introduce the NuVal system. Topco Associates LLC is a supermarket cooperative whose members represent more than \$113 billion in consumer sales and have thousands of stores across the country.

“Food choices and dietary habits are one of the true pillars of lifelong health, but as people attempt to eat healthier, they are confronted with food packaging and labels that are overwhelming and confusing and that are simply not enough to help them choose wisely. We must empower them by providing, a simple, at-a-glance, food scoring system as they look to take charge of their diets and overall health”, said Dr. Katz.

“The nation’s nutrition experts are urging American’s to take individual action to reverse the alarming trends of obesity which are increasing diabetes and heart disease rates. Still as more and more Americans look to take charge of their diets and overall health, they are left confused and frustrated by an overwhelming array of food information and advertising claims. NuVal scores on supermarket shelves and eventually on food products will guide them to the most nutritious and healthy foods,” Dr. Katz said.

Using NuVal scores, consumers can easily find more nutritious alternatives in any food category, whether it is cereal (Post Shredded Wheat, NuVal Score 91), Seafood (Atlantic salmon, NuVal score 87), or even cookies (Healthy Valley Oatmeal Raisin Cookies, NuVal Score 34). The system also scores vegetables (Iceberg Lettuce, NuVal Score 82, Asparagus, NuVal Score 100) and fruits (Bananas, NuVal Score 91, Strawberries, NuVal Score 100).

Griffin Hospital President Patrick Charmel said: “NuVal is a product of Griffin Hospital’s commitment to the Planetree philosophy, the foundation of which is providing consumers with useful information so that they can become actively engaged in efforts to improve their health and well being; and to the development of innovative approaches to health promotion and disease prevention that will directly benefit the public’s health. The research and work done in our Prevention Research Center by Dr. Katz and his colleagues to develop the Overall Nutritional Quality Index which powers the NuVal scoring system is exemplary and has the potential to change the way Americans shop for food, as well as to reverse the alarming increase in obesity and produce long term improvement in the health status of our citizens. Partnering with Topco and its member companies will allow us to quickly bring the NuVal scoring system to millions of consumers nationwide,” Charmel said.

The NuVal Nutritional Scoring System was developed by an independent team of 11 top nutrition and public health experts. The team was funded by Griffin Hospital, a non-profit community hospital. The ONQI algorithm that powers the NuVal System was created independent of influence from food and beverage manufacturers. Additional information the NuVal Nutritional Scoring System is available at [www.nuval.com](http://www.nuval.com)

Note: Dr. David L. Katz is available for media interviews. He can be contacted at 203-732-7194, Email: [katz@pol.net](mailto:katz@pol.net)

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