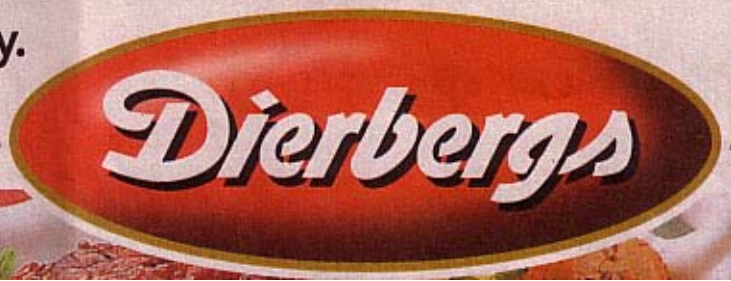


It's Fresh. It's Friendly.
It's Dierbergs.[®]



September/October 2007

Kids BEE healthy
BETTER EATING
& EXERCISE

Look for the Kids B.E.E. Healthy logo in the ad and on the shelves!

It represents our Kids' top picks for products that are both healthy and appealing to kids!



Need a sensational sack lunch?

A sandwich on whole grain bread with lean luncheon meat, some raw vegetables, a piece of fruit and some milk money is perfect!

SMART LUNCHES

At home or at school, lunch is a happy time for kids. It provides a break in the day and gives kids a chance to re-fuel. Whether your child's having lunch at home or at school, or whether you're packing a lunch to send to school, you want it to B.E.E. Healthy.

Remember, while it's important your child's lunch is healthy, it's also something your child will actually enjoy eating!

Instead of ...

B.E.E. Healthy With ...

Juice Drinks (< 50% juice)	Water with a splash of 100% fruit juice
Soda, including diet drinks	100% pure fruit juice & sparkling water
Chips	Seeds and nuts – roasted, unsalted
Burgers and hot dogs	Vegetable burgers and vegetable dogs
French fries	Regular or baked sweet potato "fries"
Coleslaw	Vegetarian baked beans
Potato salad	Corn on the cob
Pasta salad	Mixed green or fruit salad
Fried chicken	Grilled chicken breast with barbecue sauce
Supreme pizza	Vegetable pizza – ask for half the cheese
Ham & Cheese on white bread	Turkey & lowfat melted cheese on a whole wheat tortilla