



What is the goal of the HealthyFood rewards program?

While most people know they should eat a more wholesome diet, many may need help understanding which foods are most beneficial. In addition, studies have shown that consumers view healthy foods as expensive and impractical for their busy lives. The goal of the Vitality HealthyFood program is to make nutritious foods more affordable and accessible. At a time when obesity rates are the highest ever for Americans, this program makes healthy eating the easier choice for members. **The HealthyFood program is available to Vitality clients at the Elevate level.**

Vitality HealthyFood™ Rewards Program – Walmart® :

What is the Vitality HealthyFood rewards program at Walmart? And how do I earn savings of up to 10%?

The Vitality HealthyFood™ rewards program at Walmart® incentivizes healthy food purchases.

Members need only to register online for the program to receive their HealthyFood shopping card to use when purchasing any of the healthier foods labeled as Great For You™ at any Walmart store. When they purchase Great For You foods and use their card, 5 percent of the Great For You food costs will be added to their Vitality HealthyFood shopping cards. For Vitality members who complete their biometric screening, the amount added to the shopping card is **twice** as much – 10 percent – for the member's current Vitality program year.

Can Vitality Points be earned for HealthyFood purchases?

Yes. You can get 2 Vitality Points for each Great For You healthy food you buy, up to 50 Vitality Points per month.

How does a member get started and request the Vitality HealthyFood shopping card?

A member can sign up for the HealthyFood program by logging in to the Vitality member website and clicking on "Start Saving Now." Within 7 to 10 business days, the member can expect to receive the HealthyFood shopping card at the address he or she entered online.

Where can members use the Vitality HealthyFood benefit?

The Vitality HealthyFood program is available at Walmart Neighborhood Markets and Walmart retail stores in the 50 United States and the District of Columbia. Members can spend their savings at any participating Walmart. (Sam's Clubs are excluded from the HealthyFood program.)

How does a member receive the savings using his or her Vitality HealthyFood card?

The first time a member uses his or her Vitality HealthyFood shopping card, he or she will need to do so in a regular checkout lane with a cashier. After the cashier has rung up the member's purchase total, the member gives the Walmart cashier the Vitality HealthyFood shopping card and has it scanned (not swiped) before he or she pays. After the cashier scans the member's card, and within five business days, five (or ten) percent of the cost of the Great For You products the member has purchased (or ten if the member completed a biometric screening) will be applied to the shopping card. The member may apply his or her accumulated savings when they present their card the next time they shop at Walmart.

How does a member redeem the savings on his or her Vitality HealthyFood shopping card?

The member presents his or her HealthyFood shopping card to the cashier for any Walmart transaction, even if there is no accrued balance on it. The cashier will total the transaction and process the HealthyFood card as a shopping card/gift card. Any balance on the shopping card will be applied to the member's transaction reducing the total purchase amount he or she owes. If the savings accrued on the shopping card exceed the cost of the transaction, any savings remaining on the card after the transaction may be applied to future transactions.

Vitality HealthyFood™ Rewards Program – HealthyFood™ Network

How does the expanded HealthyFood Network program differ from the existing Walmart program?

The HealthyFood Network, powered by NutriSavings, is a program offered through thousands of grocery stores nationwide. This enhancement, launched in Spring 2014, assigns over 200,000 foods a rating from 1 to 100, with 100 being the most nutritious. The Vitality Group has reviewed the items, and anything with a score of 85 or higher (excluding beverages) will be "Vitality Approved." A member will receive 2 Vitality Points – up to the same maximum of 50 each month – for each "Vitality Approved" item purchased. Those items will be labeled in the food catalog on the NutriSavings website with a "V." Vitality members can link existing store loyalty cards to the website and be automatically rewarded with Vitality Points. Members can also use website coupons toward healthy food purchases.