

# CENTERSTORE

## Stop & Shop to Grow Scan It! in 2012

By JULIE GALLAGHER

**QUINCY, Mass.** — Stop & Shop, which extended its Scan It! mobile app that lets shoppers scan groceries while they shop, to users of many Android devices and additional stores last week, will further grow its reach in 2012, a spokeswoman said.

The Scan It! mobile app, which also lets shoppers tally and bag groceries in the aisles, was initially introduced in June for use with the iPhone in three stores. It's now compatible with 21 locations and will roll out to another 23 in the coming weeks.

Though an exact number hasn't been finalized, the plan is to bring more locations onboard next year.

"There will be additional stores added in 2012," spokeswoman Judi Palmer told SN.

The app that works with a consumer's personal device provides the same functionality as Scan It! handheld devices provided by Stop & Shop in 350 of its 745 stores. Scan It! offers personalized offers to shoppers based on their purchase history and location in the store.

Users who've tried the app in one of three test stores have shared "very positive" feedback. But since not all shoppers possess a compatible smartphone, Stop & Shop's proprietary Scan It! devices will remain in stores, according to Palmer.

"There are no plans to replace them since not everyone has an iPhone or Android phone," she said.



## MIXED DRINKS

Whole fruit and vegetables are best, but innovation in the shelf-stable juice aisle is giving Americans a new way to get more produce into their diets

By CAROL ANGRISANI

Consumers know they should eat more fruit and vegetables — and are turning to the juice aisle for help.

Juices that contain not only fruit, but also vegetables and added vitamins and minerals are catering to shoppers looking for ways to live healthier lifestyles.

"Most people want 'healthy' foods to be just as convenient as fast foods in our society, so it is no surprise that juice blends are becoming more popular in stores," said Monica Amburn, registered dietitian for Bi-Lo, Greenville, S.C.

Amburn prefers, of course, that people eat whole fruits and vegetables for most of their intake. This way,

they will get the fiber and other nutrients that the whole fruit and vegetables provide.

But juice blends are a nice way to supplement a diet, she said.

Bi-Lo stores carry a variety of fruit and vegetable blend juices, including Naked Juices, Bolthouse Farms and Raw juices.

For those trying to lose weight, Amburn suggests that juice drinkers limit their portion size to no more than 1 cup. For people who have a hard time limiting portion sizes of juice, she recommends they purchase one of the growing number of low-calorie or reduced-sugar juices on the market.

Anne Cundiff, dietitian for Hy-Vee's Fleur Drive store

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