



Food Lion and Novant Health Launch Food Pharmacy Pilot Program

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Partnership focuses on food as medicine to help neighbors make healthy choices

SALISBURY, N.C., Jan. 26, 2023 (GLOBE NEWSWIRE) -- Food Lion and Novant Health are collaborating to launch a food pharmacy pilot program at Novant Health New Hanover Regional Medical Center in Wilmington, NC. A leading omnichannel retailer serving towns and cities across 10 states, Food Lion is committed to nourishing neighbors and families, setting them up for success in life.

The pilot program provides qualified participants access to nutritious food and encourages them to make healthy lifestyle choices to achieve sustained health. Throughout the two-year pilot program, Food Lion will distribute nearly 3,000 boxes that contain shelf-stable, nutritious food. Qualified patients will be determined, in part, through assessments by Novant Health dietitians and team members.

"This partnership with Novant Health is an opportunity to help our neighbors eat healthier by using food as medicine," said Matt Yates, Vice President, Brand Strategy, Food Lion. "Through the food pharmacy program, we are providing our neighbors with nutritious food that helps them manage chronic illnesses and helps them thrive, setting them up for success."

At New Hanover Regional Medical Center, dietitians assess patients who are at risk for malnutrition, and part of that assessment also screens for food insecurity. Patients facing food insecurity are eligible to receive a food pharmacy box upon discharge.

Using the proprietary [Guiding Stars](#)[®] system, the food pharmacy box provides shelf-stable presorted food items, including milk, oatmeal, tuna, black beans, cans of no-sodium vegetables and pasta with sauce, as well as information about Food Lion's nutritious products and the Guiding Stars system. Easy to understand, Guiding Stars was introduced in 2006 and includes ratings on products and shelf labels at all Food Lion stores. The three-star rating system is simple: one star for good, two for better and three stars for the best nutritional value. The rating system makes it easier and quicker to identify the item's nutritional value and for patients to follow their physician-prescribed dietary guidelines.

"We are so grateful to Food Lion for supporting our vision for a food pharmacy that will benefit patients in need and for their investment in this program that improves health outcomes for individuals in our hospitals and clinics, many that have a chronic disease and identify as food insecure," said Schorr Davis, executive director of the New Hanover Regional Medical Center Foundation. "Partnerships like this help us further deliver on our mission to improve the health of our communities."

In addition, Food Lion donated the equivalent of 1,800 meals of the same product used in the food pharmacy boxes to the Food Bank of Central and Eastern North Carolina, Wilmington branch, supporting New Hanover County neighbors to achieve their health and nutrition goals.

About Food Lion

Food Lion is an omnichannel retailer committed to nourishing its neighbors during the moments that matter most. More than 82,000 associates across 1,100+ stores deliver an easy, fresh and affordable shopping experience throughout 10 Southeastern and Mid-Atlantic states. Through its 'Count on me' culture, Food Lion fosters a sense of belonging for all associates, promoting a diverse and inclusive environment that has supported LGBTQ+ equality for nearly two decades. Food Lion is the only company in the country to be named an ENERGY STAR Partner of the Year for 21 consecutive years. It also pioneered a food rescue program to support food-insecure neighbors. Through Food Lion Feeds, the retailer has donated more than 1 billion meals to individuals and families since 2014 and has committed to donate 1.5 billion meals by 2025. Founded and based in Salisbury, N.C., since 1957, Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Ahold Delhaize. For more information, visit foodlion.com.

About Novant Health

Novant Health is an integrated network of hospitals, physician clinics and outpatient facilities that delivers a seamless and convenient healthcare experience to communities in North Carolina, South Carolina, and Georgia. The Novant Health network consists of more than 1,800 physicians and over 35,000 team members who provide care at more than 800 locations, including 15 hospitals and hundreds of outpatient facilities and physician clinics. In 2021, Novant Health provided more than \$1.1 billion in [community benefit](#), including financial assistance and services.

For more information, please visit our website at NovantHealth.org. You can also follow us on [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

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Novant Health public relations

Food Lion and Novant Health partnership



Food Lion launches a food pharmacy pilot program in partnership with Novant Health. Jimmy Jones, Director of Operations, Wilmington Region, Food Lion, speaks on behalf of the omnichannel retailer regarding the collaboration.

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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/49680cbe-fc7e-4de3-bc97-c4e878cd66ea>