

Guidelines for Supermarket Tours



Planning

1. Supermarket

- ❖ Choose a supermarket where participants normally shop or with easy access for your planned audience. Visit the supermarket first to get an idea about what is available and how it is laid out.

Telephone the supermarket owner

- explain who you are, what you plan to do
- make arrangements to conduct the tours with days, suitable times and meeting place
- arrange somewhere to meet after the tour
- phone the supermarket the day before the tour to remind them of the tour.

Inform the store of:

- the number of participants
- meeting place
- tour start and finish time

2. Tour leader preparation

- review objectives of the tour
- plan activities to be conducted
- familiarise yourself with products with each category and where they are in the supermarket
- plan to follow the layout of the store to avoid unnecessary doubling back
- organise name badges for participants
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3. Recruitment

- identify participants who would benefit from a tour
- before the supermarket tour use 'Why the Fuss' and the shock box with individual participants or conduct a group session to highlight the amount of teaspoons of fat and sugar in foods
- determine how many tours appropriate.
- if more than one planned give participants a choice of dates of scheduled tours.
- phone participants a week before the tour to confirm day, time, venue, meeting place and how long the tour will be.
- ask participants to shop after the tour
- bring reading glasses if required and a pen

4. Conducting the tour

Arrive at the store 15 minutes before the tour and inform personnel you are in the store

- wear name badges and make introductions
- hand out New Zealand Supermarket Pamphlets

Discuss food categories to be covered eg bread, milk, butter-margarine, crackers, cheese, biscuits, cereals and any others requested dependent on time.

- aim for the tour to be no longer than 45 minutes.
- use planned route to avoid backtracking. Note when label reading compare the 100g column not the serving column.
- review the information learned and discuss whether more tips could be added to message card. Answer any questions.
- provide evaluation sheets.

Thank the supermarket manager for their co-operation