

## Grocery wars, obesity battles put dietitians on the front lines (slideshow)

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*Albany Business Review*

Grocery stores are fighting harder than ever to stand out and gain a greater share in a \$1.4 trillion market.

In the Albany metro alone, consumers have more choices as Trader Joe's and Fresh Market—and soon Whole Foods—have entered the market.

Increasingly, grocery stores are employing dietitians—one of several ways they're trying to build customer loyalty. In this week's print edition, we introduce three staff dietitians from the Hannaford, Price Chopper and ShopRite supermarket chains. Sure, they're part of the intense grocery war competition, but they're also viewed as a necessary component as more consumers deal with obesity and food allergies.

Click on the photo, above right, to meet the dietitians—ShopRite's Alisha Strianese, Price Chopper's Ellie Wilson and Hannaford's Marianne Romano—and learn more about what they do.

—Reporters Michael DeMasi and Pam Allen contributed to this report

Industries: Retailing & Restaurants



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*Donna Abbott Vlahos*

Hannaford dietitian Marianne Romano sees many people who are under doctors' orders to change their diets. "For some people, changing their food choices is literally a matter of life and death," she says.



15 photos

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