



MOUNTAINmarkets

HEALTHY CORNER
STORE INITIATIVE

The MountainWise Healthy Corner Store Project, a collaborative project of the Community Transformation Grant and your local health department, is working to increase community access to healthy, affordable foods through neighborhood corner stores. We are seeking stores just like yours to partner with us in this community supported project.

Because of your location and the value that you already provide to your community, your store is an ideal candidate for the MountainMarkets project.

IF YOU DECIDE TO TAKE PART, HERE'S WHAT YOU CAN EXPECT FROM OUR TEAM:

- **Understanding:** The MountainWise team, working with you and your staff, would gain a thorough understanding of your store, what you offer, and ways to enhance and promote the sale of healthful items. This is an opportunity for us to understand what makes your business work and what might be a fit for you with this project.
- **Implementation:** The MountainWise team will provide your store with marketing items, shelving, mailers and promotional items designed to attract customers to the store. If you're interested, we can also provide access to professional merchandisers who are trained in staging to sell.
- **Evaluation:** Did this work? Can it work for other stores like yours? We want to make sure this project is a benefit to not only the community, but most importantly to you, the store owner. We will work with you to evaluate the success of the Healthy Corner Store Project, determining if enhancements attracted more customers and brought in more revenue. This evaluation will be used to improve upon the project for years to come.



Visit mountainwise.org
for more information.



**Communities
Transforming**
For a healthier North Carolina

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Grant Project and the Centers for Disease
Control and Prevention.

We are committed to working directly with your store to help increase your market sales and expand your customer base through selling healthy food items such as **fresh produce, whole grain bread, healthy snacks** and merchandising items that you already stock. We will provide marketing, technical assistance, and resources to enhance what you already provide, while identifying new additions to boost sales and increase access to healthy foods.

We look forward to hearing from you and learning more about your store.

A STORY WORTH SHARING. PEOPLE WORTH PRESERVING. WWW.MOUNTAINWISE.ORG