



HEALTHSTAND

Health Stand Nutrition Consulting Inc.

***Are you a food industry group,
public relations firm or restaurant
that wants to **increase sales**
of your healthy products?***

As consulting dietitians who have worked with thousands of consumers, we know your target market!

We can help you boost the credibility of your marketing messages that will help them think of your brand, product or restaurant first.

Triple Charge Your Marketing Messages

With over 20,000 new products introduced into the marketplace per year, how can you make your healthy products stand out?

We offer nutrition consulting to the food industry with measurable return on investments.

1. Enhance **credibility** of your products
2. Position your organization as a **reliable** source of health information
3. Increase **brand visibility**, **product differentiation** and **consumer loyalty**





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WHO WE ARE

Consulting Dietitians for the Food Industry

- We work with health conscious consumers every day
- We understand the buying decisions, questions and concerns of this target market
- We keep up to date with the latest nutrition research and trends related to your products
- We translate the complex science of nutrition and food into simple positive marketing messages that work for your products
- We have extensive media experience in TV, radio and print

WHAT WE DO

Nutrition Consulting Services

- ✓ **Idea generators** for marketing initiatives of current and new products
- ✓ **Writers** for your website, consumer brochures and health professional letters
- ✓ **Media Spokespersons** for TV, radio, magazines, newspapers
- ✓ **Endorsement** of your brand/products
- ✓ **Staff training manuals and workplace wellness programs**
- ✓ **Tradeshaw and event representation**
- ✓ **Conference keynotes or retreats** for your team or special event
- ✓ **Computerized recipe and menu analysis** (for restaurants)

For more information, samples of our media work and past food industry project work contact (403) 262-3466 or info@healthstandnutrition.com





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Principle Consultant Andrea Holwegner BSc, RD

Nutrition expert Andrea Holwegner is founder and president of Health Stand Nutrition Consulting Inc. since 2000 based in Calgary, Alberta, Canada. She has counseled hundreds of individuals including Olympic athletes on the benefits of healthy eating. Andrea is the *chocoholic dietitian* and believes in eating *fully* - both *healthfully* and *soulfully*.

Andrea is an inspiring professional speaker who captures audiences with a buzz that's better than caffeine with simple nutrition and lifestyle ideas to look and feel your best everyday. Her message is not just about food, it's about LIFE and achieving better balance, energy and health.

This dynamic nutrition guru is a regular contributor for CBC News Online and is often asked to give her professional advice for such national publications such as Canadian Living, Chatelaine and Today's Parent. Andrea has also made a name for herself on camera, having appeared as the dietitian on the Life Network's popular reality weight loss show "Taking it Off," CTV National News and CBC News Today Newsworld. She's also been interviewed by CBC radio in almost every province in Canada. Closer to home, she regularly provides the 'goods on food' to Global News-Morning, CITY-TV's Breakfast Television and CFCN News at Noon in Calgary.

With a Bachelor of Science degree in Nutrition and Food Sciences, Andrea completed a Dietetic Internship to become a Registered Dietitian. She is a regulated member of the Dietitians of Canada, the College of Dietitians of Alberta, the Canadian Association of Professional Speakers and acts as a media expert for the Dietitians of Canada.

In her spare time, Andrea enjoys sipping wine with her husband over a good meal. She loves to pursue her favorite sports of backcountry skiing, hiking and rock climbing in the Canadian Rockies.





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Testimonials

Fleishman-Hillard Canada (FH) worked with Andrea Holwegner on a Canada-wide media tour for the Canadian Egg Marketing Agency (CEMA). FH was engaged in June to conduct a media tour in July. This was exceptionally tight timing, especially given that CEMA's national mandate meant that we targeted eleven English-speaking markets. Throughout, Andrea was accommodating, professional and an exemplary spokesperson. Her passion for healthy living, paired with her confident and enthusiastic delivery resulted in extremely positive, well-messaged coverage. We look forward to working with her again!

Anne Yourt, past Senior Account Executive, Marketing Communications
Fleishman-Hillard Canada
Toronto, Ontario

Andrea Holwegner is a leading expert in the field of nutrition. After numerous successful television segments on Global Morning News, we asked her to be a regular monthly guest expert. Over the past year Andrea has continued to bring forward current issues and topics relevant to our viewers. She understands media, comes well prepared, and is both entertaining and energetic. We look forward to continued work with her as a regular guest on our show. Thanks Andrea!

Angela Kokott
Co-host Global Morning News
Calgary, Alberta

The Registered Dietitians of Health Stand Nutrition Consulting Inc. (Andrea Holwegner and Carole Dobson) provided outstanding consulting work for a research study and book we are developing. They were able to achieve an extremely tight timeline and strong attention to detail in the menus and recipes they were analyzing and editing for us. We appreciated the high quality of work and look forward to engaging them further in future consulting projects.

Pam MacDonald
Penscott Medical Corporation,
Danville, California





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Andrea Holwegner has been a welcome addition to the Weekly Check-up feature - in the Health section at CBCNews.ca since it launched almost a year ago. Her insightful writing speaks to our audience: she explains the complexities of food and nutrition in a way that anyone can understand. Whether she's talking about simple steps you can take to avoid packing on calories or offering advice on how to get healthy school lunches into your child, you will learn something that you can apply in your everyday life. Her writing is crisp, concise, to the point - she provides news you can truly use.

Peter Hadzipetros, Consumer/Health Producer
CBC News Online

WOW---We don't have to be perfect. What a relief! Andrea spoke at our annual fall conference, and just lit up the room with her energized, dynamic, and inspiring presentation. The feedback from our participants was just glowing; like they've been renewed and given permission to focus on what really counts at meal time. The real life approach to food and nutrition is so much more attainable and sustainable. Our group consisted of Food and Nutrition managers, dietitians, and food industry reps, and all were engaged with Andrea's messages.

Denise Russell
President—Alberta Society of Nutrition Managers

We can't thank you enough for your contributions to our HealthCare Education day, especially on such tight timelines. The amount of work you put into tailoring your message and your presentation to our crowd was very clear. Your presentation was an incredible opportunity for our customers to take something away not only for their professional lives, but for their personal lives as well. Additionally, your energy and ability to relate to the audience was invaluable as a presenter. Your presentation truly transcended age and time, and everybody was able to relate and walk away with something to help them out. Thank you so much for inspiring that in our customers and in us. We hope to have you back again."

Christopher Sprentz
Marketing Manager, SYSCO Calgary





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April 02, 2008

On behalf of Alberta Health and Wellness I would like to recommend the services of Health Stand Nutrition Consulting Inc.

Alberta Health and Wellness contracted the services of Health Stand Nutrition Consulting Inc. from October 9, 2007 to January 31, 2008 to revise the content of the resources Healthy Eating and Active Living for Your 1 to 5 Year Old and Healthy Eating and Active Living for Your 6 to 12 Year Old, and to redesign the handouts Food Guide Serving Sizes for 1 to 5 Years and Food Guide Serving Sizes for 6 to 12 Years. In order to revise content and redesign the handouts, this project involved outsourcing for content experts, organizing reviewers and working within pre-determined timelines.

Health Stand Nutrition Consulting Inc. organizational and time management skills, excellent written and verbal communication skills and the ability to work well with key stakeholders within our health regions contributed to their ability to complete this project and provide Alberta Health and Wellness with an exceptional final product.

I would not hesitate to recommend the services of Health Stand Nutrition Consulting Inc. If you require additional information, please contact me by phone at (780) 427 5249 or by e-mail at patricia.martz@gov.ab.ca.

Yours truly,

Patricia Martz
Project Manager
Alberta Health and Wellness

