



NUTRITION CONSULTING INC.

References

Food and Restaurant Industry Consulting and Media Spokespersons

Andrea Holwegner BSc, RD

Since 2012 Registered Dietitian Andrea Holwegner has been a regular contributor on CTV Morning Live. She has informed our viewers on trendy and timely topics from how to lose those last five pounds, to the most asked questions on carbs and sugar. Her segments are not only very informative but her visual displays are top-notch. She is easy to work with, is well prepared and has never been late. I would recommend her for her own TV gig any time!



Neena Gill

Producer

CTV Morning Live

Andrea Holwegner consistently writes informative, intelligent and relatable columns about diet and nutrition that are relevant for readers of the Calgary Herald. She brings a voice of expertise that is also relatable, reasonable and engaging, and her columns regularly appear among the most read stories on the Herald website.



Tom Babin

Features Editor (Arts & Life, Swerve, Travel)

Calgary Herald Newspaper

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Having worked with Andrea Holwegner in the past, there was no doubt that partnering with her for a new product launch on a national scale would ensure the success of our client's marketing campaign.

Andrea's extensive expertise in the nutrition field, strong relationships with top tier media in the Calgary market and flexibility were major factors contributing to the high quality coverage the team garnered for our client.

Not only was Andrea part of the execution process; she also contributed to the media outreach strategy and played a key role in helping to develop the campaign's key messaging as well.

Taking into account the results that Andrea helped to deliver, along with her professionalism, strong work ethic and easygoing attitude; partnering with her on this program was invaluable and we would not hesitate to refer her to others seeking a similar partnership.

Stella Mok, Account Director
Andrea Flanders, Account Manager
Zeno Group

Your in-depth knowledge of all the components of the science of nutrition combined with an appreciation for the emotional enjoyment of food has translated into brand-right, executable ideas. We have appreciated being able to rely on your expertise to help us shape our menu offerings in order to best align with consumer needs and trends. When we have had opportunity to put together a speaking engagement series or educational video series, you have been quick to enhance the ideas and round out the program. You have taken every project to its maximum, and it shows in the results.

JUGO JUICE.

Thank you for your contribution to our brand and our business; we look forward to a continuing successful relationship.

Erin Heath, Brand Strategy Manager
Jugo Juice Canada, Division of Mty Tiki Ming Enterprises Inc.

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Fleishman-Hillard Canada (FH) worked with Andrea Holwegner on a Canada-wide media tour for our client. FH was engaged in June to conduct a media tour in July. This was exceptionally tight timing; especially given our client'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, 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.



**Angela Kokott, Co-host
Global Calgary Morning News**

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



Alberta Health and Wellness contracted the services of Health Stand Nutrition Consulting 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 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.

**Patricia Martz, Registered Dietitian & Project Manager
Wellness Branch, Alberta Health**

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Below are some of the comments on feedback forms from independent grocery retailers that attended Andrea Holwegner's two keynote sessions: [Bite-sized Changes for Supersized Results](#) AND [Marketing to Health Conscious Consumers](#):

Andrea is a spitfire! She is lively, engaging, captivating and delivers great fresh ideas! She dresses up the topic of nutrition and takes it to a whole new level. In today's fast paced and stressed out world it is an important message to hear for your own personal health. As a retailer, the whole healthy eating movement is a hot topic you need to know more about in order to better understand your customer's needs. Andrea's sessions deliver significant added value to retailers who want to make this a priority message for their businesses. Go Andrea!

Pete Luckett

Professional Speaker and Founder of Pete's Wholesale/Retail Outlets and Luckett Vineyards

Relevant, interesting and useful. Information that is useful to me. All presented in a fun and entertaining format. Thank you!

Dan Bregg

President, Buy Low Foods/Associated Grocers



I wish to sincerely thank you for participating at this year's Freshables Conference, your topic and your presentation was just what the Doctor ordered being that the focus was on Health & Wellness at this year's event.

Your message and your energy inspired all that attended. Your execution was spot on while at the same time left us wanting more of what you had to offer.

In today's fast moving economy and hectic lifestyle you brought home a realistic action plan for real personal change as well as solutions that can target real sales growth in today's Food Retail environment.

I applaud your ability to coach and mentor and most importantly your infectious humour and great passion for what you believe in.

Andrea, it's my pleasure to endorse you as a true professional.

Keith J. Ball, Manager

Produce Sales & Marketing, Associated Grocers

[\(Associated Grocers review\)](#)

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The information provided today gave me some ideas to help make my store unique/compete with the big-box stores. By providing health related facts we will provide better “we care” approach to sales.

Adrian Krawec
Assistant Manager, Athabasca Buy-Low Foods

Absolutely fascinating, interesting and very informative.

Sandy Toma
Manager, Safety Mart Buy-Low Foods



Great information, ideas I hadn't thought of.

George Green
Store Manager, Askew's Foods

I thoroughly enjoyed the energy brought to the room by you. It is obvious that you started your day off right. Practice makes perfect. Our team was fully engaged due to your infectious energy. Thank you.

Dean Olynik
Chief Executive Officer, Askew's Foods



Great presentation. Lots of information for eating healthier and living better.

Albert Lum
Director Supply Chain, Buy-Low Foods

Very interesting content presented in an interactive way.

Adrian Donohoe
Store Manager, Nester's Market

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I loved how Andrea makes nutrition simple. Consumers are very confused about making good choices and her approach just makes sense. I will be returning to my business with a fresh no-nonsense perspective.

Lori Hoffman

Bakery Manager, Nester's Market

Your presentation was good, inspiring and entertaining. I would recommend you to others.

Jessica Godbout

Baker, Robinson Foods

Thank you for your time and input. I look forward to utilizing your info in my bakery and deli.

Vera Poole

Bakery/Deli Manager, Sana'aih Market

I really enjoyed listening to your thoughts toward health and nutrition. It has given me a completely different point of view when engaging with customers.

Joelene Matsalla

Produce & Bakery Worker/Cashier, 108 Mile Supermarket

Great job, very clear and insightful.

Eric Olson

Store Manager, Nester's Market



Fantastic! Great bite-sized information that was easy to digest.

Steven Bacon

Store Manager, Nester's Market

Andrea Holwegner, known as the Chocoholic Dietitian, is founder and president of Health Stand Nutrition Consulting Inc., a member of the Canadian Association of Professional Speakers and a media expert for the Dietitians of Canada. For nutrition counselling information and to sign up for a free monthly newsletter loaded with nutrition tips, recipes and more visit <http://www.healthstandnutrition.com/>. Twitter [@chocoholicRD](https://twitter.com/chocoholicRD).

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