



# — Food for Health —

## Wellness Newsletter

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### 2025 Healthy Food Trends

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Have patience with all things,  
But, first of all with yourself.

— Saint Francis de Sales

### 4 Simple and Healthy Food and Drink Trends For 2025

The desire to improve our health is rooted in human nature, and for good reason! It keeps us inspired and striving to take care of our precious, resilient bodies. A gentle reminder to help us stay committed to ongoing self-care is Jim Rohn's wise advice to, "Take care of your body. It's the only place you have to live." So simple, yet so profound!

As we enter another new year and work toward our own health and wellness goals, consider leaning into these four healthy food and drink trends using tasty Fx™-approved products from Heinen's.

#### Trend 1: Protein-Packed Products

The dietitian in me feels obligated to share that you probably don't need as much protein as you think. Most people need around 0.8 grams of protein per pound of their ideal body weight. This translates into 120 grams of protein per day for a 150-pound person.

With this knowledge, here are some trending high-protein products at your local Heinen's to help you meet your protein needs:



- **Good Culture or Organic Valley Cottage Cheese:** With 14-15 grams of protein per serving, these cottage cheeses are made from the milk of pasture-raised cows, giving them an omega-3 edge compared to grain-fed cows.
- **Painterland Sisters Organic Skyr Yogurt:** This pasture-raised yogurt contains up to 18 grams of protein and no more than 7 grams of added sugar per 5 oz. container. Skyr is similar to Greek yogurt but it's a bit more tart, with a smoother, thicker consistency due to an ultra-filtration process.

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## 4 SIMPLE AND HEALTHY FOOD AND DRINK TRENDS FOR 2025 *continued*

- **Seeded Hero Bread:** Made from resistant starch and wheat protein, this high-fiber bread offers 12 grams of protein per slice! Customers rave about Hero Bread because they can finally enjoy a low-carb bread without sacrificing the soft texture they crave.

### Trend 2: Quick and Convenient Meals

In a perfect world, all of our meals would be healthy and hassle free! The good news is that there is a wide assortment of Fx™-approved ready-made/minimal-prep meal components across Heinen's Grocery and Frozen Departments.



- **Gluten-Free Pancake Mixes:** Breakfast can be on the table in under 15 minutes with Simple Mills Pancake and Waffle Almond Flour Baking Mix, Birch Benders Sweet Potato Pancake and Waffle Mix, and King Arthur Baking Company Gluten-Free Pancake Mix.
- **Homemade-Inspired Soup:** 18 Chestnuts offers premium soups created with fresh vegetables from local farms. Their four low-fat, vegan, and gluten-free varieties are nutrient-dense and wake the senses.
- **Frozen Meals:** Skip the additives, preservatives, and ultra-processed ingredients with one of these Fx™-approved frozen meals.
  - Blue Zones Kitchen Burrito Bowl or Heirloom Rice Bowl
  - Kevin's Natural Foods Beef Bolognese Bowl, Thai-Style Coconut Chicken, or Roasted Tomato Chickpea Pasta
  - Amy's Kitchen Veggie Loaf and Mashed Potato Entree, Bean and Rice Burritos, or Brown Rice, Black Eyed Peas, and Veggies Bowl
- **Simmer Sauces:** Kevin's Natural Foods Thai Coconut, Lemongrass Basil, or Cilantro Lime Simmer Sauces can be added to vegetable or meat-based dishes for mouthwatering flavor.
- **Ready-to-Eat Grains:** Heinen's Organic Cooked Brown Rice Bowls make building satisfying bowl-style meals a breeze. Just add a veggie and protein and dinner is served!

### Trend 3: Alcohol Alternatives

You've probably heard of people participating in "Dry January," where they give up alcohol for the entire month following the holidays. Some even commit to an alcohol-free lifestyle beyond January.



Whether you're looking to drink less alcohol or give it up altogether, these functional and fruity mocktail-style beverages can ease the transition. They are made with supportive ingredients to balance your mood, like L-theanine, ashwagandha, GABA, 5-HTP, Lemon Balm, magnesium, and mushroom extracts. Located in the Mixer Aisle.

- De Soi Non-Alcoholic Apéritifs
- Kin Euphorics Non-Alcoholic Alternative Drinks
- Recess Zero Proof Mocktails

### Trend 4: Better-For-You Cereals

Heinen's carries an array of healthier cereals, so you don't have to go without! These Fx™-approved products are full of crunchy goodness with minimal added sugar and no artificial ingredients, gluten, or GMOs.



- Lovebird
- Catalina Crunch
- Three Wishes
- Seven Sundays
- Heinen's Organic Multigrain Flakes
- Grandy Organics Coconola Original Grain-Free Granola

*Tip: If you struggle with portion control, pour your cereal into a coffee mug instead of a bowl!*

### Key Takeaway

If you want to be successful in any area of life, it's essential to set challenging, yet achievable goals. Do yourself a favor and take some time to think about what you want for your body in 2025, then write it out and post it where you'll see it every day.

## 3 EASY TIPS TO READ FOOD LABELS LIKE A PRO

After filling your cart with fresh fruits and veggies from Heinen's Produce Department, the next best strategy to help you make healthier choices is learning how to decipher a food label.

With so much information plastered all over food packages, it can be difficult to determine what to pay attention to. Do calories matter? How about cholesterol? Should you be concerned with fat grams?

I'm going to make this easy for you with the three label-reading guidelines I personally use to determine whether a food goes into my cart or back on the shelf.

### 1. Look Beyond the Front of the Package

The front of a food package is like a giant billboard designed to sway you towards a purchase. For example, the word "natural" on a label means absolutely nothing, so please don't be fooled. Mercury is a natural chemical element found in the earth's crust, but you wouldn't want to bottle it up and eat it.

Don't get me wrong, some of the information on the front of packaged foods can be valuable. For example, Heinen's new line of organic, raw, A2, 100% grass-fed cheeses is indeed all those things, but you'll still want to check out the ingredients and Nutrition Facts panel to make sure it's right for you.

### 2. Scan The Ingredient List

Spin the package around and focus on the list of ingredients. Those used in the largest amount are listed first, followed in descending order by ingredients used in smaller amounts. A good rule is to choose foods with the least amount of ingredients—and more importantly—know what they are! Is the food loaded with added sugars, inflammatory fats and preservatives? Better yet, would your great grandmother recognize these ingredients?

I recommend avoiding the following ingredients and opting for the suggested swaps in their place.

- Artificial sweeteners
- Sugar alcohols
- High fructose corn syrup
- Inflammatory fats
- Artificial colors and preservatives

Found in flavored water, nutrition bars, yogurt, soda and many other foods, **artificial sweeteners** are labeled as acesulfame potassium, sucralose (Splenda), aspartame (Equal) and saccharin (Sweet-n-Low). These zero-calorie sweeteners can cause sugar

cravings, increased hunger, elevated blood sugar, weight gain and can also destroy healthy gut bacteria.

Erythritol, xylitol and sorbitol are categorized as **sugar alcohols**—reduced-calorie sweeteners made from carbohydrates, not alcohol. They are found in certain brands of nutrition bars, cereals, candies, chewing gum and highly refined stevia and monk fruit products. Although they provide fewer calories than sugar, sugar alcohols can have a laxative-type effect, causing gas, bloating and diarrhea in certain people. I think this is the body's way of telling you to stay away.

**High fructose corn syrup** (HFCS) is a highly processed sugar that can increase your risk of weight gain, diabetes, heart disease, abnormal cholesterol and fatty liver disease.

Choose products with more natural sweeteners like raw honey, pure maple syrup, molasses, dates, coconut sugar, coconut nectar, stevia, monk fruit, and allulose.

Inflammatory fats and oils like canola, vegetable, sunflower, safflower, corn, soybean, palm kernel, partially hydrogenated and hydrogenated oils contribute to inflammation in the body.

Look for products using healthier fats like olive oil, extra virgin olive oil, avocado oil, coconut oil, high oleic sunflower or safflower oil, coconut butter, flax seed oil, grass-fed butter/ghee and sustainably sourced palm oil.

Nitrites, nitrates, potassium bromate, BHA, BHT, MSG, Blue #1, Blue #2, Red #3, Red #40, Yellow #5 and Yellow #6 are only some of the many preservatives and coloring agents hiding out in packaged, processed food. Kick these ingredients to the curb; your body deserves better!

### 3. Aim for Certain Targets on the Nutrition Facts Panel

If the product passes the above ingredient test, move up to the Nutrition Facts panel and aim for these targets:

- **Added Sugar:** 10 grams or less of added sugar per serving. For optimal health, aim for 5 grams or less. Consider that the daily limit set by the American Heart Association is less than 25 grams of added sugar for women and less than 36 grams for men.
- **Dietary Fiber:** The more the better! Shoot for a minimum of three grams per serving, keeping in mind that the daily recommendation is 25-35 grams. Most people don't get nearly that much, so be a trend-setter!

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## SWEET POTATO AVOCADO BITES



Perfectly poppable, these bite-size rounds feature a delicious avocado, tomato, onion, and cilantro salsa on a toasted sweet potato cracker.

*Servings: 30 Bites; Prep time: 10 minutes; Cook time: 30 minutes*

### Ingredients

#### FOR THE SWEET POTATOES

- 2 large sweet potatoes, sliced into 1/4-inch rounds
- 1 Tbsp. Heinen's extra virgin olive oil
- Pinch of salt and pepper

#### FOR THE SALSA

- 1 large avocado, diced
- 1 large tomato, diced
- 1/4 cup red onion, diced
- 1/4 cup diced cilantro, plus more for serving
- 1 Tbsp. lime juice
- 1 Tbsp. Heinen's extra virgin olive oil
- Salt and pepper, to taste

### Instructions

1. Preheat the oven to 425°F. Line baking sheet with parchment paper.
2. Combine the sweet potato rounds, olive oil, and salt and pepper in a large bowl. Mix well.
3. Line the sweet potato rounds on the baking tray. Bake for 20 minutes, then flip and bake for 10 more minutes.
4. While the sweet potatoes are cooking, combine the avocado, tomato, red onion, cilantro, lime juice, extra virgin olive oil, salt, and pepper. Gently mix until everything is combined. Set aside.
5. When the sweet potatoes are done baking, set on a platter and top with the avocado cilantro salsa.
6. Top with additional cilantro for serving.

## 3 EASY TIPS TO READ FOOD LABELS LIKE A PRO *continued*

In addition to added sugar and fiber, there may be certain nutrient limits you need to consider depending on your personal dietary needs. Sodium and potassium are two examples.

It's also worth noting that the information in the Nutrition Facts panel is for the serving size listed. The "servings per container" tells you how many servings the package contains. Be careful because it's easy to eat an entire package without realizing you just consumed three or four servings.

### Key Takeaway

Remember, fresh produce requires no label because the food is the label. There's nothing better than that! To help you navigate the other departments at Heinen's, we've labeled products meeting the above criteria with "Club Fx-Approved" buttons. Learn more about these products and find the best foods, drinks, and supplements for your personal health goals by scheduling a free Club Fx Store Tour with your local Heinen's Wellness Consultant.



Club Fx is a FREE program for Heinen's Tasteful Rewards members that offers education, nutrition tips, product recommendations and recipe inspiration for customers to live their healthiest lives. Interested in becoming a Club Fx member? Update your Tasteful Rewards account to ensure you get our weekly emails and access to personalized nutrition services!