Development of a Recipe Book for Customers Who Shop at Dollar General® Stores

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Abstract
Dollar stores serve as a readily available grocery source for many living in low-income communities and food deserts in America. The purpose of this project is to review the...
literature on the availability of healthful ingredients in dollar stores and create a booklet of healthy recipes using ingredients available in Dollar General® stores. Included in the literature review will be an assessment of food access, shopping behaviors, and food security status of populations patronizing these stores as they are contributing factors to the overall nutritional state of individuals who shop at dollar stores. In addition, a review of current programs focused on providing nutrition and culinary education or financial support for grocery shopping will be examined to further understand the gaps in resources available to this population. The recipe book includes recipes designed to provide the maximum amount of nutrition for the lowest price possible and is based solely off ingredients available at Dollar General® stores. A sample marketing plan complete with educational resources has also been developed to promote the recipe book among Dollar General® customers. The goal behind this literature review, recipe book, and marketing plan is to provide a method by which a strong national dollar store chain can play a role in promoting healthful grocery shopping and consumption among its shoppers.

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