

KOHLER

Headquarters:
Kohler, Wisconsin

Kohler is a Midwest-based manufacturing company, known for its production of plumbing products, cabinetry, tile, engines and generators, and hospitality services.

CASE FOR CHANGE

Kohler had identified nutrition as an area of concern after an internal survey found that a good portion of the associate population identified with poor nutrition habits. Julie Lyons from Kohler had approached Foodsmart, looking to bring on a solution that could create sustainable changes to eating habits as a benefit they could offer their associates. Kohler offered Foodsmart to 10k individuals (all eligible associates) to help not just those with poor nutrition today, but to keep its overall population healthy.

IMPACT

+46%

of **Unhealthy** improved nutrition by 5% or more¹

+28%

of **Obese** lost >5% of their body weight

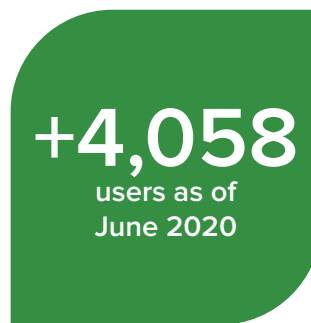
+10%

average nutrition improvement for **Obese** users who lost >5% body weight¹

Since the program launched in January 2019, Kohler associates have seen significant nutrition improvement as measured by Foodsmart's proprietary Nutriquiz (a nutrition assessment based on National Institute of Health research). Many of the previously identified Unhealthy individuals engaged with Foodsmart to improve their nutrition, where they saw improvement in areas like healthy fats (13.7% average improvement). This improvement especially held true for Kohler's Obese associates, with 51% of Obese individuals who lost >5% body weight keeping it off after 12 months, far better than DPP studies (35% of Obese who lost >5% of body weight kept it off after 12 months).

¹ As indicated by Nutriquiz, nutrition assessment based on National Institute of Health research

KOHLER EXPERIENCE



Kohler wanted its employees to take full advantage of the benefit, offering them points incentives and hosting wellness fairs, sweepstakes, and wellness champion trainings to make Foodsmart a regular part of their lives. This hard work by Kohler's HR team and the value of Foodsmart's diverse tools has led to some of the top engagement among Foodsmart's clients.



“ I have focused on eating healthier over the last year, and Foodsmart gives me constant reminders to stay on track. I have enjoyed the great tips for snacking and healthy meal recipes. My weight has been reduced by over 30 pounds in the last year while still eating foods in all the food groups ”

- Brandon, Foodsmart User Since 2019

WHY KOHLER PARTNERED WITH FOODSMART

- ✓ Lowering the risk of chronic health conditions, such as heart disease, diabetes, stroke and cancer
- ✓ Benefits the entire population wherever they are at in their health journey
- ✓ Restaurant and grocery delivery features

“Foodsmart is a tool that benefits our associate population to make healthy choices. Our associates love the variety of recipes, and how quick and easy it is to create a grocery list and upload for grocery delivery to your doorstep. Meal planning certainly got easier after we implemented Foodsmart.”

- Julie Lyons, Manager Wellness