

Overview of Trending Diets

At Wegmans, **healthy eating** means bringing **balance, variety and moderation** to one's **overall pattern** of eating.

Our **Healthy Eating Guidelines** – based on the Mediterranean diet – are the foundation of our nutrition messaging and are a great starting point for anyone looking to adopt a healthy pattern of eating. Our guidelines:

- Are **plant-forward**
- **Do not restrict** any food or food group
- Are meant to be **flexible** to meet unique needs and preferences



We recognize that some **individuals may follow a specific diet**, like those below, for various reasons. While we **do not advocate for any specific diet**, we believe it can be beneficial for folks to **explore various eating approaches** to discover what helps them **feel their best** and we offer products to support them on this journey.

Carnivore

Whole Foods Plant Based

Keto

Paleo

Intermittent Fasting

Low FODMAP

Pegan

Whole 30

Carnivore Diet

Overview

A diet that includes only meat, fish, eggs and some animal products with the goal of zero carbohydrate intake. Dairy products with carbohydrates, such as milk and yogurt, are excluded. Fruits, vegetables, grains, nuts, seeds, beans and legumes are excluded. This diet was founded on the belief that chronic disease is caused by carbohydrate intake, and that an eating pattern that consists of only animal protein & fat will reduce disease risk and have health benefits such as weight loss, heart health, fewer digestive issues, blood sugar management, and improved mood & mental focus.

Potential Benefits

- Possible short-term increase in satiety, which may lead to fewer calories consumed and short-term weight loss
- May prevent blood sugar spikes

Potential Drawbacks

- No research to support purported benefits
- Extremely restrictive, difficult to maintain
- Health issues related to zero carbohydrate intake and high protein/fat consumption
- Lacking in a variety of nutrients including carbohydrates, fiber, and other vitamins & minerals
- May lead to dysbiosis - an imbalance in gut bacteria due to the absence of plant-based compounds needed to support a healthy gut microbiome

Whole Foods Plant Based

Overview

A diet consisting of fruits, vegetables, beans, nuts, seeds, and grains while excluding all animal foods. This diet also emphasizes whole & unrefined foods, excluding any foods that are processed beyond minimal cooking. For example, olive oil, sugar and salt are not included in this eating pattern as they are not considered whole, unrefined, or minimally processed.

Potential Benefits

- May lower LDL cholesterol, triglycerides, and blood pressure
- High in fiber, which is beneficial for heart and gut health
- May aid in weight loss

Potential Drawbacks

- Restrictive, potentially difficult to follow long-term
- Could be lacking in nutrients found in animal foods, such as vitamin B12
- Challenge to cook or find prepared/restaurant foods without oils, salt, or sugar

Keto

Overview

A high-fat, low-carbohydrate, moderate protein diet that promotes ketosis – the use of ketones (fat) for energy. Typically, the body uses carbohydrate for energy and relies on ketones only during periods of starvation or fasting. The Keto diet has been used since the 1920s as a treatment for children with epilepsy; more recently, it has become a popular weight-loss diet. There are many variations of the Keto diet. Each has different targets for daily fat, protein and carbohydrate consumption. Since we cannot account for all variations, our Wegmans Brand Keto-Friendly criteria focus solely on *net carbohydrate* levels (*or net carbs*) for specific categories of foods and meal occasions.

Potential Benefits

- Significant reduction in seizures in people with epilepsy
- Suppressed appetite; decreased hunger between meals
- Short-term weight loss; potential improvement in disease risk factors associated with excess weight including insulin resistance, high blood pressure, and elevated cholesterol & triglycerides

Potential Drawbacks

- Very restrictive; can affect quality of life and enjoyment of food
- May be lacking in fiber
- Increased risk for vitamin & mineral deficiencies
- Long-term health effects of following a keto diet for more than one year are unknown. Side effects may include elevated LDL “bad” cholesterol, high triglycerides, kidney stones, constipation, increased risk for osteoporosis, and dysbiosis - an imbalance in gut bacteria

Paleo

Overview

Paleo is a diet comprised of foods that can be hunted, fished, or gathered as described by Loren Cordain in "The Paleo Diet." It is based on a simple premise – if a cavemen didn't eat it, you shouldn't either. Foods allowed generally include meat, fish, shellfish, poultry, eggs, vegetables, fruits, nuts and seeds. Foods typically not allowed include grains, potatoes, milk and milk products, beans and peas, refined sugars, processed foods and salt; however, variations in the diet do exist among those who follow a Paleo eating approach. Our Wegmans Brand Paleo criteria are based on a combination of *The Paleo Diet* by Dr. Cordain, Paleo diet bloggers and influencers (e.g., Mark Sisson, Chelsea Brinegar), Paleo websites (e.g., ultimatepaleoguide.com, thepaleolist.com, paleodietfoodlist.net) and the Paleo Foundation standards (paleofoundation.com). We are flexible with some ingredients, recognizing that certain ingredients can be controversial, and people will choose to modify Dr. Cordain's strict version of the diet based on personal preference.

Potential Benefits

- Improved appetite management
- Weight loss
- Lower blood pressure
- Lower triglycerides
- Lower blood sugar

Potential Drawbacks

- Restrictive; can affect quality of life and enjoyment of food
- Excludes entire food groups which may increase risk for nutrient deficiencies
- Long-term side effects may include elevated LDL "bad" cholesterol, osteoporosis, and dysbiosis - an imbalance in gut bacteria

Intermittent Fasting

Overview

An eating pattern that cycles between periods of fasting (or caloric restriction) and eating. While there are many different variations, the most common methods include Alternate Day Fasting (fasting every other day), Modified Fasting (eating a small percentage of calories on fasting days) and time-restricted eating (only eating during specific hours of the day, such as between 12 PM and 6PM).

Potential Benefits

- All foods are allowed
- Can be helpful for individuals who struggle with excess food consumption, particularly at night
- Individuals with strict adherence report greater self confidence
- May support weight loss

Potential Drawbacks

- Lack of long-term human studies
- Without guidance on what to eat, may lead to overconsumption on non-fasting days, or food choices that are not supportive of health
- Can be challenging when events, celebrations, etc. fall during fasting or calorie-restricted period

Low FODMAP

Overview

FODMAP is an acronym for **F**ermentable **O**ligosaccharides, **D**isaccharides, **M**onosaccharides **A**nd **P**olyols. These are types of carbohydrates found in many foods that can be poorly digested & absorbed by some people. A person following a Low FODMAP diet eliminates foods high in FODMAPs for several weeks, then reintroduces these foods to determine possible dietary triggers. We recommend folks work closely with a Registered Dietitian Nutritionist or health care professional to eliminate and reintroduce foods safely.

Potential Benefits

- Identify personal food intolerances while maximizing food choices
- Decrease in symptoms related to IBS such as gas, bloating, abdominal pain, changes in bowel habits (diarrhea, constipation)

Potential Drawbacks

- Adherence can be difficult
- Involves significant preparation and planning
- Requires eliminating and reintroducing food over several weeks to identify personal dietary triggers

Pegan

Overview

The Pegan diet is a hybrid eating approach created by Dr. Mark Hyman that combines the Paleo diet with the Vegan diet. Like the Paleo diet, the Pegan diet focuses on foods that early humans would have hunted or gathered, but with an emphasis on whole plant foods. Therefore, a person following a Pegan eating approach will eat much lower amounts of meat and animal-based foods than someone following a Paleo diet. Foods eaten on a Pegan diet include fruits & low-starch vegetables, nuts, seeds, meat, poultry, fish and eggs. Small amounts of legumes and gluten-free grains are allowed. Gluten, dairy, bread, added sugars and highly processed foods are avoided.

Potential Benefits

- Increased consumption of minimally processed whole foods that provide a variety of essential nutrients
- Decreased consumption of added sugars and highly processed foods that tend to be low in nutrients

Potential Drawbacks

- Possible increased risk for nutrient deficiencies due to minimizing or avoiding entire food groups
- Avoiding gluten is not necessary for those without celiac disease or gluten intolerance; can affect quality of life and enjoyment of food
- No in-depth studies have investigated the health effects of following a Pegan diet

Whole 30

Overview

Whole 30 involves a 30-day elimination of specific foods based on the premise that consuming certain foods - such as sugar, sweeteners (including honey, maple syrup, stevia), alcohol, grains, dairy, legumes (beans, peas, lentils and peanuts) – may cause or worsen various mental and/or physical symptoms and/or health conditions. After 30 days, foods that were eliminated are reintroduced one food group at a time to see if symptoms develop or not.

Potential Benefits

- Identification of food intolerances
- Reduce negative symptoms related to food intolerance
- Weight loss

Potential Drawbacks

- Restrictive particularly during the elimination phase
- Increased risk for nutrient deficiencies due to eliminating entire food groups