



THE HEART
AND STROKE
FOUNDATION
SOUTH AFRICA

Heart Mark Programme Retail Partnership



APPROVED AS PART OF
THE HEART AND STROKE
FOUNDATION EATING PLAN

The Heart and Stroke Foundation South Africa (HSFSA) is a non-profit health NGO with a key mission of reducing the burden of cardiovascular disease (CVD) as well as co-morbidities. The Foundation currently runs an endorsement programme known as the Heart Mark (HM) Programme that is utilised to endorse manufactured products at major RETAIL*

*Endorsed by the National Department of Health

The logo confirms that the food product is a healthier choice that contributes towards reducing and controlling high blood pressure, cholesterol levels, diabetes and CVD by scientific means. The logo informs consumer purchase decisions at retail and guarantees the shopper a product that is nutritionally certified to improve heart and brain health.



DEMARCATIONS



Where these foods are low in added sugars / salt.



These foods are low in saturated fats.



These foods are high in fibre.



These foods are good for your heart and brain.

COMPETITIVE ADVANTAGE

The Heart Mark is non-obtrusive in its placement on product on-shelf serving to complement your range/s merchandising standards and branding principles.

Your products will see the benefit of enhanced brand equity, a rise in sales volume growth, increased consumer demand and off-take as well as margin gains.

Brand Logo + Manufacturer Product = Brand Enhancement +
Volume Sales + Consumer Offtake + Increased Revenue & Margin

We have selected your product range as an ideal Heart Mark entrant and would like to invite you to apply to be a part of one of South Africa's most progressive retail manufacturer programmes that puts the consumer first.

Details of the programme and application process can be found on our website www.heartfoundation.co.za

APPLY TO BE PART OF THE PROGRAMME



Step 1 :
Make contact with us



Step 2 :
Application form and fee



Step 3 :
Evaluation and Feedback



Step 4 :
Contract

CONTACT



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