



As director of Health and Wellness at ShopRite, Natalie Menza-Crowe, RD, MS, is responsible for creating dynamic programs that educate and inspire consumers and associates to embrace the importance of healthy eating and make balanced nutritional decisions.

Natalie joined ShopRite in 2005 as the organization's first corporate dietitian. Powered by her insights and advocacy, ShopRite's award-winning health and wellness programs continue to expand and encompass a portfolio of complimentary in-store services that help customers achieve their nutritional wellness goals.

In addition to managing ShopRite's health and wellness initiatives and community and corporate partnerships, Natalie also oversees ShopRite's in-store Registered Dietitian program. Launched in 2006 to provide customized health counseling services to ShopRite customers and associates, ShopRite's dietitians serve over 140 stores in their trading area.

Natalie graduated from Rutgers University with a Bachelor of Science in Nutritional Science and completed her dietetic internship and received her Master of Science in Nutrition at the University of Medicine and Dentistry of New Jersey (UMDNJ).

A nationally recognized health and wellness expert, Natalie is a member of the American Dietetic Association and is presiding chair of FMI's (Food Marketing Institute) Health and Wellness Council. She also serves on the advisory board for Progressive Grocer and the Retail Dietitian Business Alliance.

She can be reached at Natalie.Menza-Crowe@wakefern.com