Appendix A. Food Retail Ad Targeting Criteria

|  |  |  |  |
| --- | --- | --- | --- |
| Food Retail | Bakery | Job Title | Baker & Cake Decorator, Bakery, Bakery Chef, Bakery Clerk, Bakery Decorator, Bakery Supervisor, Bakery Worker, Cake Decorator, Cake Maker, Cook/Baker, Head Baker, Pastry Baker, Paissier |
|  | Bakery | Employer | Pâtissier, Reposteria, Bakery |
|  | Big Box Store | Employer | Big Lots, Kmart, Kroger, Target, Walmart |
|  | Corner Store, Bodega & Gas Station |  |  |
|  | Deli | Job Title | Deli Clerk |
|  | Discount | Employer | Dollar General, Dollar Tree, Family Dollar |
|  | Farmers Market |  |  |
|  | Meat | Job Title | Meat Clerk, Meat Cutter, Meat Wrapper, Butcher, Butcher Assistant |
|  | Meat | Employer | Butcher |
|  | Online Food Store | Employer | Blue Apron, FreshDirect, HelloFresh |
|  | Supermarket | Employer | Acme Fresh Market, Acme Markets, Albertsons, Food 4 Less, Food Lion, Fry's Food Stores, Giant Eagle, Giant, H-E-B, Hannaford Supermarkets, Hamons Grocery Store, Harris Teater, Ingles, Jewel-Osco, King Snoopers, Piggly Wiggly Montgomery, Publix, Raley's, Safeway, ShopRite, Smith's Food & Drug, Stop & Shop, Trader Joes, United Supermarkets, Whole Foods Market, Winn-Dixie, Woolworths, Sprouts Farmers Market |
|  | Vegetable Market, Ethnic market, Farmstand, etc. |  |  |
|  | Wholesale Retailers | Employer | BJ's Wholesale Club, Costco, Sam's Club |