**Reflection: Supermarket Victory Optimizing Sports Performance through step-by-step Shopping Guides**

A lot of athletes are aware that nutrition is important in enhancing their performance, but they are not sure how to apply it. This webinar did a fantastic job of highlighting the importance of optimizing sports performance via shopping guides and supermarket tours.

I really enjoyed the entirety of this webinar for several reasons. Firstly, the intervention was practical. Nutrition education is great but also putting theory into practice and applying what you learn in a real-world setting is when your knowledge is reinforced. Secondly, the simplicity of the supermarket tours. Athletes have busy schedules, so shopping can be daunting. Making grocery shopping as simple as possible, while providing key concepts of sports nutrition to them, is a great way to increase nutrition awareness and incorporation of the right foods into their diet.

Learning about the different phases of development their project underwent was very interesting. They analyzed the grocery store layout and created the structure of their tour while focusing on the aspects of each section of the grocery store that would be relevant to athletes. The shopping guide/handout they provided to the CNP, during their pilot tour in phase 3, was very simple, to-the-point, and easy to understand. Overall, this webinar was very eye-opening. A great intervention strategy for athletes to optimize their sports performance.

**Reference**

1. MSND Students: Required Module: Supermarket Victory Optimizing Sports Performance through step-by-step Shopping Guides. Panopto. Published 2015. <https://kings.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=cb2b5722-decc-4ad3-951f-af93013c9a99>