



**BlueCross  
BlueShield**

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FOR IMMEDIATE RELEASE

**Blue Cross Blue Shield Selects Service Foods' Subsidiary Southern Foods At Home for its Healthy Endeavors Program**

*Southern Foods At Home's all-natural foods and educational health materials will help BCBSNC members maintain a healthy lifestyle*

ATLANTA, January 17—Southern Foods At Home, a subsidiary of Service Foods and a leading provider of organic and all-natural foods for home delivery, has been chosen by Blue Cross Blue Shield (BCBSNC) for its Healthy Endeavors Program.

The Healthy Endeavors Program covers members who have certain chronic conditions such as asthma, coronary heart disease or heart failure. It provides registered nurses with extensive experience regarding important health issues to assist BCBSNC members with managing their health conditions and support the care doctors provide to them. The program covers a large number of members, including all federal employees, at no additional cost to their benefit plans.

Through the Healthy Endeavors program, the company's registered nurse health coaches will recommend Southern Foods At Home's all-natural foods and educational health materials to members to assist them in making healthy choices. The BCBSNC website will link to the Service Foods and Southern Foods At Home websites to provide members with easy access to its products and services.

"Our team of registered nurse health coaches is able to recommend the food products as a resource for those interested because of the high quality of the items provided by Southern Foods At Home," says Cathy Champman, Healthy Endeavors Health Coach Team Lead for the BCBSNC Federal Employee Program. "The information such as the caloric value of foods and the recipes are a great asset and complement to our videos on making healthier food choices."

A subsidiary of Service Foods, Southern Foods At Home specializes in fully aged, all-natural Black Angus beef; super-select pork; Grade-A, free-range poultry; sashimi-grade seafood; and

Grade-A natural and organic fancy vegetables, all of which are vacuum-sealed and blast frozen to ensure superior taste, nutritional value and food safety. Each product is showcased on the Southern Foods At Home website in a full-color photograph and accompanied with complete nutritional information, including calories, saturated fat content, cholesterol and sodium content.

Southern Foods At Home also provides clients with 24/7 access to fitness tips, nutritional pointers, cooking demonstrations and educational reports detailing the link between eating right and staying healthy through outlets such as Facebook, Twitter, YouTube, Flickr, email, and the company's blog and user-friendly website.

"We're extremely pleased to be a part of Blue Cross Blue Shield's Healthy Endeavors Program and be able to provide the company's members with tools they need to have a healthy lifestyle," said Dr. Keith Kantor of Service Foods, Southern Foods At Home's parent company. "Our all-natural foods and health materials are a perfect fit for the program, and it reinforces our mission to improve America's health one family at a time."

#### **About BCBSNC:**

Blue Cross and Blue Shield of North Carolina is a leader in delivering innovative health care products, services and information to more than 3.7 million members, including approximately 900,000 served on behalf of other Blues Plans. For 77 years, the company has served its customers by offering health insurance at a competitive price and has served the people of North Carolina through support of community organizations, programs and events that promote good health. Blue Cross and Blue Shield of North Carolina is an independent licensee of the Blue Cross and Blue Shield Association. Access BCBSNC online at [www.bcbsnc.com](http://www.bcbsnc.com).

#### **About Service Foods**

Service Foods offers a full line of organic and all-natural foods free from growth hormones, preservatives, steroids, antibiotics and colorings. The company provides free delivery directly to customers' homes. In addition, dietitians, nurses, visiting doctors and fitness experts are on staff to counsel clients in leading a healthier lifestyle. Service Foods has been in business since 1981 and is based in Atlanta, Georgia, with warehouses in several states. To learn more about Service Foods, Inc., visit [www.ServiceFoods.com](http://www.ServiceFoods.com).

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