

ARMY & AIR FORCE EXCHANGE SERVICE DIRECTOR/CEO NEWSLETTER

February 2018

Exchange Healthy Initiatives Help Troops Stay Mission Ready

As a partner in the Healthy Army Community and Air Force Smart Fueling initiatives, under the Office of the Secretary of Defense's (OSD) "[Operation Live Well](#)," the Exchange offers Soldiers, Airmen and their families more healthy options than ever with brands such as Freshens, Subway, Boston Market and Muscle Maker Grill, reaffirming our commitment to support the readiness of our Warfighters.

We want to make it easier to choose meals and snacks that support a [BE FIT](#) lifestyle by increasing healthier product selection in our Expresses and food courts to provide delicious, low-calorie choices.

Our Exchanges feature [BE FIT](#) concept shops to support active lifestyles by providing the latest in fitness gear, shoes and clothing.

To parallel customer preference, we are persistently evolving and expanding [BE FIT](#) initiatives

We look forward to supporting your installations and providing your Warfighters with better-for-you options and tools to enhance readiness and resiliency. You can find Exchange restaurant and Express snack item nutrition guidelines [online](#).

The Exchange is honored to be part of your military family.



Soldier For Life!



Veteran For Life!

Tom Shull

Tom Shull
Director/CEO

Better-for-You Dining, Snacking, Shopping Supports Warfighters and Their Families

The Exchange has leaned forward to provide healthier options at on-installation restaurants, Expresses and DoDEA school cafeterias. The Exchange:

- Carries nearly 400 [BE FIT](#)-approved items at more than 320 Express locations.
- Helps diners make the right choices by listing calories on menu boards and adding digital displays highlighting healthier options at 40 Exchange food courts. All of the Exchange's 1,700-plus restaurants offer better-for-you menu choices.
- Is expanding better-for-you choices in Exchange vending machines with options that fulfill National Automatic Merchandising Association [Fit Pick](#) requirements.
- Is developing and expanding national brands with better-for-you choices like Freshens, Qdoba and Muscle Maker Grill.

Soldiers grab healthy snacks from the cooler at the Fort Hood Express.

- Actively participates in OSD's "[Operation Live Well](#)," which includes Healthy Army Community and Air Force Smart Fueling working groups.
 - Implemented more than 60 [BE FIT](#) concept shops in Exchanges, bringing athletic footwear, gear and apparel together in a one-stop spot.
- [Find out more](#) about how the Exchange is working to keep our Warfighters healthy.



ShopMyExchange.com Delivers Free Olympics Streaming

The Winter Games are about to begin—and free streaming of the Olympics for service members and their families through [ShopMyExchange.com](#) is back!

The Exchange is honored to partner with Comcast NBCUniversal and local cable, satellite, dMVPD and Telco providers to bring the 2018 PyeongChang Olympics into the living rooms or barracks of service members and their families all over the world. For the first time, free Olympics streaming is available to honorably discharged Veterans too.

[Read more](#) about free streaming of the Winter Olympics through [ShopMyExchange.com](#).



The Games will be available on NBC Sports app and on NBCOlympics.com starting Feb. 8. Visit [shopmyexchange.com/winter-olympics](#) to learn more.