



PBH 2017 Supermarket Dietitian of the Year

Ashley Martinez, MFN, RDN, LD

*Category Manager for Retail Nutrition Solutions,
Kroger*



“A healthy outside starts from the inside.”

Ashley Martinez is a Category Manager for Retail Nutrition Solutions at Kroger. Ashley started working for the company at the age of 14 and soon after, found a passion for retail dietetics. Her long time association with Kroger has provided her with expert knowledge on store operations, in-store programming, and customer outreach. While working at Kroger over the years, Ashley was a cheerleader for Ohio University where she received her Bachelor’s Degree in Human and Consumer Sciences. She then went on to receive her Masters degree in Food & Nutrition from Bowling Green State University. Ashley started working as an in-store dietitian for Kroger in January 2016. In May 2017, Ashley transitioned into her current role where she manages the Kroger dietitian and nutrition technician program in the Columbus, Cincinnati, Knoxville, Nashville, and Dayton divisions. Ashley’s current role focuses on coordinating and executing in-store dietitian programs that elevate overall wellness. Ashley also works closely with other category managers on product development and contributes recipes to the Kroger Prep + Pared meal kit program that highlight on culinary trends. Ashley is living her dream and truly thrives on learning more about retail dietetics.

Ashley feels passionate about fruits and vegetables as they are they truly add “color” to her life. By eating more fruits and vegetables Ashley is able to live and practice a healthier lifestyle. Ashley enjoys learning and incorporating new fruits and vegetables in the kitchen. Recipe development is something Ashley continues to love and by adding unique combinations of fruits and vegetables to her recipes, she is able to contribute to a colorful dish. Ashley loves how food brings us together and how healthy food keeps us together too.