**MARKETING 3.0**

Wegmans thus promoted the concept of ‘’replacing of home meals’’ by offering tasty and healthy cooked food. Company promoted principle ‘’eat well, drink well’’, that combines a list of good and healthy food, rich in vitamins and proteins, and physical exercise, control of calories and progress measurement with an index (rate) of health. Wegmans believes that health is related to nutrition that involves a healthy life-style for people and is also good for business. Along with other companies of this branch, like Whole Foods, it’s created rules for changing game of this field. By absolutely focusing on consumer in regard to health, other companies of this branch have adopted this subject as a factor of difference. Even Wal Mart was forced to deal with subject of health in its activities of marketing. A bigger difference of other companies reduced rate of leadership of Wal Mart as company of its field.