



**Kirby Branciforte, RDN**  
**Corporate Nutritionist**  
**Wegmans Food Markets**

Kirby Branciforte is a Corporate Nutritionist for Wegmans Food Markets. She is responsible for nutrition and health communications, including those shared in store, online, and through social media. Kirby helps ensure a consistent voice and message and is committed to delivering meaningful nutrition information and education for our employees, our customers, and our communities. She is passionate about reducing stress around feeding kids and families, and she believes in guiding people towards trusting their inner wisdom about food and nutrition.

Kirby earned a Bachelor's in Business Administration from SUNY Brockport and worked for several years before returning to school to seek a second degree. She earned a Bachelor's in Nutrition Management from Rochester Institute of Technology and completed her Dietetic Internship through Cornell University.

Kirby has been working as a Corporate Nutritionist since 2014, but her career with Wegmans began in the early 2000s when she worked as a Produce Clerk in her Brockport Wegmans. It was there that she developed a love for Wegmans culture and values as well as a deep appreciation of the power that fruits & veggies have in benefiting our health and well-being. This early experience is what led her back to Wegmans so many years later. Kirby lives in LeRoy, NY with her husband and three sons.

