Discuss these questions with your group and circle your answers.

1. What **Marketing Strategies** do you see? (Hint: there can be more than one!)

Celebrities **Health Claims** **Cartoon Characters** **Bright Colors** **Games and Prizes**

2. Who is the #1 **Target Audience** for this product? (Hint: there is only one right answer!)

Kids **Adults** **Teens** **Athletes**

Nutrition Facts

About 12 servings per containers

Servin size   About 14 chips (28g)

Amount per serving

Calories   140

		% Daily Value*
Total Fat	6g	8%
Saturated Fat	0.5g	3%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	140mg	6%
Total Carbohydrate	19g	7%
Dietary Fiber	2g	8%
Total Sugars	2g	
Added Sugars	2g	4%
Protein	2g	
Vitamin D	0mcg	0%
Calcium	10mg	0%
Iron	0.6g	2%
Potassium	90mg	0%

Ingredients

Whole Corn Flour, Whole Wheat Flour, Sunflower Oil, Whole Rice Flour, Sugar, Salt

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Discuss these questions with your group and circle your answers:

1. Is your ingredient list short or long?

*This one's easy! Start counting...
then circle the correct answer:*

SHORT
fewer
than 10

LONG
more
than 10

A long ingredient list isn't automatically bad, but it does mean you may want to do some more investigating!

2. Does your ingredient list match what is listed on the front?

Let's break this one down. First... take another look at the front of your product. What flavors are marketed there? What would you hope to find in the ingredient list? Write them below:

I would hope to find:

_____

_____

_____

Great work! Now see if you can find those words in your ingredient list. Are they in there? Circle one.

✔
YES

✘
NO

That's some sneaky marketing! Where do you think the flavors and colors are coming from?

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