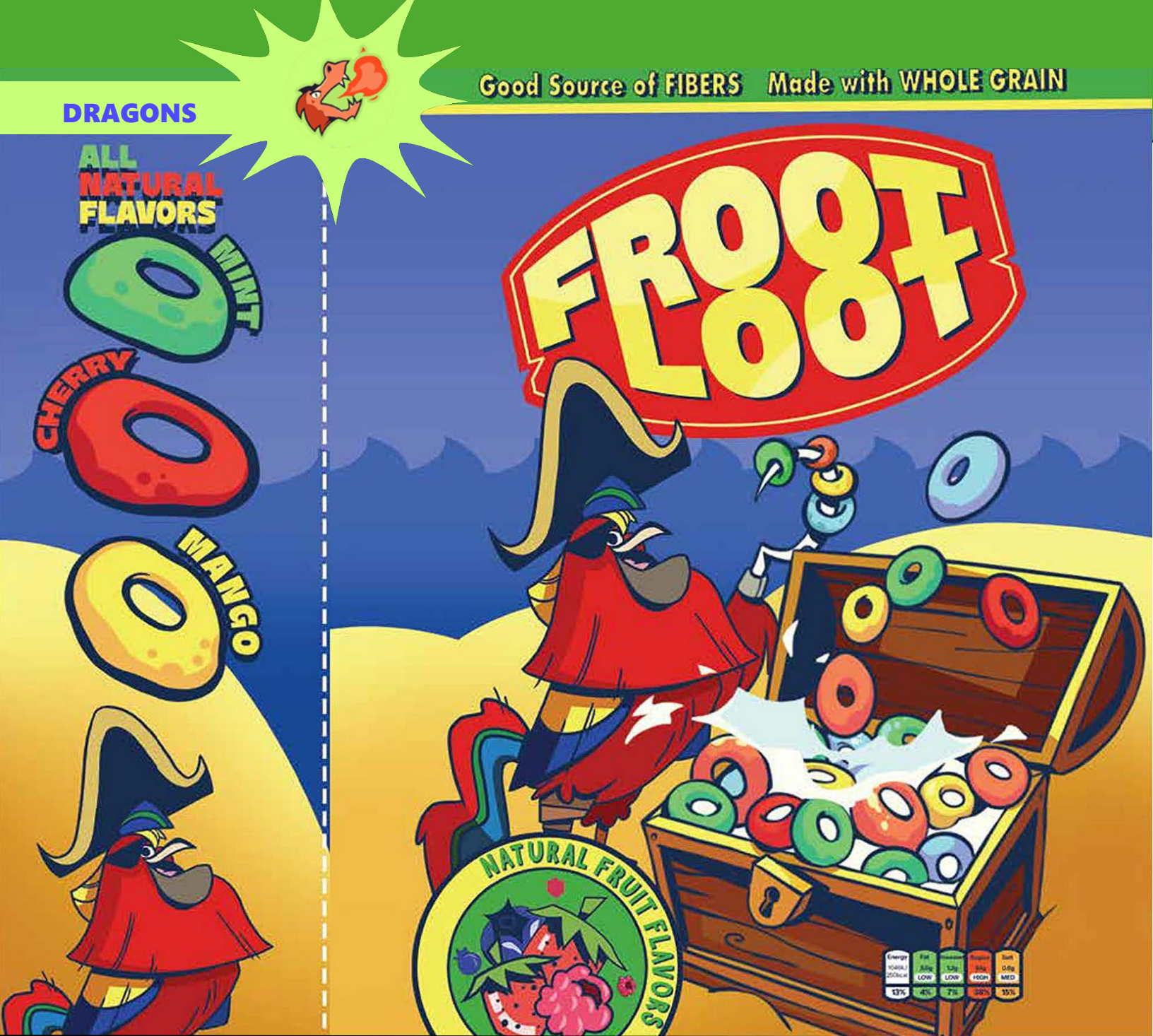


**DRAGONS**

Good Source of FIBERS Made with WHOLE GRAIN

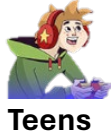
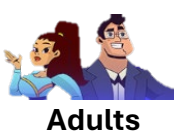


Discuss these questions with your group and circle your answers.

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



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





## Nutrition Facts

Serving Size 1 Package (27 g)

Approx. 18 Servings Per Container

Amount Per Serving  
Calories

Cereal  
100

	Amount	%Daily Value
<b>Total Fat</b>	1g	1%
Saturated Fat	0g	0%
Trans Fat	0g	
<b>Cholesterol</b>	0mg	0%
<b>Sodium</b>	140mg	6%
<b>Total Carbohydrate</b>	24g	9%
Dietary Fiber	2g	8%
Total Sugars		
<b>Includes 8g Added Sugars</b>	8g	16%
<b>Protein</b>	2g	

## Ingredients

Corn flour blend (whole grain corn flour, corn flour), Sugar, Wheat flour, Whole grain oat flour, Canola and/or soybean oil, contains 3% or less of hydrogenated vegetable oil (coconut, soybean, and/or cottonseed), Salt, Natural flavor, Red 40, Blue 1, Yellow 6. Vitamins and minerals: Calcium carbonate, Sodium ascorbate (vitamin C), Reduced iron, Zinc oxide, Pyridoxine hydrochloride (vitamin b6), Thiamin mononitrate (vitamin B1), Folic acid.

# DRAGONS



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?*





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

# red-hot CHEEZERS

## Nutrition Facts

About 9 Servings Per Container  
Serving Size About 21 Pieces (28g)

Amount Per Serving

**Calories** **160**

% Daily Value\*

<b>Total Fat</b>	11 g	<b>14%</b>
Saturated Fat	1.5 g	<b>8%</b>
Trans Fat	0 g	
<b>Cholesterol</b>	0 mg	<b>0%</b>
<b>Sodium</b>	210 mg	<b>9%</b>
<b>Total Carbohydrate</b>	15 g	<b>5%</b>
Dietary Fiber	<1 g	<b>3%</b>
Total Sugars	0 g	
<b>Protein</b>	1 g	
Vitamin D	0 mcg	<b>0%</b>
Calcium	10 mg	<b>0%</b>
Iron	0.6 mg	<b>2%</b>
Potassium	90 mg	<b>0%</b>

Not a significant source of added sugars.

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 Calories a day is used for general nutrition advice.

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

## Ingredients:

Enriched Corn meal (corn meal, ferrous sulfate, niacin, Thiamin mononitrate, Riboflavin, Folic acid), Vegetable oil (palm and/or soybean and/or canola oil), Seasoning [salt, maltodextrin, Sugar, Monosodium glutamate, Citric acid, Sugar, Red 40, Yellow 6, Cheddar cheese (milk, cheese cultures, salt, enzymes), Garlic powder, Soy protein concentrate, Onion powder, Natural flavors, Disodium inosinate, Disodium guanylate]

# EAGLES



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?*

## FOOD DETECTIVES

[www.fooddetectives.org](http://www.fooddetectives.org)



HEART  
HEALTHY

MADE WITH  
WHOLE GRAINS

NO ARTIFICIAL FLAVORS  
OR PRESERVATIVES

GOOD SOURCE  
OF FIBER

LOW IN  
FAT

UNICORNS



MOUTHWATERING  
WAVES OF FLAVOR



HEART  
HEALTHY

WHOLE GRAIN SNACKS

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



# UNICORNS



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:*

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*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?*

## Nutrition Facts

About 12 servings per containers  
Serving 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



# CERTIFIED ORGANIC!

DINOSAURS



DANNIE'S  
•HOMEGROWN.

WILD BERRY  
MIX

ORGANIC CAT SHAPED SNACKS



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



Cartoon Characters



Bright Colors



Health Claims



Games and Prizes



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

Kids



Adults



Teens



Athletes



**DANNIE'S**  
· HOMEGROWN ·

## Nutrition Facts

Serving size: 1 Pouch

Amount per serving **60**  
**Calories** As Packaged

Food component/ Nutrient	Amount As Packaged	% DV* As Packaged
<b>Total Fat</b>	0g	0%
Saturated Fat	0g	0%
Trans Fat	0g	--
<b>Cholesterol</b>	0mg	0%
<b>Sodium</b>	40mg	2%
<b>Total Carbohydrate</b>	16g	6%
Dietary Fiber	0g	0%
Total Sugars	10g	--
<b>Incl. Added Sugars</b>	10g	20%
<b>Protein</b>	0g	--
<b>Vitamin D</b>	0mcg	0%
<b>Calcium</b>	0mg	0%
<b>Iron</b>	0mg	0%
<b>Potassium</b>	0mg	0%
<b>Vitamin C</b>	37mg	40%

## Ingredients

Organic Cane Sugar, Organic Corn Syrup, Organic Tapioca Starch, Water, Organic Pear Juice from Concentrate, Pectin, Citric Acid, Lactic Acid,, Ascorbic Acid (Vitamin C), Natural Flavor, Sodium Citrate, Organic Coconut Oil, Organic Color (Organic Red Carrot, Organic Red Currant Extract), Organic Carnauba Wax

**MADE WITH  
REAL FRUIT**

# DINOSAURS



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?*

**FOOD DETECTIVES**  
[www.fooddetectives.org](http://www.fooddetectives.org)





Discuss these questions with your group and circle your answers.

2. What Marketing Strategies do you see?  
(Hint: there can be more than one!)
3. Who is the #1 Target Audience for this product?  
(Hint: there is only one right answer!)



Celebrities



Cartoon  
Characters



Bright Colors



Health  
Claims



Games and  
Prizes



Kids



Adults



Teens



Athletes

# POWER ACE

## Nutrition Facts

2.5 servings per 28 fl oz container

Serving Size	12 fl oz	
Calories	80	
Total Fat	0g	0%
Sodium	240mg	10%
Total Carbohydrates	21g	8%
Total Sugars	21g	
Includes Added Sugars	21g	41%
Protein	0g	0%
Calcium		
Potassium	80mg	2%
Vitamin C		20%
Vitamin B12		35%
Magnesium		

## Ingredients

Water, Sugar, Less than 1% of: Citric acid, Salt, Sodium Citrate, Monopotassium phosphate, Magnesium chlorides, Vitamin B6, Natural flavors, EDTA (to protect color), Glycerol ester of rosin, Sucrose acetate isobutyrate, Blue 1

# SHARKS



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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