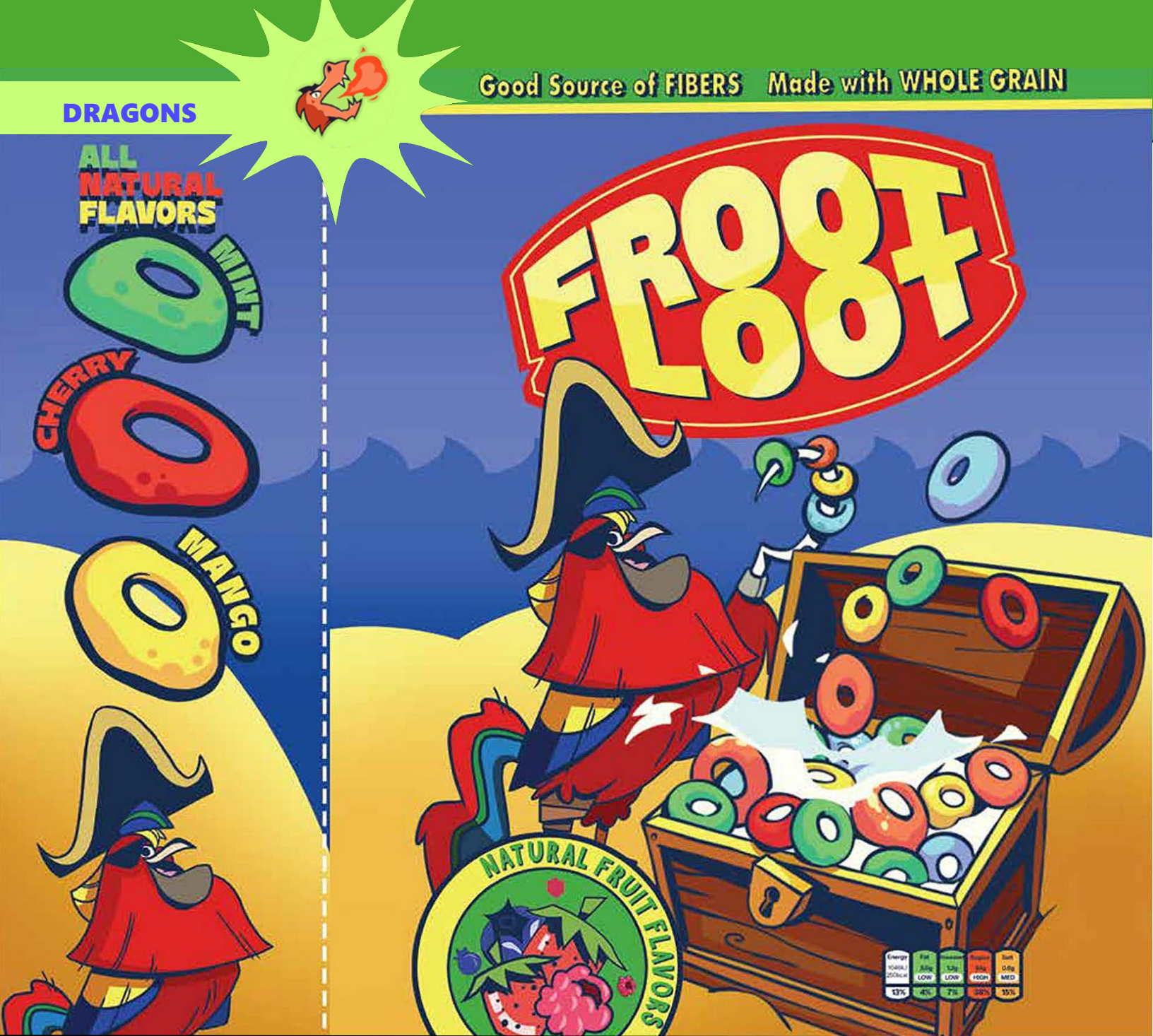


DRAGONS

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!)



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

Serving Size 1 Package (27 g)

Approx. 18 Servings Per Container

Amount Per Serving Cereal
Calories 100

	Amount	%Daily Value
Total Fat	1g	1%
Saturated Fat	0g	0%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	140mg	6%
Total Carbohydrate	24g	9%
Dietary Fiber	2g8g	5%
Total Sugars		
Includes 8g Added Sugars	8g	16%
Protein	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?