



0 GRAMS TRANS FAT

red-hot CHEEZERS

HAZARDOUSLY CHEDDARY!



EAGLES

LIMITED EDITION
MADE WITH
DELICIOUS CHEDDAR



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

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

HEART
HEALTHY

MADE WITH
WHOLE GRAINS

NO ARTIFICIAL FLAVORS
OR PRESERVATIVES

GOOD SOURCE
OF FIBER

LOW IN
FAT

UNICORNS



MOUTHWATERING
WAVES OF FLAVOR

SUN
CRISPS

100% WHOLE GRAIN



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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 Grains (Whole Corn Flour, Whole Wheat Flour), Sunflower Oil, Whole Rice Flour, Sugar, Salt

UNICORNS



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Good Source of FIBERS Made with WHOLE GRAIN

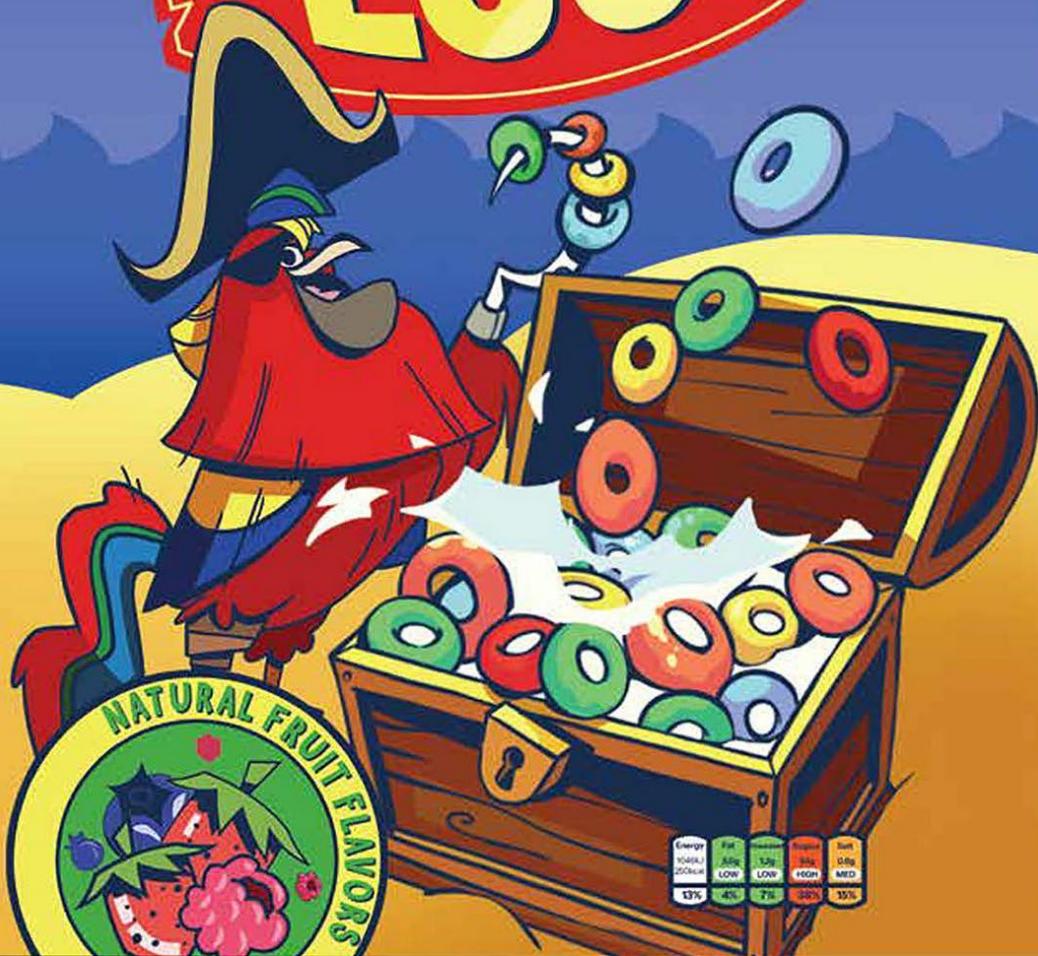
DRAGONS



ALL NATURAL FLAVORS



FROOT LOOPS



Energy	Fat	Sugar	Sodium	Fiber
100kcal	10g	12g	100mg	5g
20%	20%	24%	20%	10%
13%	4%	7%	20%	15%

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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



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CERTIFIED ORGANIC!

DINOSAURS



DANNIE'S

• HOME GROWN •



WILD BERRY MIX

ORGANIC CAT SHAPED SNACKS



Made with

LOVE



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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
Total Fat	0g	0%
Saturated Fat	0g	0%
Trans Fat	0g	--
Cholesterol	0mg	0%
Sodium	40mg	2%
Total Carbohydrate	16g	6%
Dietary Fiber	0g	0%
Total Sugars	10g	--
Incl. Added Sugars	10g	20%
Protein	0g	--
Vitamin D	0mcg	0%
Calcium	0mg	0%
Iron	0mg	0%
Potassium	0mg	0%
Vitamin C	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



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 (Hint: there is only one right answer!)



Celebrities



Bright Colors



Cartoon Characters



Health Claims



Games and Prizes



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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



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