



0 GRAMS TRANS FAT

red-hot CHEEZERS

HAZARDOUSLY CHEDDARY!



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