



Hungry for more?

Get smart eating tips, new recipes and information about how to get the most nutrition out of your calories. It's one more way we share your love of food and your desire to live well.

For other information, visit:

- FDA's www.cfsan.FDA.gov/dms/foodlab.html
- USDA's MyPyramid.gov



Looking for foods with more nutrition? Let the Stars be your guide.

Look for the Guiding Stars on shelf tags, and see how the foods you usually choose rate. The first system of its kind in the United States.



Guiding Stars.
Nutritious shopping made simple.®



Introducing Guiding Stars.

Nutritious shopping made simple.®
(And easy. And practical. And fun.)





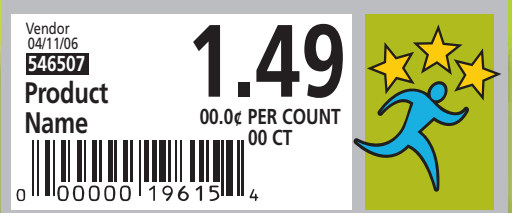
The more Guiding Stars,
the more nutritional value.



One star means **good** nutritional value.



Two stars, **better** nutritional value.



Three stars, **best** nutritional value.



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Why Guiding Stars?

We all want a healthy lifestyle, but don't always have the time. Or the patience. Or the knowledge. That's what makes Guiding Stars so appealing. This easy navigation system helps you find foods throughout the store that give you the most nutrition for the calories.

Just check the shelf tags.

If you see one, two, or three Guiding Stars, it means that item has:

More	Less
Vitamins	Saturated Fat
Minerals	Trans Fat
Fiber	Cholesterol
Whole Grains	Added Sodium
	Added Sugars

No Stars?

If the shelf tag has no stars, it simply means one of two things:

- 1 The food doesn't meet the nutritional criteria for a Guiding Star.

Of course you can still enjoy these foods. Nobody is expected to eat all stars all the time. Just remember to balance the foods you love with a healthy, active lifestyle. You can always read the Nutrition Facts panel and ingredients list to help you make informed choices that work best for you and your family.



- 2 The food is not rated.

Bottled waters, dried spices, coffees/teas, are not rated by Guiding Stars. For more information, see signs in these sections.