

The Sweeter Side of Good Nutrition

Finding the sweet spot for desserts, candy, and ice cream in a balanced diet





Nestlé's Commitment to *Good Nutrition*

As a recognized and trusted leader in nutrition, health, and wellness, Nestlé seeks to help you make informed food and beverage choices.

We believe that the enjoyment of food and beverages is harmoniously linked to life and living at its best – that's what Good Food, Good Life® is all about. With that as our guiding philosophy, you can be assured we are committed to offering foods and beverages that are the best tasting and most nutritious.

We encourage responsible nutrition, moderation, and variety in food habits. One of our key priority areas is providing clear, on-pack portion guidance information as part of our global, company-wide commitment to nutrition, health, and wellness. As part of our continuous improvement, we are also changing many of our product sizes and packaging to better support our portion guidance recommendation.

Our aim is to help make appropriate portion choices easier and assist you when purchasing, preparing, serving, and enjoying our foods and beverages. Across our entire portfolio, we offer many foods and beverages that taste great and are portionable. We also share helpful tools, such as this portion guide, available online for easy access.

For more information, visit: <http://www.nestleusa.com/nutrition>.



Baking



Candy



Ice Cream





Treat *Right*

Desserts and sweet treats such as baked goods, ice cream, and candies, are delicious and fun to share. This guide will help you make informed decisions about satisfying your sweet tooth. We'll make it simple, enjoyable, and fun!

The choice is *Yours*

Eating habits are formed over time, and every decision counts. Sweet treats – and how you choose to enjoy them – is one of those decisions. The tips we'll share will help you make informed choices about enjoying sweets.

Sweet Treats and Serving Sizes

Let's start with the Nutrition Facts Panel – look for the Serving Size and the Servings Per Container at the top of the panel. This is your first indication of whether the numbers on the panel match the amount you are eating.

Regulations ensure consistent labeling, allowing for comparison between products. For example, the serving size is the amount that people typically consume. There is a difference between a recommended portion and the serving size.

Nutrition Facts Panel Serving Sizes

U.S. regulations require a Nutrition Facts Panel on nearly all retail food packages. This information expresses the food's nutrition based upon a typical amount consumed by the U.S. population and compares how much nutrition is in the serving size relative to the percent daily values that an average adult needs. You may need more if you're male, a teenager, physically active, or pregnant/nursing. You may need less if you're a small-framed woman, a child, or managing your weight. In other words, the Nutrition Facts Panel information provides serving sizes that have been standardized to make it easier to compare similar foods, but may not be the amount of food needed to maintain a well-balanced diet.

Nutrition Facts	
Serving Size 1/2 Cup (65g)	
Servings Per Container: 12	
Amount Per Serving	
Calories 150	Calories from Fat 60
% Daily Value*	
Total Fat 7g	11%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 60mg	3%
Total Carbohydrate 19g	6%



Servings vs. Portions

Now you are familiar with serving sizes, but the portion you serve yourself may be larger or smaller than what is listed in the Nutrition Facts Panel. This amount is considered your portion. Take note of the portion you have served yourself and do the math. For example, if you want a portion of two “servings,” multiply the nutrition facts by two to account for consuming twice the amount of nutrients listed. Again, different people have different nutritional needs.

Sweet treats should be consumed in moderation, but what does that mean? At Nestlé®, we have set out to define moderation and recommended portion sizes based on what we call the Nestlé® Nutrition Foundation reference values. These values rely on public health recommendations by the World Health Organization and the Institute of Medicine. More importantly, they define upper limits for nutrients like fat, sodium, and sugar, as well as lower limits of nutrients like fiber and calcium, for every product category. In short, the portions we recommend here are designed to be appropriate choices in the context of a balanced diet.

Here are a couple of examples using some of your favorite Nestlé® brands:




DREYER'S®/EDY'S® SLOW CHURNED® Cookies 'N Cream Ice Cream





In this 1/2 example, one serving is 1/2 cup

Nutrition Facts	
Serving Size 1/2 Cup (65g)	
Servings Per Container: 12	
Amount Per Serving	
Calories 150	Calories from Fat 60
% Daily Value*	
Total Fat 7g	11%
Saturated Fat 4g	20%
Trans Fat 0g	

Serving Size vs. Portion: Candy

NESTLÉ® CRUNCH®		NUTRITION FACTS PANEL'S SERVING SIZE (ON PACKAGE)	CONSIDER THIS PORTION
	Fun Size	3 bars (38g) 190kcal	1 bar (13g) 60kcal
	Single	1 bar (44g) 220kcal	2 pieces (22g) 110kcal
	Share Pack	1 bar (80g) 390kcal	1 piece (20g) 100kcal

Serving Size vs. Portion: Ice Cream and Frozen Dessert Snacks

FROZEN TREAT		NUTRITION FACTS PANEL'S SERVING SIZE (ON PACKAGE)	CONSIDER THIS PORTION
	Dibs®	1 container (100g) 340 kcal	1/2 container (50g) 170 kcal
	Drumstick®	Original Drumstick® 290 kcal	Lil' Drum® 120 kcal



Our Approach to Responsible Labeling

Our aim at Nestlé® is to make appropriate portion choices easy for you. In an effort to help you make informed choices for you and your family, we have committed to providing on-pack portion guidance messaging on 100% of our kids and family products by the end of 2015. For this reason, we are developing portion guidance at a product level with clear illustrations, and updating our packaging and product format designs to be more portionable.

Providing portion guidance information on all of our packages takes the guesswork out of enjoying your favorite sweet treats. Though it seems straightforward to determine proper portion guidance recommendations, many considerations were needed to get it right. This includes making sure we had the latest scientific research to develop our Nutritional Profiling System, which is used to benchmark our products against a set of nutrition criteria and developed to reflect public health recommendations.



→ Look for the Nutritional Compass® on Nestlé® product packages for the at-a-glance information you need to help make informed choices about your diet and provide helpful reminders.



Good to remember

Enjoying confections in moderation can be part of a balanced diet and an active lifestyle.

Good to connect

1-800-295-0051
M-F 8AM-8PM ET
Visit us at nestlecrunch.com

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Moderation in All Things

It is important to know the distinct difference between moderation and elimination. There is no need to completely eliminate any one food group from your balanced diet; unless, of course, for dietary restrictions or allergens. This includes sweet treats and desserts. Sweet treats and desserts can be enjoyed in moderation when being mindful of the portion size, total calories consumed, and daily activity level.



The Keys to *Sweet Success*

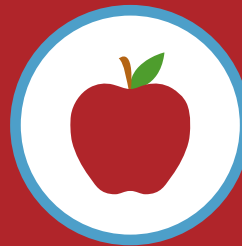
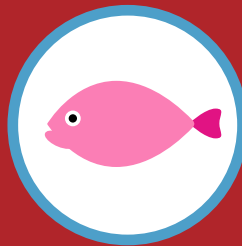
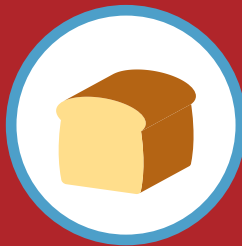
No Need to Eliminate

It is okay to indulge in sweet treats occasionally, but make sure it does not become the focus of your daily diet.

Source: <http://www.candyusa.com/TreatRight/content.cfm?ItemNumber=4768>

Switch It Up

It can be said that too much of anything is never a good thing. Eating a variety of different food groups and even individual foods within a food group will help ensure you cover the recommended daily nutrient requirements.



Recognize Portion Distortion

The Dietary Guidelines encourage you to *enjoy your food, but eat less* and to *reduce oversized portions*.



Busy schedules make eating out or on the go a common practice, and the serving sizes and menu portions have gotten bigger. More often than not you are served entrees and desserts that are large enough for two adults to share.

[ChooseMyPlate.gov](http://www.choosemyplate.gov) has quizzes that compare today's portions to those that existed decades ago.

Source: <http://www.choosemyplate.gov/supertracker-tools/portion-distortion.html>



Discretionary *Calories 101*

Choose your calories wisely

Discretionary calories are typically found in foods and beverages that contain saturated fats and/or added sugars. Sweet treats are often considered a source of discretionary calories. Although enjoyable and delicious, sweets tend to be higher in sugars and fats, which often means higher in calories and not much nutritional value. Due to this, sweet treats should be consumed in moderate portions.

Source: <http://choosemyplate.gov/weight-management-calories/calories/empty-calories.html>

Room for Discretionary Calories

Every calorie counts

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*According to the USDA:
Discretionary calories =
Total estimated daily
energy requirement (kcal)
minus essential calories.*

What does that mean? *Discretionary calories* are a certain amount of calories left in one's daily caloric allowance—calories that can be used flexibly, once nutrient needs have already been fulfilled by nutrient-dense foods and beverages.

Meeting the recommended amounts of nutrients and making sure you consume enough calories to match the energy used in your daily activity are two factors that determine the amount of food you need.

A person's calorie needs will vary depending on age, gender, activity level and size. Most nutrition labels are based on an average adult's needs of 2,000 calories a day, but it is important to know your specific needs.

Source: <http://choosemyplate.gov/weight-management-calories/calories/empty-calories-amount.html>

Not everyone's discretionary calorie allowance is the same, so it is important to know what the U.S. Dietary Guidelines for Americans recommend.

	ACTIVITY LEVEL	TOTAL CALORIES	DISCRETIONARY CALORIES
Male, 24 5'10, 150 lbs.	<30 minutes of activity/day	2400 Calories/day	up to 330 Calories/day
Female, 26 5'2, 120 lbs.	<30 minutes of activity/day	1800 Calories/day	up to 160 Calories/day
Female, 45 5'7, 135 lbs.	>30 minutes of activity/day	2000 Calories/day	up to 260 Calories/day
Male, 52 6'0, 180 lbs.	>30 minutes of activity/day	2600 Calories/day	up to 360 Calories/day

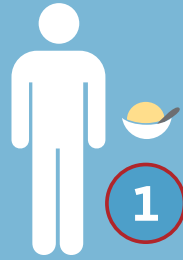
Source: <http://www.choosemyplate.gov/myplate/index.aspx>



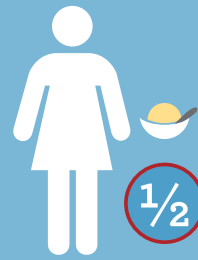
Know Your Calorie Needs

Portions are best identified after total calories are determined. To determine your calorie needs, visit www.ChooseMyPlate.gov.

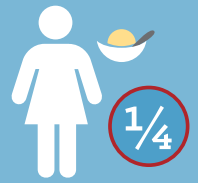
→ *One size does not fit all!*



Dad – 1 cup of ice cream



Mom – ½ cup of ice cream



Child – ¼ cup of ice cream

Don't Desert *Desserts*



TIP

Based on your amount of discretionary calories, choose an appropriate amount.



TIP

Balance your sweet treat consumption with exercise and a variety of healthy foods for a balanced diet each day.

Good Food does make for a Good Life!



Special occasions and sweet treats go hand-in-hand

Whether it's pumpkin pie on Thanksgiving, candy shared on Halloween, or an ice cream sundae on your birthday, the connection of treats to celebrations and traditions goes beyond American celebrations. It's something shared by people around the world.

From generation to generation and celebration to celebration, it's no wonder the connection to childhood and good time memories. Treats are delicious!

Too much of a good thing and overindulging can be a slippery slope. Be sure to keep in mind the portions and discretionary calories you are allotted before indulging at times of celebration.

Source: <http://www.ncbi.nlm.nih.gov/pubmed/21382279>



An Energy *Balancing Act*

Finding your energy balance

Calories are energy, and energy balance is the balance of calories consumed in order to maintain a healthy body weight. Everything you eat and drink that has calories is considered ENERGY IN, while the calories burned during activity is ENERGY OUT. Expending calories (ENERGY OUT) beyond your minimum calorie requirements can lead to weight loss over time.

Exercise is not the only way to burn calories (ENERGY OUT).

You also burn them by breathing, digesting food, or performing daily tasks like walking the dog, doing house chores, or pushing a shopping cart in the grocery store.

One of the many benefits of adding exercise to your daily life is boosting your metabolism to burn more calories at rest. Energy balance does not need to balance out perfectly every day, but rather over time. Keeping it in balance will help maintain a healthy weight.

For example, if you require 2,000 calories per day, but consume an extra 300 calories, health professionals recommend balancing the excess calories with physical activity or choosing to have less the following day for weight maintenance.



Source: <https://www.nhlbi.nih.gov/health/public/heart/obesity/wecan/healthy-weight-basics/balance.htm>

Energy Balance in Real Life

Balancing your “calorie budget”

Managing Energy Balance can be thought of as a “calorie budget.” If your recommended amount of calories is 1,800, think of that as the amount \$1,800 to spend in a day. If you were to spend \$800 early on in the day on breakfast, you’d have to plan on how to spend your remaining \$1,000 (or calories) on the remaining snacks, lunch, and dinner in order to stay within your budget.

Did you know that if you consume an extra 150 calories per day above your calorie needs that you could gain an extra 10 pounds in a year? This is prevented by increasing your calories burned (ENERGY OUT) or reducing your calories consumed (ENERGY IN).

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Ways to **cut** 150 calories (ENERGY IN):

- Use fresh fruit as a topping versus syrups or fudges on ice cream
- Share candy or a small dessert with friends
- Swap out a serving of potato chips for a serving of your favorite vegetable
- Drink water instead of a 12-ounce regular soda

Here are some ways to **burn** 150 calories (ENERGY OUT), in **30 minutes** (based on a 150-pound person):

- Walk two miles
 - Do house chores or yard work
 - Play basketball, football or soccer with your kids or friends
 - Go for a bike ride
-

For more information on physical activity guidelines and energy balance, visit: <http://www.health.gov/dietaryguidelines/dga2010/DietaryGuidelines2010.pdf> or <https://www.nhlbi.nih.gov/health/educational/wecan/healthy-weight-basics/balance.htm>



Good Food, Good Life



It's As Easy As Pie

Portion Guidance for Desserts

We believe that enjoying indulgent treats as part of a well-balanced diet promotes good health. We recommend moderate portions between 80-150 calories by serving the appropriate size or by sharing larger baked goods with family and friends.





Baking Begins with Love

At Nestlé®, we aim to make life more pleasurable for you and your family by offering products like Carnation®, Libby's, and Nestlé® Toll House® that not only taste better, but are also easier to incorporate into a healthy lifestyle.

From trusted ingredients and delectable recipes to helpful tips on portion guidance, we want to help you make better choices when it comes to preparing and enjoying decadent desserts and sweet treats. Here you'll find helpful tips to keep you on track with your daily calorie intake by staying true to a recipe, using simple substitutions in a recipe to create healthier options, pairing desserts with more nutritious foods, and determining appropriate portion sizes, just to name a few.

It's our way of showing love.



Desserts are Part of *Good Health*

Be thoughtful about including sweet treats as part of a balanced diet

Enjoy treats, but be aware of how much you're consuming.



Enjoy a Toll House® chocolate chip cookie (110 calories)



A line of Toll House® morsels (70 calories) the length of two pencils (about 1 tbsp. or 26 morsels) may be appropriate for a "sometimes snack"

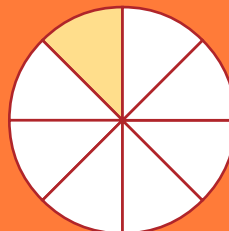
Just One Piece of the Pie

Pie and Serving Sizes

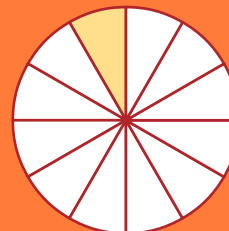
The recommended serving size is 1/8th of a pie or 125g.

Sources: Very Best Baking and Reference Amounts Customarily Consumed Per Eating Occasion (RACC) - <http://www.ecfr.gov/cgi-bin/text-idx?c=ecfr&rgn=div8&view=text&node=21:2.0.1.1.2.1.1.8&idno=21>

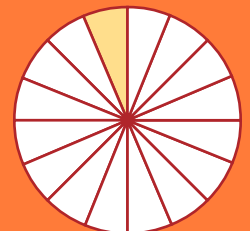
TIP Divide pie into smaller slices, yielding 12 to 16 servings.



standard portion



better portion



best portion



Have Your Cake and *Enjoy It Too*

Being mindful about dessert portions and how to feel satisfied

Making room for desserts in your balanced diet is easier than you think. Here are just a few simple tips on how you can indulge responsibly.

1. Forget the all-or-nothing mentality.

Aim for a balance that suits you and your lifestyle. For example, if you're craving something carb-rich, like a brownie for dessert, replace your starch at dinner with an extra portion of veggies or a smaller portion of whole grains.



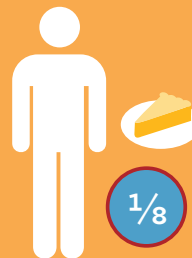
2. Serve desserts on smaller plates.

Practice serving desserts in small bowls or on salad plates.

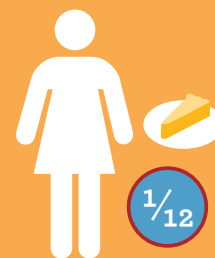
Source: Brian Wansink, PhD: <http://foodpsychology.cornell.edu/content/plate-size-and-color-suggestibility-delboeuf-illusion-bias-serving-and-eating-behavior>

3. Serve and store.

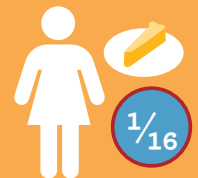
Dish up only one serving per person, storing the remaining dessert to resist the temptation of consuming a second helping.



Dad - $\frac{1}{8}^{\text{th}}$ slice of pie

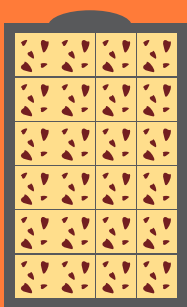


Mom - $\frac{1}{12}^{\text{th}}$ slice of pie

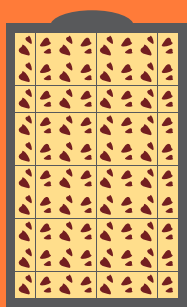


Child - $\frac{1}{16}^{\text{th}}$ slice of pie

TIP Cut brownies and bar cookies into smaller pieces after baking and serving one piece per person.



Suggested serving - recipe yields 24 bars



Better serving - cut pieces to $\frac{1}{2}$ size of recipe instructions

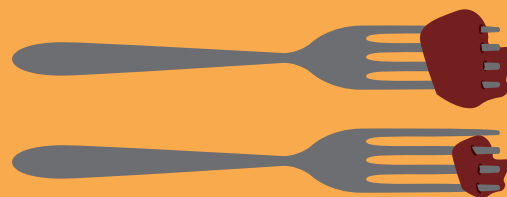
TIP Store extra pieces for another occasion.

Store bake goods in an airtight container, refrigerate, and consume within two weeks. Another option is to wrap baked goods well in plastic wrap, freeze, and consume within three months. Remember to always note the date on your stored foods.



4. Shrink both portions and bites.

Smaller bites are just as important as smaller portions. Smaller bites helps drive greater enjoyment from smaller portions.



5. Look at “how” as well as “how much.”

It's more than portion size, it's how you enjoy your desserts.



Enjoy your dessert with company. Stay clear of the TV, computers, and other electronics that devour your attention. These devices distract you from being aware of how much you're consuming.



Put your fork down between bites. It takes approximately 20 minutes for your stomach to signal your brain that you're full. This will give you time to really taste your food and enjoy your company.



6. Add a little personality to each serving.

Add fresh berries and other nutrient-dense foods, such as roasted rolled oats, nuts, or seeds, to fill the plate and give the appearance of more indulgence, thereby elevating the feeling of satisfaction.

Get Off the “SoFAS”

Reduce “Solid Fat and Added Sugar”

Added sugars are those added to a recipe, such as brown sugar in cookies. Solid fats are saturated, such as those found in butter. SoFAS are the same as discretionary calories.

We all know that treats like pies, cookies, and cakes are indulgent. However, the USDA 2010 Dietary Guidelines state that we eat too many and should reduce our intake.

Did You Know?

SoFAS stands for “solid fat and added sugar.” Recent reports suggest that we consume three times the amount of SoFAS or discretionary calories that we should have in a day. The USDA 2010 Dietary Guidelines recommend no more than 5–10% or 100–200 calories for a 2,000 calorie diet. This is a great reminder of the importance of choosing small indulgences.



Simple Baking *Substitutions*

With the exception of replacing some ingredients with healthier, more nutritious options like Libby's® 100% Pumpkin, non-fat yogurt, and applesauce, be sure to follow the recipe.

Rule #1 for portion guidance: Don't add or change ingredients that can contribute to an increase in calories per serving.



Discretionary calories can add up easily, especially when we add more ingredients than needed. Here are some creative ways to help reduce the number of calories in your baked treats.

Nutrient-rich ingredient substitution examples for desserts

REPLACE:	WITH:
1 cup strawberry preserves	1 cup fresh strawberries
1 cup granulated sugar	¾ cup granulated sugar
1 cup butter	½ cup butter and ½ cup Libby's® 100% Pumpkin
1 cup toffee chunks	1 cup toasted almonds

Do It Yourself!

Baking from scratch gives you the flexibility to use healthier ingredients. For example, when a recipe calls for butter or shortening, consider replacing it with non-hydrogenated margarine or canola oil.

Reduce fat and calories

- Replace heavy cream with Carnation® Lowfat 2% Evaporated Milk
- Use 2 egg whites instead of 1 egg
- Replace half the baking fat with applesauce, mashed bananas, or Libby's® 100% Pumpkin
- Swap sour cream with low-fat yogurt
- Dust cake with cinnamon, Nestlé® Toll House® Baking Cocoa, or icing sugar instead of frosting

Reduce sugar

- Cut back on total sugar by one-third
- Replace half of the sugar with a sugar substitute suitable for baking
- Rely on spices or flavors that enhance sweetness, such as cinnamon, ginger, vanilla, orange rind, or nutmeg
- Add diced dried fruits to distribute sweetness more evenly

Increase fiber

- Choose recipes made with lots of fruit
- Include fiber-rich Libby's® 100% Pumpkin in your recipes
- Bake with whole wheat flour instead of all-purpose white flour
- Make crumbly crusts by combining high-fiber bran cereal with wafers or cookies



Balance Treats with *Healthy Pairings*

There are many ways to enjoy fruits or low-fat or fat-free dairy along with your favorite baked treat at lunch or dinner.



1 cookie + piece of fruit + water

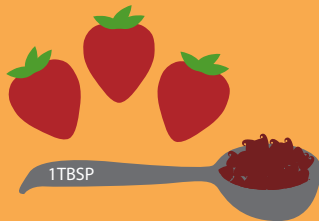


1 cookie + Low Fat Milk (1%)

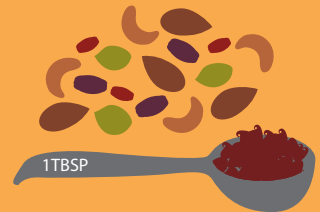
Sensible Pairing Ideas for Nestlé Toll House Morsels



Melt Nestlé® Toll House® Morsels and drizzle on fresh fruit such as berries for a sweet, satisfying dessert.



Toss Nestlé® Toll House® Morsels with dried fruit and nuts to add a hint of sweetness.



Better-for-You Recipes from Nestlé



TIP

Bake a “crustless” pie to save on calories.

Source: VBB/Lite-n-easy Crustless Pie – <https://www.verybestbaking.com/recipes/28790/lite-n-easy-crustless-pumpkin-pie/detail.aspx?plckReviewOnPage=3>



TIP

Use Carnation® Evaporated Skim Milk in place of cream.

Source: VBB/Guilt Free Crème Brulee – <https://www.verybestbaking.com/recipes/144316/Guilt-Free-Cr%C3%A8me-Br%C3%BBl%C3%A9/detail.aspx>



TIP

Sneak in good-for-you and nutrient-rich veggies like zucchini in place of some of the butter in cookies.

Source: VBB/Zucchini Oat Dark Chocolate Chip cookies – <https://www.verybestbaking.com/recipes/145079/Zucchini-Oat-Dark-Chocolate-Chip-Cookies/detail.aspx>



TIP

Bake your favorite pie recipe in small muffin tins in place of a standard pie pan.

Source: VBB/100 Calorie Pumpkin Pie Tartlets – <https://www.verybestbaking.com/recipes/143975/100-Calorie-Pumpkin-Pie-Tartlets/detail.aspx>



Mini-mize Your Desserts

Bite-sized desserts are the new version of decadence

There's no question that food trends start with chefs and restaurant concepts. Dessert menus around the country are boasting miniature versions of desserts, allowing diners to satisfy their sweet tooth, but lowering the number of calories per serving.

We have begun making "mini" versions of our favorite packaged desserts and offering modified versions of our popular recipes that are still delicious but more smartly portioned.

We offer recipes for miniature versions of classic baked desserts, like these Mini Custard Fruit Tarts or Individual Swirled Pumpkin Cheesecakes, to encourage smaller portions at home.



Mini Custard Fruit Tarts

Recipe: <https://www.verybestbaking.com/recipes/32228/Mini-Custard-Fruit-Tarts/detail.aspx>



Individual Swirled Pumpkin Cheesecakes

Recipe: <https://www.verybestbaking.com/recipes/141033/Individual-Swirled-Pumpkin-Cheesecakes/detail.aspx>



TIP

Invest in kitchen tools that help promote smaller portions, from mini muffin tins and ramekins to mini cake and loaf pans.





Right-Sized Sweets

Portion Guidance for Candy

We aspire to enhance lives and keep life sweet by offering the most enjoyable and nutritionally responsible candy treats. As part of making this vision a reality, we are working to make our treats easily portionable and better for you by incorporating healthier ingredients such as fruit juice. We offer smaller sizes of favorites across our brands, encourage sharing or saving for later, and provide guidance on knowing your portion, demonstrating how candy can be enjoyed as part of a balanced diet and an active lifestyle.





Enjoying Life's *Littlest Pleasures*

Unwrapping a smarter approach to candy portions

Candy is no doubt a timeless pleasure. However, it's important to portion out candy. A moderate portion is considered to be 50 to 120 calories. Whether it is portioning out squares of your favorite chocolate bar, dishing out fewer jelly beans, or splitting a treat in half to share.

If you put your nutrient needs first and combine it with the daily amount of physical activity recommended, there is no reason you should have to eliminate the joy of eating your favorite candy in moderation.

Source: <http://www.candyusa.com/TreatRight/content.cfm?ItemNumber=4772&navItemNumber=4967>

Tips for Enjoying Candy in Moderation

Discretionary calories can be used to enjoy your favorite candy. Below is a table that shows different daily options up to 75 calories and examples of choices we suggest you make no more than twice a week.

Candy in Moderation

DAILY (75 CALORIES OR LESS)		1-2 CHOICES PER WEEK (250 CALORIES OR LESS)	
	1 Crunch® Fun Size bar (13g): 60 calories		1 Butterfinger® bar (1.9oz): 250 calories
	2 Laffy Taffy® Mini bars (20g): 70 calories		1 Laffy Taffy® bar (1.5oz): 160 calories
	7 Wonka® Randoms gummies (21g): 70 calories		1 package Raisinets® (1.58oz): 190 calories
	8 SweetARTS® pieces (15g): 50 calories		1 package Skinny Cow® Dark Chocolate Dreamy Clusters (28g): 120 calories



We Aim to *Treat You Right*

New on-pack portion guidance for Nestlé candy

We are adding portion guidance information to all of our packages to share with you how much of a particular sweet treat is considered to be a moderate amount. Today, we are striving to make all of our candy treats 250 calories or less. At Nestlé®, we define moderate candy consumption to be 50-120 calories per serving, and are working to make this portion size a reality through on-pack portion guidance recommendations and updates to existing candy formats to give you the ability to save some for later.

Introducing a New Approach to Portion Guidance at Nestlé

There's room for calories from the treats we love in most balanced diets. Portioned treats help make it easier to manage calories. At Nestlé®, we are implementing portion guidance in a consistent way on our candy labels to give you additional information. We are doing many things to make portion guidance a reality:

1. Score lines for easy breaking by updating our chocolate moulds



2. On-pack portion guidance messaging in the Nestlé Nutritional Compass™

We are adding Know Your Portion icons on all packaging with a moderate portion size recommendation. It will include the calorie amount of the portion, as well as a visual cue.



3. "Twist to Close" packaging

So that you can enjoy some now and save some for later. We also changed the name of our King Size treats to Share Pack, so consider sharing with a friend!





Tricks for *Your Treats*

Whether it is a holiday, birthday, or simply satisfying a sweet tooth, candy is a special treat many enjoy. Candy is not only tasty and fun, but it can be enjoyed in moderation with a few simple tricks.

Source: Brian Wansink, PhD: <http://foodpsychology.cornell.edu/pdf/tipsheet.pdf>

TIP

Consider removing candy bowls from your space.



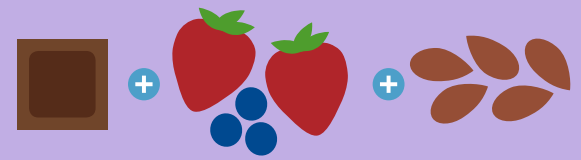
TIP

Never eat directly from the package – portion out and store the rest for another day.

→ Out of sight, out of mind.

TIP

Reduce the size of a piece of chocolate and supplement with fresh fruit or nuts.



TIP

Take your time and experience it to its fullest.

→ Close your eyes and enjoy the texture, smell, and how your taste buds react to the sweet, sour, or bitter tastes. Chew slowly and make it last.



‘Tis the Season for Sweets

Seasonal celebrations can be a time to delight in special treats not enjoyed the rest of the year. Fit these treats into your overall diet by being thoughtful about your total weekly calories. Save extra treats to share with loved ones or to enjoy later.

→ Kid-Friendly TIP: During holidays or other celebrations, let your kids enjoy a moderate portion of candy, then take the excess and portion out in individual snack bags to be enjoyed in the days and weeks to come making note of expiration dates.

Treat Right with Your Favorite Nestlé Candy



BUTTERFINGER® Fun Size
90 calories per piece



100 GRAND® Fun Size
100 calories per piece



SKINNY COW® Dark Chocolate Dreamy Clusters, 120 Calories per pouch



Here's the Scoop

Portion Guidance for Ice Cream and Frozen Dessert Snacks

We believe that life is a little richer when we get to share the joy of ice cream. By choosing an appropriate portion size and balancing with nutritious toppings, you can enjoy ice cream as part of a well-balanced diet.





Put the Freeze on Oversized Portions



Typically thought of as a warm day treat, ice cream is enjoyed year round by everyone. A moderate portion of ice cream would be 150-200 calories; however, when we scoop our own portions, we often consume much larger portions than recommended.



Nestlé® offers some ice cream treats that are lower in saturated fat and sugar. Skinny Cow® has delightful, cold treats ranging from ice cream sandwiches to fudge ice pops. If you are more of a traditionalist, try Dreyer's®/Edy's® Slow Churned ice cream. The slow churn process is just as it sounds – the ingredients are slowly churned giving a creamy texture without adding extra cream so you get the same rich texture and flavor with ½ the fat and ⅓ less calories than regular ice-cream.

Ice Cream Your Way

Ice cream is unique because you can customize your portion as needed. You also have control to customize your ice cream with a wide variety of delicious and better-for-you toppings, including fresh fruit, chopped nuts, 6-8 (½ tbsp.) Nestlé® Toll House® Semi-Sweet Morsels, or 10 (½ tbsp.) Nestlé® Dark Chocolate Raisinets®. It is easy to share with friends and family and perfect to save for a special occasion.



Size Matters

The scoop on portion sizes

The serving size on the Nutrition Facts Panel may or may not be an appropriate portion. A portion is defined by how much you choose to enjoy when you eat it. The Nutrition Facts Panel can help guide your choice, but the portion you consume doesn't have to be the same as the amount noted on the Nutrition Facts Panel.



→ A scoop of ice cream should be about the size of a tennis ball.



For those desiring a smaller portion or for little tummies, try a Lil' Drum® instead of a Drumstick® or a 1.5 oz. Outshine® snack instead of a 2.5 oz. bar.



Options *for Everyone*

Measuring out the exact amount of ice cream in portions that are right for various members of the family can take the fun out of enjoying America's favorite treat.

For fun, refer to common household items to guide you:



= 1 cup

→ For a man or active teenager

→ You might be able to have more ice cream if you exercise regularly or if you're an active adult man or teenager.



= 1/2 cup

→ For an active woman



= 1/4 cup

→ For a small child

Source: <http://www.webmd.com/diet/printable/portion-control-size-guide>

Decidedly Decadent

Thoughtfully portioned treats fit within a balanced lifestyle



If you enjoy ice cream, try limiting other areas in the diet where other discretionary calories come in, such as regular soda or chips. In addition, if you plan to enjoy ice cream with your cake or pie, select a small amount of both!



160 cal.

Depending on your calorie goals, Nestlé® offers a variety of ice cream choices in packages that can help you easily choose and consume the right amount.



Snack Brighter™

We've made it easy to snack brighter with the goodness of real fruit and real fruit juice in every Outshine® snack. Outshine® bars are an excellent source of vitamin C. The fruit and vegetable bars contain 25% fruit and vegetables and are available in many delicious flavor combinations like Blueberry Medley, Strawberry Rhubarb, and Tangerine Carrot.



Dish it Out

It's pretty easy to consume an entire pint of ice cream in one sitting. We recommend that you never eat ice cream directly from the carton because it's difficult to monitor the actual amount of ice cream that's being consumed.

Source : Brian Wansink, PhD: <http://foodpsychology.cornell.edu/outreach/mec.html>

TIP *Serve ice cream in small coffee mug or tall skinny glass.*

Source: Brian Wansink, PhD: <http://foodpsychology.cornell.edu/op/glassshape>

TIP *Enjoy ice cream with friends and family (smaller portions will yield more servings for larger groups).*



*DREYER'S®/EDY'S® SLOW CHURNED® Light Ice Cream is churned slowly for all the creamy taste of regular ice cream, but with half the fat and one-third fewer calories.**

DREYER'S®/EDY'S® SLOW CHURNED® Light Coffee Ice Cream (5.8 FZ) contains 5g of fat and 160 calories compared to 16g of fat and 280 calories in regular ice cream.

* ½ the fat, ⅓ fewer calories than regular ice cream



When Kids Scream for *Ice Cream*

Good ice cream habits for kids

Managing kids' expectations when it comes to ice cream can be challenging. Set a good example by serving the same portion to every member of the family, including the adults, or spooning ice cream into smaller, kid-friendly bowls.

TIP *Add a few pieces of fresh fruit or chopped nuts to supplement each serving thereby increasing the overall sweet treat portion size and including foods from other food groups.*

TIP *Serve ¼ cup of ice cream in a small serving dish.*

TIP *Enjoy ice cream together on family outings or activities such as biking, swimming, or hiking.*





Additional Resources

For additional information on Nestlé's portion guidance initiative as it relates to other product categories, please visit these resources:

→ *Nestlé® USA Nutrition, Health & Wellness*
<http://www.nestleusa.com/nutrition>

→ *Balance Your Plate with Nestlé®:*
<http://www.nestleusa.com/balance>

→ *Pizza Portion Guide:*
www.nestleusa.com/enjoypizza

Nutrition, Health, and Wellness at Nestlé® Nestlé's Commitment to Nutrition, Health, and Wellness

At Nestlé®, we want to equip you with tips and tools to live your healthiest life. We also believe that good food sometimes means treating yourself. We aim to make life more pleasurable by offering the world more than just great tasting foods and beverages. In all that we do, we also aim to provide the best nutrition for you and your family making sure the healthy choice is the easy choice.



Good Food, Good Life