



# **Marketing and Food Labels**

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# What do you look for?

- Gluten free?
- Made with Whole Grains?
- No Cholesterol?
- Made with Real Fruit?
- 0 Trans Fat?
- Free Range Eggs?
- Fiber?

# Gluten Free?

- Gluten is a protein
  - Wheat
  - Barley
  - Rye
  - Malts
- Intended for celiac disease or wheat allergy
- Gluten free diet avoids:
  - Fatty, fried foods
  - Pre-packaged foods



RESTAURANT LOCATOR >



INDULGE >

# GLUTEN-FREE\* IT.

Order almost any burger to be wrapped in fresh whole-leaf Iceberg lettuce and achieve gluten-free\* nirvana. For a good side, indulge in some fries. But remember to steer clear of the onion rings and chicken. They've got some gluten in them.

## THE GUACOMOLE BACON SIX DOLLAR BURGER™

**DESCRIPTION:** Pack our delicious 100% Black Angus beef patty, fresh guacamole, bacon and fixings in a fresh lettuce wrap for a delectable, gluten-free meal.

**HOW TO ORDER:** Order the Guacamole Bacon Six Dollar Burger™, Lettuce Wrap.

Download the GLUTEN-FREE\* IT Coupon >



## LOW CARB IT.

Lose the bun for a lettuce wrap >



## VEG IT.

Lose the meat, keep the fresh options >



## GLUTEN-FREE\* IT.

Lose the bun, lose the gluten >



## TRIM IT.

Some low-fat/low-cal choices >



\*All of our products are prepared in the same kitchen area. Persons with food sensitivity, allergies, special dietary needs, or specific dietary inquiries and/or concerns should consult a medical professional of their own selection regarding the suitability of our food products.

# Gluten Free?

- Also used as a food additive

- Flavoring
- Stabilizing
- Thickening agent
  - “dextrin”



- Hidden sources of gluten:

- Soy sauces
- Salad dressings
- White vinegars
- MSG (Mono-Sodium Glutamate)
- Lunch meats



# Whole-Grain?

- No definition for “whole-grain”
- Foods advertised as “whole-grain” are often made with unbleached wheat flour and contain little whole-grain
- Some products use caramel to mimic the brown color
- Check the nutrition facts label
- Make ½ your grains whole!



# Made with Real Fruit?

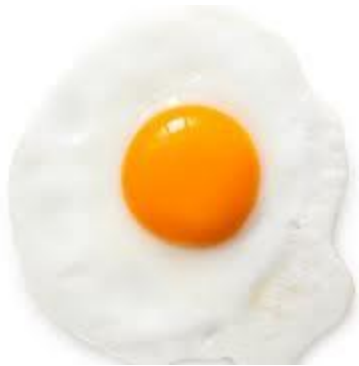


**What do you think?**

# No Cholesterol?

- Cholesterol is made in the liver of animals, therefore, is only found in animal products
  - Meat
  - Eggs
  - Dairy
- Many people falsely believe cholesterol = fat
- In response, companies will advertise “cholesterol free” on foods that do not naturally contain it
- Recommended < 300 mg/day

# Which ones **DO NOT** have cholesterol?



Which ones **DO NOT** have cholesterol?



# 0 Trans Fat?

- Avoid Trans-Fat because...
  - Increase “bad” LDL cholesterol
  - lower “good” HDL cholesterol
- 0.5 gm/serving allowed
  - Does not have to be shown on nutrition facts label
- While some companies reformulated their products to reduce the use of risky fats, many just replaced trans fats with **saturated fats**
- Saturated fat is nearly just as bad
  - < 10% of total calories from saturated fats

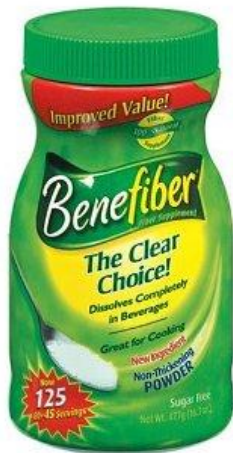
# Free Range Eggs?

- The government does NOT regulate the use of the phrase
  - “Free Range”
  - “Cage Free”



- The Department of Agriculture does have rules...
- Chickens must be granted the luxury of exactly five minutes of “access” to the outdoors every day
- There is no guarantee in the “free range” label

# Fiber is fiber. Right?



- The fibers advertised in many foods are mainly “purified powders” called:
  - Inulin
  - Polydextrose
  - Maltodextrin
- These forms are unlikely to aid with “regularity” or help lower cholesterol

# Fiber

- **Good sources:**

- Vegetables
- Beans
- Nuts
- Whole-grains
- Popcorn
- Oatmeal



- **How much?**

- Girls (14-18)
  - 25 grams per day
- Boys (14-18)
  - 31 grams per day

Be sure of what  
you eat...

read the food  
label!

Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container about 2	
Amount Per Serving	
Calories 250	Calories From Fat 110
% Daily Value*	
Total Fat 12g	18%
Saturated Fat 3g	15%
<i>Trans</i> Fat	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Proteins 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on you calorie needs:	
	Calories: 2,000    2,500
Total Fat	Less than 65g    80g
Saturated Fat	Less than 20g    25g
Cholesterol	Less than 300mg    300mg
Sodium	Less than 2,400mg    2,400mg
Total Carbohydrate	300g    375g
Dietary Fiber	25g    30g

1 Serving Size

2 Amount of Calories

3 Limit these Nutrients

4 Get Enough of these Nutrients

5 Percent (%) Daily Value

6 Footnote with Daily Values (DVs)

# References

O'Malley, R., MacMunn, A., Is there Truth in Packaging? American Dietetic Association Offers Help in Translating Food Market Terms, *ADA Journal*, Retrieved from [media@eatright.org](mailto:media@eatright.org) on March 20<sup>th</sup>, 2012. Last updated Monday, February 1, 2010.

Shapley, D., 9 Food Label Lies, *thedailygreen*, Retrieved from [www.thedailygreen.com](http://www.thedailygreen.com), on March 20<sup>th</sup>, 2012. Last updated 2-1-2012.

Nutrition label image retrieved from [www.buildhealthykids.com](http://www.buildhealthykids.com) on March 20<sup>th</sup>, 2012 at 3:30pm.