

# Know your colors: A guide to making smart food choices

Navigating the world of eating well can be complicated. There is so much conflicting information about nutrition, it's hard to separate the wheat from the chaff. We are changing that.

We are pleased to introduce a new color-code system that identifies specific nutrition attributes that may be important to you and your family, and assigns unique colors to them. Our goal is to take the guesswork out of choosing healthy food so that you can make smart choices for you and your family.

## Find your true colors

Our new food guide pairs colors with the specific nutrition information you're looking for to meet the personal needs of your family.

### Organic

Grown and produced in accordance with USDA Organic production labeling standards.

### Carb Smart

Product has no more than 15g of carbohydrates, 360mg of sodium and 2g of saturated fat per serving. Product may contain 0g of total sugars, be sugar free, or have no added sugars. Juice ingredients are 100% juice per serving and have no added refined sugars.

### Gluten Free

Meets FDA gluten free standards. May include certification by independent third party organizations.

### Heart Smart

Product is heart healthy certified or meets FDA criteria for low saturated fat of 1g or less (4g or less for nuts and fish) and low cholesterol. The product also has no more than 360mg of sodium per serving. Juices have no added refined sugars.

### Whole Grain

First or second ingredient is a whole grain and the product has no more than 3g of saturated fat, 480mg of sodium and 12g of total sugars per serving. Label may include a whole grain third party certification.

### Protein Smart

Product provides at least 5g of protein and has no more than 480mg of sodium, 3g of saturated fat and 12g of total sugars per serving.

### Low Sodium

Product meets FDA low sodium criteria of no more than 140mg of sodium. The product also has no more than 3g of saturated fat and 12g of total sugars per serving.

### Plant Powered

No animal products in ingredient list and product contains at least 1 plant-based protein ingredient (legume, nut, or protein additive like pea protein). Product also has no more than 4g of saturated fat and 480mg of sodium per serving and contains at least 1g of fiber per 15g of carbohydrates.

## Look for the color bars on shelf tags

Each nutrition attribute has a unique color – “Heart Smart” is red, “Organic” is dark green. Look for the color bars on the shelf tag, or explore the color icons when you shop online. Scanning for colors at the shelf makes it quick and easy to find Low Sodium foods (yellow), Carb Smart foods (orange) or Gluten Free items (Blue). Shopping with your kids? Make it a game and energize your whole family to eat well! That is smart food shopping, simplified.

Color bars can be found here on the shelf tags



## Ask our dietitian

At Price Chopper and Market 32, we believe that making well-informed choices about food and nutrition is a big part of enjoying good health. We created our new Know Your Colors nutrition guide as a tool to help our guests achieve the goal of living well. The guide was developed with the assistance of our Senior Nutritionist, registered dietitian Ellie Wilson, MS, RDN who also acts as an online resource for our guests. Ellie can answer your general nutrition questions and provide shopping tips to help you manage weight, heart health, diabetes, digestive health, and more. She can be reached at [pricechopper.com/health-wellness](http://pricechopper.com/health-wellness).

