

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

Product states organic on label or has organic certification seal.

Carb Smart

Contains no more than 35% of calories from carb and no more than 15g total carb; no more than 4g sat fat; no more than 360mg sodium; at least 1g fiber per 15g carb or no added sugar or sugar free.

Gluten Free

Product states gluten free on label or has gluten free certification seal.

Heart Smart

Heart Smart: No more than 6.5g total fat; no more than 1g saturated fat with 15% of calories from saturated fat; no more than 20mg cholesterol, no more than 360mg sodium; at least 10% Daily Value of 1 beneficial nutrient.

Additional criteria apply in nut products, seafood and whole grains. Please see the full criteria at www.PriceChopper.com/Colors.

Whole Grain

First ingredient is a whole grain and second ingredient is not sugar or the product bears a whole grain stamp; no more than 4g sat fat, no more than 480mg sodium, at least 1g fiber per 15g carb or no added sugar.

Protein Smart

Contains at least 5g protein; no more than 4g sat fat; no more than 480mg sodium; at least 1g fiber per 15g carb or no added sugar.

Low Sodium

Contains no more than 140mg sodium; no more than 4g sat fat; at least 1g fiber per 15g carb or no added sugar.

Plant Powered

Product does not contain any animal products and contains a plant-based protein source; no more than 4g sat fat; no more than 480mg sodium; at least 1g fiber per 15g carb or no added sugar.

The Know Your Colors Program is intended for general nutrition information and not as a treatment for any issue or condition. Please consult your healthcare provider and/or registered dietitian-nutritionist for information directly relating to individual health needs. Read the entire food label to get complete information on any product.

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.

