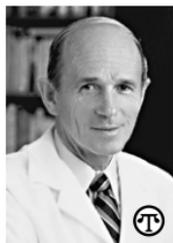


Snacking Made Easier With New Label

(NAPSA)—It can be challenging to find snacks that fit into a healthy lifestyle.

Fortunately, packaging labels are making it easier to make smart snacking choices.

For example, certain Frito-Lay products now feature the Great Taste Smart Snack™ ribbon label. This label meets criteria developed for the company by Kenneth Cooper, M.D., MPH, a health, nutrition and exercise expert and founder of The Cooper Aerobics Center.



Dr. Kenneth Cooper

The Great Taste Smart Snack™ ribbon means the snacks are 150 calories or less; less than 35 percent of the calories from fat (usually five grams or less); less than seven percent of calories from saturated fat (usually one gram or less); zero grams of trans fats; and 240 milligrams of sodium or less per one ounce serving.

“People want to make educated snack choices but are often confused about what they should and shouldn’t be looking for. That is why we developed this system to help consumers make good choices when it comes to purchasing snack food,” said Dr. Cooper.

Products that feature the Great Taste Smart Snack™ label include Baked! products. Baked! Lay’s potato crisps will be the first product to feature the new label.

In addition to looking at on-pack labels to make smart snacking decisions, Dr. Cooper recommends adhering to the following tips:



A new label helps consumers make good choices when purchasing snack food.

- **Plan ahead:** Prepare a grocery list that includes all the foods you need to eat healthful and balanced meals throughout the week.

- **Eat snacks well ahead of mealtime:** Snacks can suppress hunger pangs so you may be less likely to overeat at the next meal.

- **Portion control:** Keep an eye on the amounts of each food that you’re eating—your portions may be greater than suggested for weight maintenance or weight loss.

- **Everything in moderation:** You don’t necessarily need to eliminate any of your favorite foods to have balance in your lifestyle.

Healthy snacking can be part of everyone’s diet as long as the right choices are made.