

Healthy Snack and Beverage Guidelines

Retailers can make it easier for customers to find convenient, high quality, nutrient-rich snacks they enjoy--like fruits, vegetables, nuts and seeds. The best packaged choices are those that include whole food ingredients, without too much saturated fat, added sugars, or sodium. Consumer demand is growing for healthier foods and beverages. By offering an assortment of these products in the check-out area, you can help your customers eat well and feel good!

The simplified nutrition guidelines below will help you easily identify healthier packaged products, while the online calculators allow for more specific assessment of products.

Snack Foods

- The first ingredient must be a whole grain (e.g. brown rice, 'whole wheat' flour, quinoa, oats), fruit, vegetable, dairy or protein food (e.g. nuts, soy, beans, meat, seafood)
- Each product, as packaged* may contain no more than:
 - 200 calories
 - 2 grams of saturated fat (exception: 100% nuts and seeds and trail mixes with no chocolate or candy)
 - 0 trans fat
 - 10 grams of total sugars (exception: fruit and vegetable-based products with no added sugars and yogurts with ≤ 23 grams total sugars/6 oz.)
 - 200 mg of sodium

*Read labels for number of servings per package to assess total nutrients per package. For example, a package that contains 2 servings with 200 calories per serving would provide 400 calories per package and not meet the guidelines.

Beverages

- Plain or sparkling water
- Unsweetened flavored water**
- Skim or 1% plain or flavored milk (including calcium and vitamin D fortified soy milk)
- Unsweetened tea and coffee**
- 100% fruit or vegetable juice (8 oz. portions or less; ≤ 200 mg sodium/container)

**The goal is to increase access to healthy beverages that do not contain natural or artificial sweeteners.

Tools to Identify Healthy Snacks and Beverages

[PHA Healthier Food & Beverage Product Calculator \(http://www.phacalculator.org/\)](http://www.phacalculator.org/)

This calculator was developed by the Partnership for a Healthier America (PHA) and the National Association of Convenience Stores (NACS). The calculator helps retailers identify healthy snacks and beverages based on the U.S. Dietary Guidelines for Americans, but does not consider calories per package.

[Smart Snacks Product Calculator \(https://foodplanner.healthiergeneration.org/calculator/\)](https://foodplanner.healthiergeneration.org/calculator/)

This online tool was developed by the Alliance for a Healthier Generation (AHG) and can be used to verify whether certain food and beverage products comply with the USDA Smart Snacks guidelines.

[Amazon Healthier Generation Store](https://www.amazon.com/b/?&node=13951371011&suppress-ve=1&ref=b2b_ahg_w)

[\(https://www.amazon.com/b/?&node=13951371011&suppress-ve=1&ref=b2b_ahg_w\)](https://www.amazon.com/b/?&node=13951371011&suppress-ve=1&ref=b2b_ahg_w)

The AHG collaborated with Amazon to create an online store to make it easier to identify and purchase foods and beverages that meet the USDA Smart Snacks guidelines.

These guidelines are adapted from the National Alliance for Nutrition & Activity (NANA) and USDA Smart Snacks guidelines.

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