



Supermarket Savvy

Food Reviews



BREYERS DOUBLE CHURN FAT-FREE ICE CREAM

Rating **
Claims Fat-free
Allergens Milk
\$ \$6.29/1.75 qt
Distribution SM, ND
www.icecreamusa.com

FREE OFFER
 Coupon for a FREE container of Breyers Ice Cream
 Contact: - marie.carlson@unilever.com
 Limited to first 200 responses.



KRAFT LIVEACTIVE CHEESE

Rating **
Claims Digestive health
Allergens Milk
\$ Cheese: \$3.79/8 oz
 Cottage Cheese: \$2.79 to \$3.19/4 4-oz cups
Distribution SM, ND
Contact 1-800-637-1984
www.LiveActiveFoods.com

Breyers Double Churn Fat-Free Ice Cream

FREE OFFER

The problem with many fat-free ice creams is the texture. Breyers' unique process of mixing the ice cream twice to give the ice cream a rich and creamy texture has been extended to a fat-free version that significantly improves the texture. Flavors in the new Free ice cream include Vanilla, French Chocolate, Cappuccino Chocolate Chunk, and Caramel Swirl.

Pros: Fat free and a good source of calcium (10% DV).

Cons: The serving size for ice cream is 1/2 cup. How much do you eat?

Breyers Free is a creamy ice cream. My family doesn't know the difference.

Comparison of Breyers Double Churn Vanilla Ice Creams

FYI

Serving Size 1/2 cup	Calories	Fat (g)	Saturated Fat (g)	Cholesterol (mg)
Fat-free	90	0	0	0
Light	100	3.5	2	10
Regular	140	7	4.5	20

Breyers Double Churn Fat-Free Ice Cream - Vanilla

Nutrition Facts

Serving Size: 1/2 cup
 Servings Per Container: 14

Calories 90	Calories from Fat 5	% Daily Value
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 50mg		2%
Total Carb. 21g		7%
Dietary Fiber 3g		12%
Sugars 12g		
Protein 3g		
Vitamin A 6%	Vitamin C 0%	
Calcium 10%	Iron 0%	

Kraft LiveActive Cheese

If you have digestive problems, you should give Kraft LiveActive a try. LiveActive comes in two forms—cheese sticks or cubes and cottage cheese cups—and contains the probiotic, inulin (see FYI below). The LiveActive cheese is available in three flavors: Cheddar, Mozzarella, and Colby Jack. The cottage cheese produced by Breakstone's/Knudsen comes in regular and with pineapple or mixed berries.

Pros: Contains inulin, a probiotic fiber. The cottage cheese is made with skim milk and is a good source of fiber (3 g/12% DV). Good to excellent source of calcium.

Colby & Monterey Jack Cheese Sticks

Nutrition Facts

Serving Size: 7 pieces (30g)
 Servings Per Container: 8

Calories 110	Calories from Fat 80	% Daily Value
Total Fat 9g		14%
Saturated Fat 6g		30%
Trans Fat 0g		
Cholesterol 30mg		10%
Sodium 200mg		8%
Total Carb. <1g		0%
Dietary Fiber 0g		0%
Sugars 0g		
Protein 7g		
Vitamin A 6%	Vitamin C 0%	
Calcium 20%	Iron 0%	

Cottage Cheese with Pineapple

Nutrition Facts

Serving Size: 4 oz (113g)
 Servings Per Container: 1

Calories 110	Calories from Fat 15	% Daily Value
Total Fat 1.5g		2%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol 10mg		3%
Sodium 310mg		13%
Total Carb. 17g		6%
Dietary Fiber 3g		12%
Sugars 9g		
Protein 8g		
Vitamin A 4%	Vitamin C 6%	
Calcium 10%	Iron 0%	

Our mission statement

To provide objective, balanced, and science based information on new food products, health issues, food labels, trends, and educational resources.

Key to information boxes

Rating
 *** Recommended
 ** Recommended (see 'Cons')
 * Not Recommended

Distribution
 SM = Supermarkets
 H/N = Health/Natural Food Stores
 GS = Gourmet & Specialty Stores

DC = Drug & Convenience Stores
 CS = Club & Super Stores
 ND = Nationally distributed
 RD = Regionally distributed
 TM = Test Market
 MO = Mail Order
 IO = Internet Order
 FS = Food Service

NA = Information not available at the time of publication

FREE OFFER = Free product sample offer

= Editorial comments

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Cons: The cheese is regular, which contains between 56 to 75% fat calories.

🌸 The cheese tastes like regular cheese. We found the cottage cheese to be very sweet.

Sara Lee Soft & Smooth 100% Honey Wheat Bread FREE OFFER

Are you confused about the terms “wheat,” “whole wheat,” and “whole grain”? You know that not all wheat breads are created equal and you should look for the first ingredient to be “whole wheat” or “whole grain”. But even this will not tell you the amount of whole grain in a bread. Look for a statement on the packaging that gives the actual amount of whole grain in the bread.

Sara Lee is embarking on a bold new campaign by highlighting the whole-grain content of their top-selling loaves, including their enriched white and wheat breads.

So that consumers don’t need to compromise nutrition for taste and texture, Sara Lee has introduced Soft & Smooth Breads, including the new Soft & Smooth 100% Honey Wheat, with more than 28 g whole grain per two-slice serving.

Pros: Excellent source of whole grains (28 g) and a good source of calcium (10% DV) in two slices.

Cons: A little more fiber would improve this bread—only 2 g per slice.

🌸 This is a bread that your entire family will enjoy—even those picky eaters.

SARA LEE SOFT & SMOOTH 100% HONEY WHEAT BREAD

Rating ***

Claims Whole grain, calcium

Allergens Wheat, milk, soy

\$ \$2.89/20-oz loaf

Distribution SM, ND

www.thejoyofeating.com

FREE OFFER

Coupon for a FREE loaf of Sara Lee Bread

Contact: saraleebread@omalleyhansen.com

FYI **Whole Grain-O-Meter & Lunchbox Tips**

If you want to see if your bread is 100% whole grain, check out the [Sara Lee Whole Grain-O-Meter](#).

To ensure that your child doesn’t trade their healthy lunch for a soda or cupcake, read “Trade-proof” Your Child’s [Lunch Tips](#).



Kashi Frozen Entrees & Pizzas FREE OFFER

How could we have missed two great vegetarian entrees from Kashi for last month’s feature on Vegetarian Entrees? Kashi has launched six new frozen entrees in the past year including Lemon Rosemary Chicken, Chicken Pasta Pomodoro, Black Bean Mango, Sweet & Sour Chicken, South-west Style Chicken, and Lime Cilantro Shrimp. All of the entrees include Kashi’s original pilaf, a unique blend of seven whole grains except for the Chicken Pasta Pomodoro, which features seven whole-grain penne pasta.

Kashi’s new line of Frozen Pizzas feature a crust made with seven whole grains complemented with flax seeds, providing 260 mg of ALA omega-3 fatty acid. Varieties include Five Cheese Tomato, Mediterranean, and Roasted Garlic Chicken.

Pros: Kashi’s frozen entrees contain 240 to 380 calories and offer 5 to 7 g fiber and 8 to 19 g protein. The frozen pizzas contain ALA omega-3 fatty acids (260 mg), 4 to 5 g fiber, 8 g whole grains, and 15 to 19 g protein.

Cons: The fat is high in the pizzas at 9 g (with half of it saturated) and the sodium is high (570 to 650 mg). For the frozen entrees, the fat also can be high (6 to 11 g) as well as the sodium (470 to 750 mg).

🌸 My favorites are the Black Bean Mango entrée and the Mediterranean pizza.

Black Bean Mango Frozen Entree

Nutrition Facts

Serving Size: 10 oz

Servings Per Container: 1

Calories 340	Calories from Fat 70
% Daily Value	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 430mg	18%
Potassium 430mg	12%
Total Carb. 58g	19%
Dietary Fiber 7g	28%
Sugars 11g	
Protein 8g	

Vitamin A 150% • Vitamin C 100%

Calcium 4% • Iron 10%

KASHI FROZEN ENTREES & PIZZAS

Rating **

Claims O-3s, high fiber, whole grains

Allergens Wheat, milk, soy, eggs

\$ Entrée: \$4.99/10 oz
Pizza: \$6.99/13 oz

Distribution H/N, SM, ND

www.kashi.com

Sara Lee Soft & Smooth 100% Honey Wheat Bread

Nutrition Facts

Serving Size: 2 slices (57g)

Servings Per Container: 10

Calories 150	Calories from Fat 20
% Daily Value	
Total Fat 2.5g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 260mg	11%
Total Carb. 26g	9%
Dietary Fiber 4g	15%
Sugars 5g	
Protein 7g	

Vitamin A 0% • Vitamin C 0%

Calcium 10% • Iron 8%

FREE OFFER

Kashi Snack of your choice

Contact: www.kashi.com/outreach/snack_drive

Mediterranean Pizza

Nutrition Facts

Serving Size: 1/3 pizza (120g)

Servings Per Container: 3

Calories 290	Calories from Fat 80
% Daily Value	
Total Fat 9g	14%
Saturated Fat 4g	20%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 640mg	27%
Potassium 200mg	6%
Total Carb. 37g	13%
Dietary Fiber 5g	20%
Sugars 3g	
Protein 15g	

Vitamin A 30% • Vitamin C 10%

Calcium 20% • Iron 8%

CLIF Kid Snacks

Rating **

Claims Organic, kosher
ZBaR – Whole grain, 12 vitamins & minerals

Allergens ZBaR – soy, milk

\$ Twisted Fruit: \$0.99/0.7 oz
Splashers: \$0.99/packet
ZBaR: \$0.79/1.27 oz

Distribution SM, H/N, ND

Contact 1.800.CLIFBAR
www.clifbar.com

CLIF Kid Snacks

With the current concern about children and obesity and the realization that kids are going to snack because their small bodies have high energy needs, CLIF Kid snacks were developed. They address three key areas of parental concern:

❖ **Kids need two to four servings of fruit each day** and statistics say that they are falling short. Each **CLIF Kid Organic Twisted Fruit** piece provides a child with one serving of fruit, without any added sugars, preservatives, artificial flavors, or colors. The snacks come in kid-friendly Strawberry, Sour Apple, Mixed Berry, and Tropical Twist flavors and are 95% organic.

❖ **Dehydration leads to low energy and fatigue** whether on the playing field or in the classroom.

When offered plain water, kids rarely drink what they need. **CLIF Kid Splashers** drink mixes have electrolytes to promote and maintain hydration with just half the sugar of apple juice. CLIF Kid Splashers come in three flavors—Lemonade, Orange Tangerine, and Tropical Punch and are 80% organic. Just pour a packet into 8 oz of water and give it a shake.

❖ **Whole grains** are an excellent source of complex carbohydrates, valuable antioxidants, and fiber. They fill kids up and help them avoid energy spikes and crashes. **CLIF Kid ZBaRs** are low fat, made with whole oats, and contain 12 vitamins and minerals. Honey Graham is the newest flavor, joining Chocolate Brownie, Peanut Butter, and Chocolate Chip. ZBaRs are 95% organic.

Pros: CLIF Kid snacks are made with organic ingredients, and they contain no added sugars, preservatives, artificial flavors, or colors. They are fortified with nutrients. For example, the ZBaRs are an excellent source ($\geq 20\%$ DV) of vitamin C, thiamin, niacin, B6, folate, and calcium and a good source ($\geq 10\%$ DV) of iron, riboflavin, B12, and zinc.

Cons: Although these products contain no added sugar or high-fructose corn syrup, the first ingredient in the Splashers is “evaporated corn syrup.” In the Twisted Fruit, the first two ingredients are apple puree and apple juice concentrate. The fruit names are flavors and not real fruit or juice.

🌸 CLIF Kid ZBaRs was the first snack product designed to contain less than 35% of its total weight in sugar to comply with the sugar intake standard for foods available in the California school system. Look for the “SB19 Compliant” logo on the wrapper.



CLIF Kid Snacks - Twisted Fruit

Nutrition Facts	
Serving Size: 1 piece (20g)	
Servings Per Container: 1	
Calories 70	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Potassium 240 mg	6%
Total Carb. 16g	6%
Dietary Fiber 1g	4%
Sugars 9g	
Protein 0g	
Vitamin A 2%	Vitamin C 10%
Calcium 0%	Iron 6%
Thiamin 10%	Riboflavin 10%
Niacin 10%	Vitamin B6 15%



CLIF Kid Snacks - Splashers

Nutrition Facts	
Serving Size: 1 packet (17g)	
Servings Per Container: 1	
Calories 60	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 45mg	2%
Potassium 180mg	5%
Total Carb. 15g	5%
Dietary Fiber 0g	0%
Sugars 14g	
Protein 0g	
Vitamin A 10%	Vitamin C 30%
Calcium 15%	Iron 0%
Thiamin 20%	Riboflavin 20%
Niacin 15%	Vitamin B6 15%
Vitamin B12 10%	



CLIF Kid Snacks - ZBaR - Honey Graham

Nutrition Facts	
Serving Size: 1 bar (36g)	
Servings Per Container: 1	
Calories 130	Calories from Fat 25
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 95mg	4%
Potassium 115%	3%
Total Carb. 26g	9%
Dietary Fiber 2g	9%
Sugars 10g	
Protein 3g	
Vitamin A 6%	Vitamin C 35%
Calcium 30%	Iron 10%
Thiamin 30%	Riboflavin 15%
Niacin 20%	Vitamin B6 20%
Folate 20%	Vitamin B12 10%



SoLEAN SANDWICHES

Rating **

Claims Lean, soy protein, reduced fat

Allergens Egg, milk, soy, wheat

\$ \$3.99 to \$4.49/ 4 patties or 2 sandwiches

Distribution SM, H/N, SD

www.naturalharmonyfoods.com

FREE OFFER

Coupon for **FREE** SoLean product.

Contact: admin@naturalharmonyfoods.com

SoLean Sandwiches FREE OFFER

If you have thought about cutting down on meat and moving to a vegetarian diet, SoLean meat and soy protein patties could be your first step. With real, all-natural meat as the first ingredient, SoLean tastes just like a regular hamburger or sausage, but has 75 to 85% less fat and saturated fat and 60% less cholesterol than an all-meat patty. The added Solae soy protein creates a healthier alternative to an all-meat patty and is rich in iron and B vitamins. The patties contain 6.25g soy protein.

Now Natural Harmony Foods has launched SoLean Cheeseburgers and Sausage, Egg, and Cheese Breakfast Sandwiches. Each sandwich contains SoLean's beef or pork patties with reduced-fat cheese; whole-grain buns; and in the breakfast sandwich, cholesterol-free eggs. Each sandwich also has 5 to 6 g heart-healthy fiber thanks to the whole grains. The Cheeseburger has 6.5g soy protein and The Breakfast sandwich contains 5g.

Pros: Lean meat and soy protein (6.25g) beef or pork patties provide less than 3 g fat with most of it monounsaturated and only 70 to 90 calories per patty. The sandwiches are high in fiber (4 to 5 g) low in fat (5 to 7 g), and contain soy protein (5g to 6.5g)

Cons: The sodium is high in the sandwiches (650 to 750 mg).

🌸 The taste and texture is similar to 100% meat.

SoLean Sandwiches - Breakfast Sandwich

Nutrition Facts

Serving Size: 1 sandwich (5.3 oz)
Servings Per Container: 2

Calories 235	Calories from Fat 50
% Daily Value	
Total Fat 5g	8%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 650mg	27%
Total Carb. 28g	9%
Dietary Fiber 5g	20%
Sugars 1g	
Protein 20g	
Vitamin A 3%	Vitamin C 0%
Calcium 13%	Iron 16%
Thiamin 25%	Riboflavin 15%
Niacin 15%	Folate 15%

VAN'S STUFFED SANDWICHES

Rating **

Claims No trans fat

Allergens Wheat, milk, egg, soy

\$ \$4.79 to \$4.99/2 pockets

Distribution H/N, SM, SD

www.vanswaffles.com

Van's Stuffed Sandwiches

Van's, a familiar brand for gourmet waffles, is now serving stuffed sandwiches for breakfast, lunch, and dinner meals. These heat-and-eat sandwiches are made with natural ingredients—no artificial colors, flavors, or nitrites in the meats. Varieties include Sausage, Egg & Cheese, Western Style Egg & Cheese, Ham & Cheese, and Pepperoni Pizza. They can be prepared in a microwave in under two minutes or in a conventional toaster oven in 25 minutes.



Pros: A wholesome product made with natural ingredients. No trans fats. Sodium is lower than similar pocket sandwiches (400 mg vs. 700 to 800 mg). See FYI below.

Cons: High in fat (17 to 18 g) and saturated fat (11 g).

🌸 My grandson liked the Pepperoni Pizza Sandwiches.

Van's Stuffed Sandwiches - Egg & Cheese

Nutrition Facts

Serving Size: 1 (121g)
Servings Per Container: 2

Calories 320	Calories from Fat 160
% Daily Value	
Total Fat 18g	28%
Saturated Fat 11g	53%
Trans Fat 0g	
Cholesterol 75mg	25%
Sodium 480mg	20%
Total Carb. 29g	10%
Dietary Fiber 1g	4%
Sugars 3g	
Protein 10g	
Vitamin A 6%	Vitamin C 2%
Calcium 10%	Iron 8%

FYI Comparison of Pepperoni Pizza Pocket Sandwiches

	Serving Size (oz)	Calories	Fat (g)	Saturated Fat (g)	Carbohydrate (g)	Protein (g)	Sodium (mg)
Van's	4.3	330	17	11	32	10	400
Lean Pockets	4.5	270	8	3	37	12	680
Hot Pockets	4.5	350	17	8	38	13	780



GREEN GIANT KID-FRIENDLY VEGGIES

Rating **

Claims Low fat

Allergens Milk, wheat, soy

\$ Frozen: \$3.79/19 oz
Canned: \$0.79/7 oz

Distribution SM, ND

www.greengiant.com



Green Giant Kid-Friendly Veggies

What is your child's favorite vegetable? A recent study funded by Green Giant showed that more than a third (35%) of kids surveyed chose french fries as their favorite vegetable. And their parents doubt that this will change. Approximately one in three (28%) parents surveyed believed their children are more likely to be elected president one day than meet the daily recommended servings for fruits and vegetables (5 to 9 per day).

Green Giant is offering a helping hand to parents who struggle to get their kids to eat healthy with the launch of an educational initiative for kids at mightygiants.com (see FYI below) and new kid-friendly products and packaging featuring Nickelodeon characters.

New Green Giant low-fat, frozen bagged vegetables are designed with kids in mind. Each variety features a butter sauce that appeals to finicky palates while helping kids get the health benefits of vegetables. Varieties include Green Beans & Butter Sauce and Broccoli, Corn, & Butter Sauce.

Pros: The kid-friendly packaging and taste may encourage kids to eat more veggies.

Cons: There is a small amount of fat due to the butter sauce (1.5 g) and the sodium is high (310 mg) in a 1/2-cup serving

🌸 If this gets your kids to eat more veggies, go for it!

Green Giant Kid-Friendly Veggies

Nutrition Facts

Serving Size: 1 cup (1/2 cup prepared)	
Servings Per Container: about 5	
Calories 60	Calories from Fat 10
% Daily Value	
Total Fat 1.5g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 310mg	13%
Total Carb. 12g	4%
Dietary Fiber 2g	9%
Sugars 3g	
Protein 2g	
Vitamin A 2%	Vitamin C 40%
Calcium 2%	Iron 2%

FYI

Mighty Giants Web Site (www.mightygiants.com)

Green Giant has a kid-friendly Web resource featuring interactive games and nutrition education. The journey begins with an animated movie where young adventurers find themselves stranded on a new planet. Sprout appears and shares tips on fueling up for the journey home through a lifestyle full of healthy choices like vegetables and fitness activities. The Web site includes educational links to other sites to learn more about nutrition, a special "for parents" section to learn more about what General Mills is doing for kids nutrition, and a video section.



The State of the American Diet

New research from Rutgers University confirms that America's diet is out of shape, but it also offers insights into consumer-friendly solutions. The study, "The State of the American Diet: How Can We Cope," carried out by the Nutritional Sciences Department at Rutgers University, and funded by the Canned Food Alliance, focuses on Americans' dietary intake; food choice motivators; eating times and locations; and food preparation habits. The purpose of the study was to identify the behaviors and motivators that influence Americans' food consumption and to better understand why we eat the way we do in order to provide recommendations for how to achieve a healthier diet. The American diet is reportedly too high in calories, total fat, saturated fat, added sugar, sodium, and refined grains but too low in omega-3 fats, fiber, and whole grains, fruits, vegetables and phytonutrients.

Results of the study

Abstract: *Topics in Clinical Nutrition*, 22(3):202-233, July/September 2007



Omega-3 Fortified Foods

Omega-3 fatty acids are long-chain polyunsaturated fats that have shown health benefits. They include DHA (Docosahexaenoic Acid) and EPA (Eicosapentaenoic Acid), which exist naturally in fish oil, and ALA (Alpha-linolenic Acid) found in flaxseed, soybeans, walnuts, and

canola. DHA, the most abundant fatty acid in the brain and retina, has become the most popular omega-3 fatty acid. A deficiency of omega-3 fatty acids is associated with cardiovascular disease, cancer, inflammatory disorders, and mental and emotional problems.

I CAN'T BELIEVE IT'S NOT BUTTER MEDITERRANEAN SPREAD

Rating	**
Claims	Omega-3, low saturated fat
Allergens	Milk
\$	\$1.99/15 oz
Distribution	SM, ND
	www.tasteyoulove.com

I Can't Believe It's Not Butter Mediterranean Spread

Live the Mediterranean lifestyle with a new margarine made with olive oil from I Can't Believe It's Not Butter. It's an excellent source of omega-3 fatty acids containing 400 mg ALA (30% DV) per 1 tablespoon serving. Although the total fat is the same as butter (8 g), the Mediterranean Blend has 70% less saturated fat than butter.

Pros: A good to excellent source of omega-3. High in monounsaturated fats and low in saturated fats.



Cons: Still high in fat (8 g per tablespoon). Try the light version and use in moderation.

A light version has only 5 g fat, 85% less saturated fat, and 50% fewer calories than butter. But, it also has only 200 mg omega-3 fatty acids (15% DV for ALA).

☀️ Dipping your bread in olive oil would give you the same omega-3 advantages. Portion control is the key.

TROPICANA HEART HEALTHY ORANGE JUICE WITH OMEGA-3s

Rating	***
Claims	Omega-3
Allergens	Seafood
\$	\$3.49/64 oz
Distribution	SM, ND
	www.Tropicana.com

Tropicana Heart Healthy Orange Juice with Omega-3s

Now you can drink your omega-3s with Tropicana Healthy Heart Orange Juice that provides 50 mg omega-3s in an 8-oz glass, which is 30% DV of the 160 mg Daily Value for a combination of EPA and DHA omega-3s. And, they accomplished this with only 0.5 g fat per serving.

Cons: None

☀️ I like to get some calcium in my orange juice, but Healthy Heart only has 2% DV of calcium.



Pros: A good source of omega-3 EPA and DHA. Excellent source of vitamin C (100% DV).

BREYERS SMART! LOWFAT YOGURT

Rating	**
Claims	Low fat, omega-3
Allergens	Milk
\$	\$0.79 to \$0.99/6oz cup
Distribution	SM, H/N, SD
	www.breyersyogurt.com

Breyers Smart! Lowfat Yogurt

Here is a "food for thought"—Breyers Smart! Lowfat Yogurt featuring brain-boosting DHA omega-3. For those of you who are vegetarian or concerned about ocean-borne pollutants, Breyers uses a brand of DHA that is a vegetarian source contained in 90% of infant formulas. Smart! comes in eight fruit-on-the-bottom flavors: Strawberry, Blueberry, Mixed Berry, Peach, Black Cherry, Red Raspberry, Pineapple, and Strawberry-Banana.

Pros: A source of DHA omega-3 and calcium (20% DV). Low in fat (1.5 g) and saturated fat (1 g).

Cons: Sugar is high (28 g)—about 6 teaspoons.

☀️ Breyers declined to give the amount of Omega-3 in their yogurt.



FYI DHA Omega-3

DHA omega-3 is naturally found throughout the body and is most abundant in the brain, eyes, and heart. Just as calcium is essential for building strong bones, DHA ensures that the cells of the brain (as well as the retina, heart, and other parts of the nervous system) develop and function properly. Making up approximately 30% of the structural fat in the gray matter of the brain, DHA plays a major role in the mental development of infants and supports the body's mental function throughout life. However, in order to ensure optimal development and function, it is important to continuously replenish the DHA in our bodies by getting enough of this important fatty acid in our diets. Since meaningful levels of DHA are only naturally found in foods such as fatty fish and organ meats, DHA-fortified foods are becoming increasingly available.

ODWALLA SOY SMART

Rating **

Claims Organic, soy protein, omega-3, calcium

Allergens Soy

\$ \$3.29/450 mL

Distribution H/N, SM, SD

Contact 1.800.ODWALLA

www.Odwalla.com

Odwalla Soy Smart

Here is another 'Smart' product that boasts a combination of soy protein, omega-3 DHA, and calcium. All three varieties (Chai, Chocolate, Chocolate Mint, and Vanilla) are fortified with a vegetarian source of DHA to provide 32 mg per 8-oz serving, 20% of the 160 mg DV. Odwalla Soy Smart is an excellent source of calcium (30% DV) and soy protein (6.25 mg), which is enough for an FDA heart healthy claim.

Pros: Excellent source of DHA omega-3, calcium, and soy protein. Organic ingredients.

Cons: You can get up to 4.5 g fat and 150 calories per 8 oz in these drinks—similar to whole milk. Also contains up to 20 g sugar, which equates to about 4 teaspoons.

☀️ The Chai flavor is an interesting twist. With 6 g protein, Soy Smart will provide sustained energy.



SILK PLUS OMEGA-3 DHA

Rating **

Claims Omega-3, soy protein, calcium

Allergens Soy

\$ \$4.09/64 oz

Distribution SM, H/N, ND

Contact 1.800.ODWALLA

omega3.silksoymilkplus.com

Silk Plus Omega-3 DHA

Silk Plus Omega-3 DHA is a great way to increase your intake of two important omega-3 fatty acids. Every 8-oz serving provides 370mg ALA, the omega-3 found naturally occurring in soy and flaxseed oil, plus 32mg DHA, which has been linked to many health benefits. In addition, Silk Plus is an excellent source of calcium (35% DV) and eight additional vitamins and minerals.

Pros: Excellent source of omega-3 DHA and ALA, calcium, soy protein, and eight vitamins and minerals.

Cons: Contains 5 g fat—similar to whole milk.

☀️ The DHA is from a vegetarian source.



HORIZON ORGANIC OMEGA-3 EGGS

Rating **

Claims Organic, omega-3

Allergens Egg

\$ \$3.79-\$4.99/dozen

Distribution H/N, SM, ND

Contact 1.800.326.3220

www.horizonorganiceggs.com

Horizon Organic Omega-3 Eggs

Hidden Villa Ranch introduces a new variety to its Horizon Organic egg line that is fortified with omega-3. Each egg contains approximately 225 mg omega-3, more than the recommended daily amount.

All Horizon hens are USDA certified organic. Horizon proudly reports that their hens are humanely treated and raised range free with plenty of fresh, organic vegetarian feed.

Pros: Organic and an excellent source of omega-3.

Cons: Eggs are high in fat and cholesterol.

☀️ The American Heart Association recommends no more than 300 mg of cholesterol a day. One egg contains about 213 mg cholesterol.



Thanks to Sharon Smalling, MPH, RD, LD, Clinical Dietitian Specialist, Memorial Hermann Hospital, and Megan Campbell, University of Houston Dietetic Intern, for assistance with the Omega-3 information.

FYI Omega-3 Infused Foods are Hot

It is projected that sales of Omega-3 fortified foods will reach \$7 billion by 2011, a compound annual growth rate estimated at more than 60% from 2002 to 2011. Big hitters at the Mintel International product tasting sessions at the 2007 Institute for Food Technologists were Yoplait Kids low fat yogurts with Omega-3 DHA and Tropicana Heart Healthy Orange Juice. In the Free-From category, winners were Breyer's Lactose-Free Ice Cream and Great Value Peanut Free Smooth Soy Butter.

Omega-3s in Baby Formula Aid Vision, Skills

A series of studies, funded by the National Institutes of Health, revealed that when omega-3s were added to the diets of premies, their visual development was the same as that of breast-fed infants. Scientists also found that babies fed formula with supplemental omega-3s matched the verbal and motor IQs of breast-fed kids, while those in a control group without omega-3s scored lower. Mead Johnson Enfamil Lipil was used. [Read more...](#)

Omega-3 Foods Comparison Chart

Food	Serving Size	Omega-3 Fatty Acids (mg)	Calories	Total Fat (g)	Sodium (mg)	Carbohydrate (g)	Dietary Fiber (g)	Protein (g)	Exchanges
Cereal, cold									
Zoe's Flax & Soy Granola	1/2 cup (50g)	2200*	190	5 to 6	75-90	28-29	7	9	2C + 1P
Uncle Sam Cereal	1 cup (55g)	2000*	190	5	135	38	10	7	3C + 1P
Uncle Sam Cereal with Mixed Berries	1 cup (55g)	1900*	220	4.5	120	39	10	8	3C + 1P
Health Valley Organic Golden Flax Cereal	3/4 cup (53g)	1000*	190	3	80	38	6	6	3C + 1P
Zoe's O's Flax & Soy	3/4 cup (34g)	800*	110-120	1.5-2	140-170	22-24	5	4 to 5	1C + 1P
Nature's Path Flax Plus Raisin Bran	3/4 cup (55g)	600*	180	2.5	280	41	11	6	3C + 1P
Nature's Path Flax Plus	3/4 cup (30g)	500*	100	1.5	190	22	7	4	1C + 1P
Nature's Path Organic Pumpkin Flax Plus Granola	1/2 cup (30g)	500*	140	6	20	19	4	4	1C + 1P
Nature's Path Optimum Rebound	3/4 cup (55g)	400*	190	6	140	35	6	10	2C + 1P
Kashi Granola - Orchard Spice & Mountain Medley	1/2 cup (55g)	300*	220	7	120	37	6	6	3C + 1P
Kashi GoLean Crunch Honey Almond Flax	1 cup (53g)	500*	200	5	140	34	8	9	2C + 1P
Cereal, hot									
Nature's Path Instant Hot Oatmeal Flax 'n Oats	1 packet (50g)	360*	200	4	130	35	4	7	2C + 1P
Uncle Sam Instant Oatmeal with Flakes & Flaxseed	1 packet (34g)	360*	130	3	20	24	5	5	1C + 1P
Bars/Cookies									
Zoe's Flax & Soy Bar, average	1 bar (48g)	1300*	190	6	70	27	5	8	2C + 1P
Uncle Sam Cereal Bars	1 bar (50g)	690*	180	3	135	28	3	9	1C + 1P
Kashi Oatmeal Raisin Flax Cookies	1 cookie (30g)	600*	130	5	75	20	4	2	1C
Kashi Almond Flax Granola Bar	1 bar (35g)	300*	140	5	115	19	4	7	1C + 1P
Kashi Pumpkin Flax Granola Bar	2 bars (40g)	300*	180	6	150	26	4	6	2C + 1P
Pasta/Couscous									
Hodgson Mill Organic Whole Wheat with Flax	2oz dry (56g)	600*	200	2	0	40	6	9	3C + 1P
Hodgson Mill Whole Wheat Couscous with Milled Flax & Soy	1/3 cup (dry)	450*	230	2	0	48	6	10	3C + 1P
Barilla PLUS Pasta	2oz dry (56g)	202*	200	1	25	38	4	10	3C + 1P
Waffles/Pancakes									
Lifestream Natural Flax plus Waffles	2 waffles (78g)	1000*	240	9	420	34	4	5	2C, 1P + 1F
Hodgson Mill Multi Grain Buttermilk Pancake Mix/Milled Flax & Soy	1/3 cup (40g)	450*	150	2	321	31	5	10	2C + 1P
Seeds									
Bob's Red Mill Organic Golden Flaxseed Meal	2 Tbsp (13g)	2400*	60	4.5	0	4	4	3	1F
Hodgson Mill Milled Flax Seed	2 Tbsp (13g)	2600*	60	5	10	4	4	3	1F
Eggs									
Horizon O-3 Eggs	1 egg (50g)	225**	70	4.5	65	1	0	6	1P + 1F
Egg-Land Best	1 egg (50g)	100**	70	4	1	1	0	6	1P
Gold Circle Farms O-3 Liquid Eggs	1/4 cup (60g)	100**	30	0	230	1	0	6	1P
Fish									
Chicken of the Sea Pink Salmon Pouch	1 pouch (85g)	525**	90	3	420	0	0	15	1P
Honey Boy Pink Salmon Pouch	1 pouch (56g)	350**	60	2	280	0	0	10	1P
Condiments									
Spectrum Organic Omega 3 Soy Mayonnaise	1 Tbsp (14g)	2000*	100	11	90	0	0	0	2F
Hellman's Canola Mayonnaise	1 Tbsp (14g)	1100*	90	10	75	0	0	0	2F
Smart Balance Omega Plus Buttery Spread	1 Tbsp (14g)	550**	80	9	90	0	0	0	2F
I Can't Believe It's Not Butter Mediterranean Spread	1 Tbsp (14g)	400*	80	8	90	0	0	0	2F
I Can't Believe It's Not Butter Mediterranean Light Spread	1 Tbsp (14g)	200*	50	5	85	0	0	0	1F
Beverages									
Tropicana Healthy Heart Orange Juice	8 fl oz (240mL)	50**	120	0.5	0	26	2	0	2C
Odwalla Soy Smart - average if all flavors	8 fl oz (240mL)	32**	150	4.5	40	30	0	6	2C + 1P
Silk Plus Omega-3	8 fl oz (240mL)	402***	110	5	120	8	1	7	1C + 1P

* ALA (alpha-linoleic acid) Plant precursor of DHA & EPA Omega-3 fats.

** DHA & EPA Omega Fats

Omega-3 Fat



American Heart Association Recommendations:

Healthy People	Eat a variety of fish (preferably fatty) at least twice a week. Include oils and foods rich in ALA (milled flaxseed, canola and soybean oils, walnuts).
Patients with documented CHD	Consume about 1 g EPA+DHA per day preferably from fatty fish.
Patients who need to lower triglycerides	Consume 2 to 4 g of EPA+DHA per day. Check with your physician to see if you need an omega-3 supplement.

Food Sources of ALA Omega-3 Fats

(Recommended intake: 1.5g to 3g per day)

Flaxseed oil, 1 T	7.3 g
Ground flaxseed, 2 T	3.2 g
Walnut oil, 1 T	1.4 g
Canola oil, 1 T	1.3 g
Soybeans, cooked, 1 cup	0.6 g
Soybean oil, 1 T.....	1.0 g
Walnuts, 2 T.....	1.0 g
Firm tofu, 1/2 cup	0.7 g

Food Sources of EPA+DHA Omega-3 Fats

(Amounts are for 3-oz cooked portions)

Mackerel, Pacific.....	1.6 g
Salmon, Atlantic.....	1.6 g
Salmon, canned.....	1.0 g
Sardines, canned.....	1.0 g
Bass, striped.....	0.8 g
Crab	0.4 g
Flounder & Sole.....	0.4 g
Halibut.....	0.4 g
Shrimp.....	0.3 g
Scallops	0.2 g
Tuna, canned.....	0.2 g

What to Eat?

- ◆ Eat more fish—fresh, frozen, or canned but not the breaded, deep-fried kind.
- ◆ Try salmon and tuna sandwiches, fish chowder, fish cakes, sardines or oysters on crackers, tuna noodle casseroles, or tuna salad.
- ◆ Use omega-3 eggs for cooking and baking
- ◆ Use canola oil and non-hydrogenated canola oil margarine.
- ◆ Eat more nuts and seeds particularly walnuts and milled flaxseeds.
- ◆ Sprinkle crushed milled flaxseeds on your cereal, yogurt, soup or salad.
- ◆ Choose omega-3 fortified foods such as bread, cereal, margarine, mayonnaise, etc.

Fish Warning

Women who could become pregnant, are pregnant or breastfeeding, and young children should NOT eat shark, swordfish, king mackerel, fresh or frozen tuna, or tile fish (often called golden bass or golden snapper). These fish may have high levels of mercury, PCBs, dioxins and other environmental contaminants.

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