



Supermarket Savvy

Whole Grain Food Reviews



Whole Grain Snacks from Snyder's of Hanover **FREE OFFER**

Are you getting the three to five servings daily of whole grains? Did you know that Snyder's of Hanover has a full line of whole grain (8 to 20 g) snacks that includes pretzels, sun chips, tortilla chips, and cheese puffs? In fact, the cheese puffs claim the greatest amount of whole grains—20 g or more.

FREE OFFER Coupon for a 10 oz bag of Whole Grain Snacks

Email: adamultigrain@snyders-han.com

Include your name and address. In the subject line print "Free Offer SUPER-MARKET SAVVY."

Offer Expires: March 31, 2007

Their new Multi-Grain Tortilla Chip contains 33% less fat (5 g vs 8 g) than regular tortilla chips and has no trans fat. The 12 Multi-Grain Pretzel Sticks also can serve as a 'good for you' choice. They contain no trans or saturated fat and each serving of the sticks (about 9) has 3 g fiber.

Pros: Good to excellent source of whole grains.

Cons: The cheese puffs with the 20 g of whole grains also contain 6 g fat, 1 g saturated fat, and 280 to 300 mg sodium per serving.

✿ Our favorite is the Lightly Salted Tortilla Chips with 16 g whole grains, 3 g fiber, 110 mg sodium, only 5 g total fat, and no saturated fat.

Snyder's of Hanover Multi-Grain Tortilla Chips - Lightly Salted

Nutrition Facts

Serving Size: 1 oz (28g)	
Servings Per Container: About 10	
Calories 130	Calories from Fat 45
% Daily Value	
Total Fat 5g	8%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 110mg	5%
Total Carb. 20g	7%
Dietary Fiber 3g	12%
Sugars 2g	
Protein 2g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 2%

SNYDER'S OF HANOVER

Rating ***
Claims Whole grains
Allergens Wheat, dairy, soy
\$ \$2.69/10-oz bag
Distribution SM, ND
www.snydersofhanover.com



FYI Multigrain vs. Whole Grain

Multigrain on a food label does not mean the same thing as whole grain. To claim 'Multigrain' on a packaging, a food product must contain at least three different grains. Currently there is no FDA regulation on the quantity of each grain contained in the food. The grains in a multigrain product may or may not be whole grains. They may be refined grains that do not contain all the nutrients found in whole grains. Some products claiming 'Multigrain' that are not 'Whole Grain' are Town House Bisto Multigrain Crackers, Tostitos Multigrain, and Keebler Club Multigrain Crackers.

Knorr-Lipton Whole Grain Rice & Pasta Sides

A recent survey showed that almost half (47%) of adults are seeking easier and tastier ways to incorporate whole grain products into the meals they prepare. To help Americans increase their whole grain intake, Knorr-Lipton Sides has created a line of pasta and rice side dishes made with whole grains. Like all whole grain foods, these side

Knorr-Lipton Rice Side Chicken Broccoli

Nutrition Facts

Serving Size: 1/2 cup	
Servings Per Container: 2	
Calories 230	Calories from Fat 20
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 5mg	0%
Sodium 840mg	35%
Total Carb. 46g	15%
Dietary Fiber 3g	12%
Sugars 16g	
Protein 8g	
Vitamin A 30%	Vitamin C 15%
Calcium 2%	Iron 8%

KNORR-LIPTON WHOLE GRAIN RICE & PASTA SIDES

Rating **
Claims Whole grain
Allergens Wheat, dairy, soy
\$ \$1.69/2 servings
Distribution SM, ND
Contact 1-800-LACTAID
www.LetsMakeKnorr.com

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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dishes contain all the essential parts and naturally-occurring nutrients of the entire grain seed.

Whole Grain Sides come in four varieties—Alfredo Pasta, Chicken-Pasta, Chicken Broccoli Rice, and Sesame Chicken Rice.

Pros: A good source of whole grains and fiber (3 to 4 g).

Cons: Sodium is high (740 to 900 mg per serving), and there are only two servings per package.

🌸 These side dishes are versatile, and Knorr provides some great recipes at www.LetsMakeKnorr.com. Put 'Whole Grains' in the 'Search for Recipe' box for a list of whole grain entrees. Check the nutrition information provided.

FYI

Benefits of Whole Grains

Whole grains are often an even better source of key nutrients, disease-fighting phytochemicals and antioxidants than many fruits and vegetables. In addition, whole grains contain B vitamins, vitamin E, magnesium, iron, and fiber. Produce is a good source of different phytochemicals, antioxidants, and vitamins, especially vitamins A and C. Medical evidence continues to show that whole grains can reduce risks of heart disease, stroke, cancer, diabetes, and obesity.

Knorr-Lipton Pasta Side - Chicken

Nutrition Facts

Serving Size: 2/3 cup	
Servings Per Container: 2	
Calories 220	Calories from Fat 20
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 740 mg	31%
Total Carb. 46g	15%
Dietary Fiber 5g	20%
Sugars 2g	
Protein 9g	
Vitamin A 2%	Vitamin C 15%
Calcium 4%	Iron 15%

BARBARA'S BAKERY BARS

Rating ***

Claims Whole grains, calcium, vitamins & minerals

Allergens Wheat, dairy, soy

\$ \$3.99/6 bars

Distribution H/N, ND, SM SD

Contact 707-765-2927

www.BarbarasBakery.com



Barbara's Bakery Fruit & Yogurt Bars

Nutrition Facts

Serving Size: 1 Bar (42g)	
Servings Per Container: 1	
Calories 150	Calories from Fat 25
% Daily Value	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carb. 28g	9%
Dietary Fiber 1g	4%
Sugars 15g	
Protein 3g	
Vitamin A 10%	Vitamin C 10%
Calcium 25%	Iron 10%
Vitamin D 10%	Vitamin E 10%
Thiamin 10%	Riboflavin 10%
Niacin 10%	Vitamin B6 10%
Folic Acid 10%	Vitamin B12 10%
Biotin 10%	Zinc 10%

Barbara's Bakery Fruit & Yogurt Bars **FREE OFFER**

If you would like a tasty snack packed with portable nutrition, the Barbara's Bakery new Fruit & Yogurt Bars are for you. Each Fruit & Yogurt Bar provides a half serving of whole grains (8 g); only 3 g of fat; and 25% DV of calcium. They also feature a nutritional blend of vitamins and minerals. Varieties include Cinnamon Apple, Blueberry Apple, Cherry Apple, and Strawberry Apple.

Pros: A good source of whole grains (8 g) and 13 other vitamins and minerals. An excellent source of calcium (25% DV).

Cons: None

🌸 All Barbara's products contain no refined white sugar, artificial flavors, colors preservatives, hydrogenated oils or trans fats.

Barbara's Bakery Crunchy Organic Granola Bar **FREE OFFER**

For those looking for a wheat-free, whole grain snack bar, this new organic granola bar is a nutritious choice. Barbara's Crunchy Organic Granola Bars are an excellent source of whole grains (16 g) and are high in fiber (3 g). In addition, they are low in sodium (55 to 60 mg) and contain no trans fats. Available in Cinnamon Crisp, Oats & Honey, Peanut Butter, and Toasted Almond flavors.

Pros: They are wheat-free and still an excellent source of whole grains.

Cons: The fat is high (8 to 9 g) due to the inclusion of nuts. There are no added vitamins or minerals.

🌸 Perfect for snacking on the go, these crunchy organic granola bars have a satisfying crunch and sweet nutty flavor.

FYI

Products Qualifying for the Whole Grain Stamp

As of January 19, 2007, 95 companies are using Whole Grain Stamps on 1,037 different products. These products cover a wide range of foods, and over three-quarters (76%) of these foods offer a full serving or more of whole grain content. To see a list of products using the Whole Grain Stamp, [click here](#).

FREE OFFER One box of Barbara's Bakery Crunchy Organic Granola Bars or box of Fruit & Yogurt Bars.

Email: shaina@crierpr.com

Include your name and address. In the subject line, type "Free Barbara's Bakery coupon, Supermarket Savvy."



Barbara's Bakery Crunchy Granola Bar - Cinnamon Crisp

Nutrition Facts

Serving Size: 2 bars (42g)	
Servings Per Container: 5	
Calories 190	Calories from Fat 70
% Daily Value	
Total Fat 8g	12%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carb. 27g	9%
Dietary Fiber 3g	12%
Sugars 10g	
Protein 4g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 8%



VAN'S WHOLE GRAIN WAFFLES

Rating ***

Claims Organic, whole grains, fiber

Allergens Wheat, soy

\$ \$3.19/12 waffles

Distribution H/N, ND, SM, SD, IO

www.vanswaffles.com

Van's Whole Grain Waffles

FREE OFFER

Start your day off with whole grains by popping two of Van's Whole Grain Waffles into your toaster. Almost all Van's waffles merit an Excellent Source Stamp (16 g or more) from the Whole Grain Council: Organic Original, Organic Blueberry, Organic Soy-Flax, Multigrain, 97% Fat Free, Flax, Belgian Seven Grain, Wheat Free Original, Wheat Free Blueberry, Wheat Free Cinnamon Apple, Wheat Free Flax, Wheat Free Mini, and Buckwheat Waffle.

Pros: Excellent source of whole grains (16 g or more) and fiber.

Cons: None

What a great way to start the morning. Your kids will love them topped with fresh fruit.

FREE OFFER One box of Van's Gourmet MultiGrain or 97% Fat Free Waffles.

Email: shaina@crierpr.com

Include your name and address. In the subject line, type "Free Van's Waffles coupon, Supermarket Savvy."

Van's Whole Grain Waffles

Nutrition Facts

Serving Size: 2 waffles (76g)	
Servings Per Container: 3	
Calories 145	Calories from Fat 32
% Daily Value	
Total Fat 3.5g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 152mg	6%
Total Carb. 24g	8%
Dietary Fiber 2g	8%
Sugars 3.5g	
Protein 4.5g	
Vitamin A 0%	Vitamin C 0%
Calcium 25%	Iron 10%



ROMAN MEAL WHOLE GRAIN SNACK BARS

Rating ***

Claims Excellent source of whole grains and fiber

Allergens Wheat, tree nuts, soy, dairy

\$ \$23.00/12, 2 oz. bars

Distribution IO, SM, ND

www.romanmeal.com

Roman Meal Whole Grain Snack Bars

Roman Meal is a company known for great whole grain breads and cereals. Now you can receive this whole grain goodness in a new line of snack bars made from 100% whole grains. In addition, these snack bars do not contain refined sugars, corn syrup, or trans fats. They all are excellent sources of whole grains with 16 g or more in a 2-oz bar. Two of the bars (Oatmeal Raisin and Apple Cinnamon) are low fat (less than 3 g fat per serving) and the third (Cranberry Walnut) has 5 g fat.

Pros: Excellent source of whole grains (16 g) and fiber (5 g).

Cons: Calcium fortification would have made it a better breakfast bar.

My favorite is the Oatmeal Raisin. This is a great way to get two servings of whole grains.

Roman Meal Snack Bar - Oatmeal Raisin

Nutrition Facts

Serving Size: 1 Bar (57g)	
Servings Per Container: 1	
Calories 190	Calories from Fat 20
% Daily Value	
Total Fat 2.5g	4%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	7%
Potassium 320mg	9%
Total Carb. 41g	14%
Dietary Fiber 5g	20%
Sugars 15g	
Protein 3g	
Vitamin A 0%	Vitamin C 8%
Calcium 4%	Iron 10%

FYI Whole Grain Fact Sheet

A new whole grains fact sheet aims to provide consumers with easy-to-understand information on the healthy grains: what they are, what they do, and where to find them. Published by the International Food Information Council (IFIC), the information is designed to act as a point of reference for consumers who are trying to eat more whole grains, but remain confused about their health effects and sources. To access the IFIC Whole Grains Fact Sheet, [click here](#).

PRIA Grain Essential - Apple Cinnamon Crisp

Nutrition Facts

Serving Size: 1 bar (45g)	
Servings Per Container: 1	
Calories 160	Calories from Fat 20
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 90mg	4%
Total Carb. 31g	10%
Dietary Fiber 5g	20%
Sugars 10g	
Protein 5g	
Vitamin A 15%	Vitamin C 60%
Calcium 40%	Iron 20%
Vitamin K 15%	Vitamin E 60%
Thiamin 30%	Riboflavin 30%
Niacin 30%	Vitamin B6 30%
Folic Acid 30%	Vitamin B12 30%
Biotin 30%	Zinc 15%
Pantothenic Acid 60%	Phosphorus 15%
Iodine 15%	Magnesium 15%



POWERBAR PRIA GRAIN ESSENTIALS

Rating **

Claims Organic, calcium + 22 vitamins and minerals, whole grains

Allergens Tree nuts, peanuts, milk, soy

\$ \$1.69/bar

Distribution SM, ND, IO

www.powerbarpria.com

PowerBar Pria Grain Essentials

Inspired by consumer demand for more variety in the organic food category, PowerBar has expanded its women's nutrition product line with Pria Grain Essentials—crispy snack bars made with 70% certified organic ingredients, whole grains, and specific nutrition for women. The bars provide 23 vitamins and minerals, including 40% of women's recommended daily calcium requirement, and are formulated with a special form of inulin, a natural dietary fiber that helps boost calcium absorption. Choose from Chocolate Almond Bliss, Orchard Apple Cinnamon Crisp, and Country Honey'n Oats.

Pros: Good source of whole grains (8 g) and fiber (5 g). An excellent source (20% DV or higher) of 12 vitamins and minerals including calcium (40% DV), iron (20% DV) and folate (60% DV).

Cons: No vitamin D recommended for calcium utilization.

At just 160 to 170 calories, these bars are a good choice for a quick snack. My favorite is the Orchard Apple Cinnamon Crisp.



Chocolate & Health

From the times of the Aztec's, the cocoa bean has been cherished for much more than its rich, indulgent flavor. It's been viewed as everything from an aphrodisiac to a cure-all for any condition. Turns out they may have been on to something. Recent research is showing that the cocoa bean contains antioxidants that have health benefits.



FYI

Flavanol Antioxidants

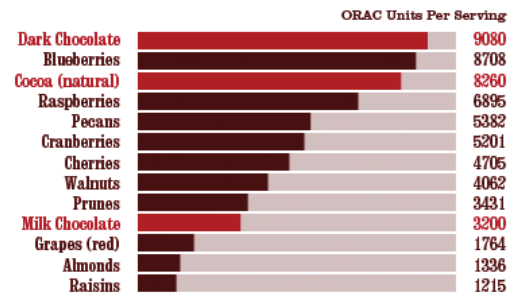
Antioxidants are compounds that help neutralize free radicals and protect your body against their destructive effects. Flavanol Antioxidants occur naturally in some plant-based foods, such as tea, grapes, blueberries, cranberries, and cocoa beans. Cocoa beans are the base ingredient of all chocolate products. Interestingly, on a gram for gram basis, cocoa (ground cocoa beans from which some of the cocoa butter has been removed) is one of the most concentrated natural sources of flavanols.

FYI

Measuring Antioxidant Activity

The antioxidant level of foods is rated by its ORAC, or "Oxygen Radical Absorbance Capacity." In terms of ORAC, a standard serving of dark chocolate (37 g or 1.3 oz) provides more antioxidants than the standard servings of many other well-known antioxidant-containing foods, including blueberries, walnuts, and raisins. Scientists are still investigating how antioxidant values in foods relate to antioxidant activity in the body and more research needs to be done to better understand how the body absorbs and uses these antioxidants.

Click here to see a list of [ORAC values of common foods](#).



HERSHEY'S CHOCOLATES

Rating **
 Claims Kosher
 Allergens Varies
 \$ Varies
 Distribution SM, ND
www.hersheys.com



Hershey's Extra Dark

Data from a recent study sponsored by the Hershey Company and previous data from USDA and others indicate that dark chocolate is one of the most concentrated sources of flavanols antioxidants among foods. The antioxidant capacity of 1 serving (37g) of Hershey Dark Chocolate is equal to 3 cups of tea, 2 glasses of red wine, or 1 1/3 cups of blueberries. Hershey Extra Dark Chocolate contains 60% cocoa.

Hershey's Extra Dark chocolate comes in single serve (1 oz) and to share (3.5 oz) sizes in plain; cranberries, blueberries, and almonds; and cranberry macadamia.

Pros: High in antioxidants.

Cons: High in fat and saturated fat.

🌸 My favorite!

Hershey's Sugar Free

You won't believe it's sugar-free! Hershey's Sugar Free candies have the same high quality and famous taste — without the sugar and with about 19% fewer calories. Hershey's Sugar Free Candy is sweetened in part, with sugar alcohols, sugar replacers that cause only a slight rise in blood sugar levels.

The Hershey's Sugar Free Candy line includes most of their popular brands—Reese's Peanut Butter Cups, Twizzlers, York, and Jolly

Rancher—including Hershey's milk and dark chocolate bars, syrup, and baking chunks.

Pros: These sugar free candies would be a better choice for people with diabetes.

Cons: The sugar-free candies are not a low calorie food nor are they low in fat or saturated fat. Sugar alcohols can cause bloating and indigestion. Eat in moderation.

🌸 The taste is equal to the regular Hershey's products.





Hershey's Sticks

It's the convenient, guilt-free way to indulge in chocolate. HERSHEY'S STICKS come in 4 smooth and creamy flavors—Rich Dark Chocolate, Mint Milk Chocolate, Milk Chocolate,

and Caramel filled Milk Chocolate. Each STICK is perfectly sized (1/3 oz), containing only 60 calories per stick.



Hershey's Syrup – Sugar-Free, Lite, and with Calcium (10%)

Did you know that most chocolate syrup is fat free? Hershey's Chocolate Syrup also comes in a Special Dark, Sugar-free, Lite, and Calcium Fortified varieties. The Lite and Sugar-free have

50% less calories (45 vs. 100), carbohydrates (11g vs. 24 g) and no sugar. Sugar alcohol and other sugar replacers have replaced the sugar. The Calcium Fortified has 10% DV of calcium.

FYI Antioxidant Seal

The Hershey Company has developed a special seal to appear on labels of select products to help consumers identify products that are higher in cacao, and therefore contains higher levels of natural flavanols antioxidants.



CocoaVia Milk Chocolate Candy

For you milk chocolate lovers, Mars has combined the great taste of milk chocolate with the potential heart-health benefits of CocoaVia dark chocolate (see review in *SUPERMARKET SAVVY*, November 2005). Like all CocoaVia heart-healthy snacks, these new products deliver the unique combination of cocoa flavanols, the heart-healthy compounds that are found naturally in cocoa beans, and natural plant extracts proven to lower cholesterol, in a serving size of 110 to 150 calories.

is fortified with calcium (20% DV) and a mix of heart-healthy nutrients including folic acid, vitamins B6, B12, C and E, and provides 1.1 to 1.5 g of plant sterols.

The new CocoaVia comes in Milk Chocolate and Milk Chocolate Almond Bars and Milk Chocolate-Covered Raisins.

Pros: Contains heart healthy ingredients.

Cons: High in total fat (6 to 7 g) and saturated fat (3 to 3.5 g). The bars are small (22 g or ¾ oz). For the heart health benefits it is recommended that you eat 2 servings a day which can be as much as 300 calories, 14 g of total fat, and 7 g of saturated fat.

🌸 The candy is delicious.

CocoaVia	
Rating	**
Claims	Heart healthy
Allergens	Peanuts, tree nuts, eggs, wheat
\$	\$4.99/5 bars \$1.70/ bottle \$4.99/3 bottles
Distribution	SM, DC, CS, ND
	www.cocoaovia.com

Each serving of CocoaVia contains at least 100 mg of cocoa flavanols, providing the potential-heart health benefits in a relatively small portion size. That means less fat and fewer calories compared to many regular, larger-sized chocolate bars. Additionally, CocoaVia

CocoaVia Chocolate Indulgence Beverage

If you would rather drink your chocolate, this beverage provides all the heart benefits of the CocoaVia chocolate bars with just a few more calories—150. It is also an excellent source of plant sterols, calcium (20% DV), and the other vitamins and minerals.

Pros: The beverage is lower in total fat (3 g vs. 7 g) and saturated fat (1 g vs. 3.5 g) than the candy.

Cons: The sugar is high (24 g).

🌸 Rich chocolate taste.

FYI CocoaVia Research

Clinical research conducted at the University of California-Davis and presented at the 2004 American Heart Association meeting found that ingredients in Cocoa Via Snack Bars significantly lowered total and LD Cholesterol, without impacting HDL or "good" cholesterol.

Harvard researchers found that drinking a flavanols-rich cocoa beverage improved several measures of vessel function, especially in older study participants. (*Journal of Hypertension*, July 2006).

Press Release



continued on page 8

Chocolate Comparison Chart

Arranged in order by % Fat Calories and Total Calories

✓ **SS Picks** = 50% or less Fat Calories + 10 g or less Sugar

Food	Serving Size	% Fat Calories	Total Calories	Fat (g)	Saturated Fat (g)	Carbohydrate (g)	Sugar (g)	Fiber (g)	ORAC* Rating + Additional Nutrients
✓ Swiss Miss Cocoa Mix Diet	0.3 oz	0%	25	0	0	4	1	2	30% DV Calcium; Sucralose
✓ Hershey Lite Syrup	1.2 oz	0%	45	0	0	11	0	0.5	Sugar alcohols
Syrup	1 oz	0%	73	0	0	17.5	14.5	0	
Hershey Syrup	1.4 oz	0%	100	0	0	24	20	0.5	
NesQuick Syrup	1.3 oz	0%	110	0	0	25	19	1	
Cocoa (dry)	1 oz	8%	112	1	0	24	20	1	ORAC 6360
✓ Swiss Miss Cocoa Mix	1 oz	19%	120	2.5	2	23	2	1	
✓ CocoaVia Snack Bars	0.8 oz	23%	80	2	1	13	6	1	Vitamin c, E, B6, B12, Folic Acid, Calcium
✓ Cocoa Powder	1 oz	44%	72	3.5	2	15.5	0.5	8.5	
✓ Hershey Dark Stick	0.4 oz	45%	60	3	2	7	5	0.5	
✓ Nestle Crunch Dark Stixx	0.6 oz	50%	90	5	4	11	6	<1	
Milk Chocolate	1 oz	51%	150	8.5	5.5	17	15	1	ORAC 2464
CocoaVia Bars	0.8 oz	54%	100	6	3.5	12	9	2	Vitamin C, E, B6, B12, Folic Acid, Calcium
CocoaVia Indulgence Beverage	5.7 oz	54%	150	9	1	28	24	3	Vitamin A, C, D, E, B6, B12, Folic Acid, Calcium, Iron
Dark Chocolate	1 oz	54%	150	9	6	17	13.5	1	ORAC 6992
Hershey Extra Dark Bar	1.3 oz	54%	200	12	7	20	14	4	
Semi-sweet Baking Chips	1 oz	56%	136	8.5	5	18	.15		ORAC 5425
Dove Bar	1.3 oz	57%	190	12	7	22	17	3	
CocoaVia Chocolate Almonds	1 oz	71%	140	11	3.5	12	8	3	Vitamin C, E, B6, B12, Folic Acid, Calcium, Iron
Hershey Sugar-Free Dark	1.4 oz	71%	190	15	9	23	0	3	

*ORAC (Oxygen Radical Absorbance Capacity) is a measure of the ability of foods to subdue harmful oxygen free radicals that can damage our bodies. (Source: Data from the US Department of Agriculture's Agricultural Research Service and

Chocolate and Health

What is chocolate?

Chocolate is made using beans harvested from the cocoa tree called Theobroma cacao. The beans are removed from their pod, fermented, dried, roasted and then ground to produce cocoa mass or cocoa liquor. This is then pressed to yield cocoa butter and cocoa cake which is ground up into cocoa powder.

What are the health benefits of chocolate?

- ◆ Although cocoa butter does contain significant amounts of saturated fat, it has been shown to have a neutral (or even a beneficial) effect on cholesterol.
- ◆ Contains flavonoids that are part of a group of antioxidants known as polyphenols and are found in a variety of foods including tea, red wine, and various fruits and vegetables.
- ◆ May improve mood and pleasure by boosting serotonin and endorphin levels in the brain

What are the health concerns of chocolate?

- ◆ Caffeine – An addictive stimulant that may cause headaches, insomnia, heart palpitations, and digestive disorders.
- ◆ Kidney Stones – Chocolate contains oxalates which can lead to and increase your risk for kidney stone formation.

- ◆ Migraine Headaches – Dark chocolate, which contains a natural chemical, tyramine, is thought to trigger migraines although the data is inconclusive.

Nutrition Tips:

- ◆ Choose dark chocolate with a high percentage of cocoa (70% or higher).
- ◆ The recommended serving is 7 oz per week or about 1 oz per day.
- ◆ Chocolate is loaded with calories, fat, and sugar so consume sparingly
- ◆ Check the ingredients to make sure it does not contain fats such as palm and coconut oils and that it is made without the use of ‘hydrogenated’ or ‘partially hydrogenated’ oils.
- ◆ Freeze small servings of chocolate to decrease temptation and help with portion control.

Chocolate Comparison Chart – Arranged by ORAC Rating

Serving Size: 1 oz	ORAC* Rating	Calories	Fat (g)	Saturated Fat (g)	Carbohydrate (g)	Sugar (g)	Caffeine (mg)
Natural Cocoa Powder	25,606	72	3.5	2	15.5	0.5	NA
Dark Chocolate	6992	150	9	6	17	13.5	18
Cocoa (dry)	6360	112	1	0	24	20	6.5
Semi-sweet baking chips	5425	136	8.5	5	18	1.5	17.5
Milk Chocolate	2464	150	8.5	5.5	17	15.0	6.5
Syrup	NA	73	0	0	17.5	14.5	5

* Oxygen Radical Absorbance Capacity – a rating of antioxidant level in foods

(Source: Data from the US Department of Agriculture’s Agricultural Research Service and Brunswick Laboratories, April 2005.)

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On the Label....

Gluten-Free Proposal

Makers of foods claiming to be gluten-free may see tighter standards under new rules proposed by FDA. Under the new rules, foods claiming to be 'gluten-free' must not contain any type of wheat, rye or barley, including hybrids. They also cannot use any ingredient made from such grains without having the gluten removed first.

The FDA has requested feedback from consumers on several issues relating to the gluten-

free diet, and how individuals make choices about gluten-free products. You have till April 23, 2007 to make comments. See the **Proposed Rule** with instructions for making comments. **Questions and Answers** on the Gluten-Free Labeling Proposed Rule.

The American Celiac Disease Alliance has also launched a survey focused on several questions posed by the FDA. Click here to access the **Survey**.

Food News....

Better-for-you Foods on the Rise

'Food minus' items that have lower levels of 'bad' ingredients, such as fat and sugar, have seen a sharp rise in popularity over the past year, according to Mintel. Last year, low or no trans-fat product launched grew by nearly

120% and gluten-free saw an 86% jump in 2006. 'Rising Stars' were Organic ingredients and 'Superfoods' such as pomegranate, one of the most popular ingredients of the year, especially in beverages. Mintel predicts that the next 'superfood' will be antioxidant-rich acai berry.

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Ghirardelli Dark Baking Chocolate

GHIRARDELLI DARK BAKING CHOCOLATE

Rating	**
Claims	None
Allergens	milk
\$	Chips: \$2.70/11 oz Bars: \$2.45/4 oz
Distribution	SM, ND
Contact	1.800.877.9338
www.ghirardelli.com	

What percentage is your baking chocolate—50%, 60%—do you know? Ghirardelli has added a new Extra Bittersweet Chocolate Baking Bar with 70% cocoa and increased the cocoa percentage in its Bittersweet Chocolate bar and its Bittersweet Chocolate chips, both now 60%. They also have an Unsweetened Baking Bar that is 100% cocoa. As an added benefit to bakers, Ghirardelli now includes the cocoa percentage information on all its dark chocolate packaging.



✿ Not only does a high level of cocoa provide a more intense chocolate flavor, it also provides more antioxidants.

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