



Facts on Hannaford's *Guiding Stars*

What is *Guiding Stars*? *Guiding Stars* is a nutrition navigation tool designed to make it easy for interested shoppers to quickly identify more nutritious food choices throughout the supermarket. *Guiding Stars* features a symbol of a figure with one, two, or three Stars on food shelf tags throughout all Hannaford stores.

Purpose of *Guiding Stars*. The purpose of *Guiding Stars* is to help simplify shopping for more nutritious foods. As shoppers make their way through a Hannaford store, *Guiding Stars* will help them quickly see which products have **more** vitamins, minerals, dietary fiber and whole grains, and **less** saturated fat, *trans* fat, cholesterol, added sodium and added sugars.

Definitions Used for *Guiding Stars*. When compared to other foods within a category:

- **One Star** = good nutritional value
- **Two Stars** = better nutritional value
- **Three Stars** = best nutritional value
- **No Stars** = Does not meet the criteria for Star OR is not rated by *Guiding Stars*

Star Criteria

- **Scoring:** Foods are scored based on a balance of credits and debits. Foods are credited for vitamins, minerals, dietary fiber and whole grains and debited for saturated fat, *trans* fat, cholesterol, added sodium, and added sugars. Based on a food's total points, it receives one, two, three or zero Stars.
- **Source of scoring information:** For packaged foods, criteria used to assign Stars come from information on the Nutrition Facts label and the ingredients list on food packaging. Data from the U.S. Department of Agriculture's national nutrient database is used for foods without labels like fruits, vegetables, meats and seafood. Only nutrition information included on the food label and regulated by FDA and/or USDA are considered.

- **Serving sizes:** To level the playing field across products, a consistent unit of 100 calories is used for scoring. This avoids the confusion of comparing foods with different manufacturer's serving sizes. Please note that the 100 calorie unit is NOT a recommended 'serving size'.

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