



Nutrition Standards

Standards for Foods in the Price Chopper Luvin' Lunchbox.

We all want to do the best job we can for our children, and that includes how we feed them. Often, time and budget crunches win over nutrition, but that does not have to be the case. Price Chopper is introducing our Luvin' Lunchbox program, which will feature foods, products, ideas and information you need to make a great lunch for your child. We are building this program around the Institute of Medicine's Nutrition Standards for Foods in Schools. This way, we stay close to the best science and in line with the standards being put into place for school lunch.

The standards are based on the Dietary Guidelines for Americans (DGA), and divided into two tiers, recognizing children have different needs as they grow. Tier 1 outlines standards for most foods served to all grade levels. Tier 2 outlines foods and drinks that fall short of meeting Tier 1 criteria, but are not outside the DGA, and so are allowed in specific circumstances (such as; in high school only, or after the regular school day).



Price Chopper's Luvin Lunchbox symbol will appear in our ads on all foods that meet both Tier 1 and Tier 2 standards. The symbol may carry highlights about the item's role in the diet, such as nutrients or vitamins, or a little idea about how to get the item to school and actually into your child!

Below please find a summary of the standards, and below the link to the April 2007 Institute of Medicine Report outlining the standards and how they were reached. Nutrition is an evolving field, so the Luvin' Lunchbox site will always be a work in progress as we move forward, making sure cutting edge science can be put to work in your life. We welcome your comments and questions online at HealthyU@Pricechopper.com, or 800-666-7667, option 2.

Price Chopper's Summary of Standards

TIER 1: For All Students

Tier 1 foods are fruits, vegetables, whole grains, and related combination products* and nonfat and low-fat dairy that are limited to 200 calories or less per portion as packaged and:

- No more than 35 percent of total calories from fat
- Less than 10 percent of total calories from saturated fats
- Zero Trans Fat (> 0.5 g per serving)
- 35 percent or less of calories from total sugars, except for yogurt with no more than 30 g of total sugars, per 8-oz. portion as packaged
- Sodium content of 200 mg or less per portion as packaged

À la carte entrée items meet fat and sugar limits as listed above and:**

- Have a sodium content of 480 mg or less

*Combination products must contain a total of one or more servings as packaged of fruit, vegetables, or whole grain products per portion.

**200-calorie limit does not apply; items cannot exceed calorie content of comparable National School Lunch Program entrée items.

Tier 1 beverages are:

- Water without flavoring, additives, or carbonation.
- Low-fat* and nonfat milk (in 8 oz portions): Lactose-free and soy beverages are included, flavored milk with no more than 22 g of total sugars per 8-oz. portion
- 100-percent fruit juice in 4-oz. portion as packaged for elementary/middle school and 8oz. (two portions) for high school.
- Caffeine-free, with the exception of trace amounts of naturally occurring caffeine substances.

*1-percent milk fat

TIER 2: High School Students After School

Tier 2 snack foods are those that do not exceed 200 calories per portion as packaged and:

- No more than 35 percent of total calories from fat
- Less than 10 percent of total calories from saturated fats
- Zero Trans fat (> 0.5 g per portion)
- 35 percent or less of calories from total sugars
- Sodium content of 200 mg or less per portion as packaged.

Tier 2 beverages are:

- Non-caffeinated, non-fortified beverages with less than 5 calories per portion as packaged (with or without nonnutritive sweeteners, carbonation, or flavoring).


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