

**You Don't Have
to Be an Expert...**
Better Nutrition is
Just a Glance Away!



We do the science so you
don't have to. Just remember:
the higher the NuVal® number,
the better the nutrition.



It is imperative that we teach our children the importance of healthy eating and living to help prevent future illnesses. Contact TOPS today at 716-635-5307 to schedule your free in-school presentation.

The NuVal® Nutritional System is intended for use in making food choices. It is not a diet or substitute for a doctor's advice about health conditions. NuVal® Scores are based on nutrient data from laboratories, manufacturer recipes or onpack nutrition information and ingredients. Visit www.NuVal.com for more information on how scores are developed.

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**BETTER
SCORES
FOR A
BETTER
YOU!**



What is NuVal?

Everybody wants to eat healthy, but sometimes it can be overwhelming to make healthier decisions. The NuVal® Nutritional Scoring System is a food scoring system that helps you see, at a glance, the nutritional value of the foods you buy. The NuVal® System rates all foods and beverages on a scale of 1 to 100. The higher the NuVal® Score, the better the overall nutrition. Scores are displayed directly on shelf tags so you can make quick and easy nutritional comparisons between foods. You don't even have to look at the Nutrition Facts panel.

Plus, NuVal® nutrition and medical experts are always updating NuVal® Scores due to scientific advancement, reformulation of products and changes to federal dietary guidelines. Wow, that was a mouthful! Good thing we do the science so you don't have to!

Numerator
 Vitamin A
 Iron
 Fiber
 Magnesium
 Zinc
 Omega-3 fatty acids
 Potassium
 Folate
 Total carotenoids
 Calcium
 Vitamin B12
 Vitamin B6
 Total bioflavonoids

÷
 Denominator
 Trans Fat
 Cholesterol
 Saturated Fat
 Sodium
 Sugar

= **Score of 1 to 100**


What's in a NuVal® Score?

NuVal® Nutritional Scores consider more than 30 nutrients and nutrition factors, like carbohydrates, proteins and fat, as well as the quality of the nutrients. The not-so-good stuff? We also look at trans fat, saturated fat, cholesterol, sugar and sodium. The net result takes all that complex nutritional science and delivers an easy-to-understand score from 1-100 right to your grocery store. The higher the number, the better the nutrition. That's the NuVal® Score.

The Higher the Number, the Better the Nutrition.

Sample NuVal® Scores			
Seafood		Nuts	
Atlantic Salmon	93	Almonds	84
Meat, Poultry and Eggs		Fruits and Veggies	
85% Lean Ground Beef	38	Broccoli	100
Skinless Chicken Breast	57	Blueberries	100
Eggs	85	Spinach	100
		Milk	
		Skim Milk	100
		2% Milk	84

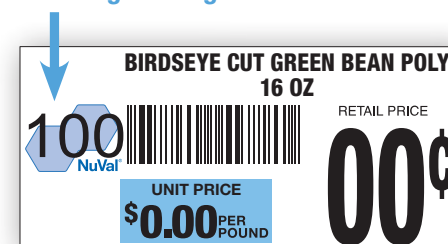
A 100 a day keeps the doctor away.



Shop Better, Eat Better, Feel Better, Look Better!

Navigating all of the nutritional information in a grocery store can be pretty complicated. That's why NuVal® Scores are on all kinds of foods, from apples to cookies, from yogurt to cereal, noodles to tuna. Just compare NuVal® Scores on similar foods to find better nutrition. The better the score, the better it is for you. Plus, when you feel better about your nutritious choices, you can feel more confident every time you shop!

Look for NuVal® Scores on over 20,000 shelf tags throughout the store.



Backed by Trusted Scientists Who Have Your Back

Who's behind the NuVal® Scores? An independent panel of nutrition and medical experts from leading universities and health organizations led by Dr. David Katz of the Yale-Griffin Prevention Research Center. Who doesn't have a say in NuVal® Scores? Food and beverage manufacturers and special interest groups. Your supermarket offers NuVal® Scores to make your shopping experience better, but they do not influence the scores in any way.

