

## NUTRITION CRITERIA

### A Sensible Decision

Developed by Kraft's nutrition experts, the nutrition criteria are derived from the 2005 U.S. Dietary Guidelines, as well as authoritative statements from the U.S Food & Drug Administration, National Academy of Sciences, and other public health authorities. The Kraft Worldwide Health & Wellness Advisory Council, a group of recognized experts from key health and wellness disciplines, also provided expert guidance to criteria development.

### Intelligent Criteria

Sensible Solution criteria require that ALL qualifying products contain limited amounts of calories, fat (including saturated and trans fat), sodium and sugar. In fact, many Sensible Solution products meet specifications for "reduced", "low", or "free" in calories, fat, sodium or sugar. In addition, many Sensible Solution products have the added benefit of providing meaningful amounts of good-for-you nutrients like calcium, fiber, whole grain, or protein, or deliver a functional benefit such as heart health. The Nutrition Facts Panel on the side or back of the package will provide more detailed nutrition information.

We may modify specific criteria in our guidelines based on scientific developments, regulatory guidance, industry-adopted guidelines or our own internal re-evaluation. Check this website regularly to be sure you have the latest criteria applicable to our *Sensible Solution* program.

## Beverages

**100% JUICE** can qualify for *Sensible Solution* based upon the following criteria (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

#### **Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

*AND must meet the following limits:*

- 120 calories
- Serving size of no more than 8 fluid ounces

**REFRESHMENT BEVERAGES** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

#### **2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

*AND must meet the following limits:*

- 40 calories
- 10g added sugar

**SPECIALTY BEVERAGES** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

#### **2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable

- Provide a functional benefit

AND must meet the following limits:

- 100 calories
- 2g total fat
- 1g saturated and trans fat
- 10g added sugar

## Cereals

**CEREALS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

**2 - Presence of One or More Positive Benefits**

Cereals with **smaller** serving sizes\* when served with 1/2 cup fat free milk:

Must meet at least one:

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- At least 8g of whole grain
- Provide a functional benefit

AND must meet the following limits:

- 170 calories
- 30% of calories from total fat
- 10% of calories from saturated and trans fat
- 25% of calories from added sugar
- 360mg sodium
- And contain at least 2.5g of fiber or 8g of whole grain

For cereals with **larger** serving sizes\* when served with 1/2 cup fat free milk:

Must meet at least one:

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or 20% DV of fiber
- At least a half-serving of fruit or vegetable
- At least 16g of whole grain
- Provide a functional benefit

AND must meet the following limits:

- 290 calories
- 30% of calories from total fat
- 10% of calories from saturated and trans fat
- 25% of calories from added sugar
- 480mg sodium
- And contain at least 5g of fiber or 16g of whole grain

\*Cereals with smaller serving sizes are based on a standard 30g serving amount; cereals with larger serving sizes are based on a standard 55g serving amount.

**GRANOLA AND CEREAL BARS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

**2 - Presence of One or More Positive Benefits**

Must meet at least one:

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

AND must meet the following limits:

- 150 calories
- 30% of calories from total fat
- 10% of calories from saturated and trans fat
- 25% of calories from added sugar
- 360mg sodium
- And contain at least 2.5g of fiber or 8g of whole grain or 10% protein

## Cookies

**COOKIES** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

**2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- A nutritionally significant amount of whole grain (at least 5g)
- Provide a functional benefit

*AND must meet the following limits:*

- 100 calories\*
- 30% of calories from total fat\*
- 10% of calories from saturated and trans fat
- 25% of calories from added sugar
- 290mg sodium

*\*Calories no more than 130 and fat no more than 35% of calories if the product contains 10% DV fiber, a nutritionally significant amount of whole grain (at least 5g) or has a functional nutrition benefit*

## Nuts

**NUTS AND NUT-BASED SNACKS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

**2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

*AND must meet the following limits:*

- 200 calories
- 20g fat
- 2g saturated and trans fat
- 10% of calories from added sugar
- 290mg sodium

## Crackers & Snacks

**CRACKER PRODUCTS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

**2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- A nutritionally significant amount of whole grain (at least 5g)

- Provide a functional benefit

AND must meet the following limits:

- 100 calories\*
- 30% of calories from total fat\*
- 10% of calories from saturated and trans fat
- 25% of calories from added sugar
- 290mg sodium

\* Calories no more than 130 and fat no more than 35% of calories if the product contains 10% DV fiber, a nutritionally significant amount of whole grain (at least 5g) or has a functional nutrition benefit

**SALTED SNACKS** can qualify for Sensible Solution in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

OR

**2 - Presence of One or More Positive Benefits**

Must meet at least one:

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- A nutritionally significant amount of whole grain (at least 5g)
- Provide a functional benefit

AND must meet the following limits:

- 100 calories\*
- 30% of calories from total fat\*
- 10% of calories from saturated and trans fat
- 25% of calories from added sugar
- 290mg sodium

\* Calories no more than 130 and fat no more than 35% of calories if the product contains 10% DV fiber, a nutritionally significant amount of whole grain (at least 5g) or has a functional nutrition benefit

## Cheese & Dairy

**NATURAL, FETA, PROCESSED CHEESES, CREAM CHEESE, COTTAGE CHEESE, RICOTTA CHEESE, SOUR CREAM, SOUR CREAM DIPS, CHEESE SPREADS & DIPS AND HUMMUS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

OR

**2 - Presence of One or More Positive Benefits**

Must meet at least one:

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

AND must meet the following limits:

- 100 calories
- 3g total fat
- 2g saturated and trans fat
- 40mg of cholesterol
- 290mg sodium
- 25% of calories from added sugar

**GRATED PARMESAN CHEESE** can qualify for *Sensible Solution* based upon the following criteria (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

## Convenient Meal Products

**CONVENIENT MEAL PRODUCTS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

\* Convenient Meals category represents a broad range of products with different serving sizes and amounts of food, therefore, ranges are provided for some nutrients.

### 1 - *Reduced in Nutrients of Concern* (meet at least one)

- Must be free of, low in or at least 25% less, when compared to similar products in the category, in at least one of the following: calories, fat, saturated fat, sugar or sodium
- Less than 35% calories from fat
- Meet definition of lean or extra lean

**OR**

### 2 - *Presence of One or More Positive Benefits*

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- At least 8g whole grain
- Provide a functional benefit

*AND must meet the following limits:*

- 250-600 calories \*
- 35% calories from total fat
- 10% calories from saturated and trans fat
- 25% calories from added sugar
- 480-960mg sodium \*
- 60-90mg cholesterol \*

## Meat & Meat Alternatives

**MEAT AND MEAT ALTERNATIVE PRODUCTS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

\* Meat and Meat Alternatives category represents a broad range of products with variable serving sizes, therefore, ranges are provided for some nutrients.

### 1 - *Reduced in Nutrients of Concern* (meet at least one)

- Must be free of, low in or at least 25% less, when compared to similar products in the category, in at least one of the following: calories, fat, saturated fat, sugar or sodium
- Meet definition of lean or extra lean

**OR**

### 2 - *Presence of One or More Positive Benefits*

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- At least 8g whole grain
- Provide a functional benefit

*AND must meet the following limits:*

- 60-110 calories \*
- 1-4g total fat\*
- 0.5-1.5g saturated and trans fat\*
- 15-80mg cholesterol\*
- 140-480mg sodium\*
- At least 5 g protein (10% Daily Value)

## Desserts

**DESSERT PRODUCTS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

### 1 - *Reduced in Nutrients of Concern* when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

## **2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

*AND must meet the following limits:*

- 100 calories
- 30% calories from total fat
- 10% calories from saturated and trans fat
- 25% calories from added sugar
- 360mg sodium

## **Salad Dressings**

**SALAD DRESSINGS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

## **2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

*AND must meet the following limits:*

- 80 calories
- 30% calories from total fat
- 10% calories from saturated and trans fat
- 25% calories from added sugar
- 10mg of cholesterol
- 290mg sodium

## **Mayonnaise**

**MAYONNAISE AND MIRACLE WHIP PRODUCTS** can qualify for *Sensible Solution* in one of two ways (per serving). All qualifying products must be reviewed and approved by Kraft's Nutrition Department to ensure they are nutritionally appropriate.

**1 - Reduced in Nutrients of Concern** when compared to similar products in the category

- Must be free of, low in or at least 25% less in at least one of the following: calories, fat, saturated fat, sugar or sodium

**OR**

## **2 - Presence of One or More Positive Benefits**

*Must meet at least one:*

- 10% or more of the Daily Value (DV) of: Vitamin A, C, E, calcium, magnesium, potassium, iron, protein or fiber
- At least a half-serving of fruit or vegetable
- Provide a functional benefit

*AND must meet the following limits:*

- 50 calories
- 30% calories from total fat
- 10% calories from saturated and trans fat
- 25% calories from added sugar
- 5mg of cholesterol
- 140mg sodium