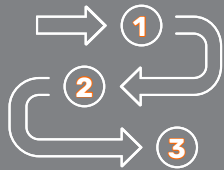


How To TREAT RIGHT

at

HALLOWEEN

1 Make A Plan



90 percent of parents report that they have a plan to help their children make informed choices at Halloween.

2 Understand Candy Portions



Portion out **two or three pieces** of candy in small bags, each representing **100 calories** or less.

3 Eat Before You Treat



Have a **balanced dinner** together **before** going trick-or-treating.

Embracing Balance

Most people in the U.S. enjoy chocolate & candy **2-3 times per week**, averaging about **40 calories** per day and about **one teaspoon** of added sugar per day.



Always A Treat Initiative

America's leading chocolate and candy companies are committed to providing consumers with information, options and support as they enjoy their favorite treats. In the next few years, consumers will see tangible changes in the marketplace as a result of the Always A Treat Initiative, including more options in smaller pack sizes with clear calorie labels right on the front of the pack.

 @CandyUSA

 National Confectioners Association

 @CandyUSA

Get more tips at [AlwaysATreat.com/HalloweenCentral](https://www.alwaysatreat.com/HalloweenCentral)