

Smart Heart™ Tips

Exercise Daily

Daily physical activity reduces the risk of heart disease by improving blood circulation throughout the body. At least 30 minutes or more most days of the week can help lower cholesterol and reduce other factors for heart disease. Check with a doctor before starting any exercise program.



Shop With A List

Make a list and plan weekly meals. You'll save time at the store and make fewer impulse purchases.

Read Labels

One of the best ways to know what you are eating is to read the Nutrition Facts panel on the back of the package. Information is provided by serving size, which in most cases, is a portion of the total package size.

Nutrition Facts	
Serving Size 1/2 cup (144g)	
Amount Per Serving	
Calories 200	Calories from Fat 120
Total Fat 15g	30%
Saturated Fat 5g	10%
Cholesterol 25mg	5%
Sodium 600mg	12%
Total Carbohydrate 30g	6%
Fiber 1g	2%
Sugar 15g	30%
Protein 5g	10%
Vitamin A 10%	Vitamin C 20%
Calcium 10%	Iron 10%

Enhance Flavor Without Salt

A high-sodium diet is often a cause of hypertension. Sprinkling on salt at the table adds sodium. Try using lemon wedges, pepper and other spices instead of salt. Minimize intake of salty snacks and foods cured in salt or preserved in brine.

Use Low-Fat Cooking Techniques

Roasting, baking, broiling, braising and sautéing in a non-stick pan sprayed with cooking spray are recommended cooking techniques because they require little fat and tend to remove fat contained in meat.

Choose Cooking Fats Wisely

If you've been using butter, a saturated fat, for cooking, try substituting a polyunsaturated fat, such as safflower, soybean, sunflower, corn or cottonseed oil, or a monounsaturated fat, such as olive or canola oil. Remember that all fats are high in calories. Always measure the oil called for in recipes.

Bake Smarter

Look for recipes that use vegetable oil or substitute a 60% vegetable oil spread with no trans fat for butter or margarine. Replace whole eggs with egg whites or egg substitute (1 egg = 2 egg whites or 1/4 cup egg substitute).



Check it out! www.icecreamusa.com
Fun facts, favorite recipes and more!



Meets American Heart Association food criteria for saturated fat and cholesterol for healthy people over age 2.

While many factors affect heart disease, diets low in saturated fat and cholesterol may reduce the risk of this disease.

The heart-check mark is an easy and reliable tool for consumers to use when selecting heart-healthy foods at the grocery store. Foods that carry the heart-check mark must meet the following guidelines:

- Contain less than 3 grams of total fat
- Contain 1 gram or less of saturated fat
- Contain less than 20 milligrams of cholesterol
- Contain a sodium value of less than 480 milligrams for individual foods

In addition, a product carrying a coronary heart disease health claim must contain at least 10 percent of the Daily Reference Value or Reference Daily Intake for one or more of the following nutrients: vitamin A, vitamin C, calcium, iron, protein and dietary fiber.

What's a Serving?

1/2 cup = the standard serving for ice cream or frozen yogurt (That's about the size of a tennis ball.)

TIP: Use a 1/2-cup scoop or measuring cup.

1 piece = the standard serving for most frozen novelties

TIP: Frozen novelty weights vary so be sure to check the package.

HeartSmart



909 Packerland Drive
Green Bay, WI 54303

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For A Heart-Healthy Diet

The "Smart Scoop"™ On Ice Cream!



A heart-healthy lifestyle starts with eating right and getting daily physical activity. New ice cream and frozen novelties from Breyers HeartSmart™ and Klondike Slim-a-Bear make it easy to choose a heart-healthy treat. Look for the heart-check mark on the package – a sign that these products meet the American Heart Association's guidelines for heart-healthy foods.

Lifestyle choices can impact your risk of heart disease. By making the right food choices, limiting portion sizes and getting daily physical activity, you can help to reduce three of the major risk factors for heart disease – high blood cholesterol, high blood pressure and excess body weight.

Use the American Heart Association's Guidelines as the foundation for your heart-healthy eating plan.

♥ Maintain a healthy weight by balancing calories eaten with daily physical activity.

♥ Choose, each day:

- 5 or more servings of brightly colored fruits and vegetables
- 6 or more servings of breads and cereals (preferably whole grain)
- 3 - 4 servings (more for older women) of fat-free or lowfat milk, yogurt and cheese
- up to 6 ounces of cooked lean meat, fish and skinless poultry.

♥ Limit foods high in saturated fats, trans-fatty acids and cholesterol such as red meats, sausage, cheese, baked goods, fried foods, egg yolks and shellfish.

♥ If you use added fats and oils, select liquid and tub margarines, canola oil and olive oil.

♥ Limit the use of salt and choose reduced-sodium prepared foods when possible.

♥ If you drink alcohol, limit yourself to 1 drink per day for women and 2 drinks per day for men.*



*Examples of one drink are: 12 oz. of beer, 4 oz. of wine, 1-1/2 oz. of 80-proof spirits or 1 oz. of 100-proof spirits.

New Breyers® HeartSmart™



98% Fat Free Ice Cream
1/2 cup: 90 calories, 1.5g fat, 1g saturated fat,
0g trans fat, 5mg cholesterol, 10% Daily Value calcium



98% Fat Free Fudge Bar
1 bar: 100 calories, 1.5g fat, 1g saturated fat,
0g trans fat, 5mg cholesterol, 10% Daily Value calcium



98% Fat Free Ice Cream
1/2 cup: 110 calories, 1.5g fat, 1g saturated fat,
0g trans fat, 5mg cholesterol, 10% Daily Value calcium



98% Fat Free No Sugar Added Ice Cream
1/2 cup: 90 calories, 1.5g fat, 1g saturated fat,
0g trans fat, 5mg cholesterol, 10% Daily Value calcium



Fruit & Cream Bar
1 bar: 110 calories,
1g fat, 1g saturated fat,
0g trans fat, 5mg cholesterol, 8% Daily Value calcium

Klondike® Slim-a-Bear 98% Fat Free Novelties



98% Fat Free Ice Cream Sandwiches
1 sandwich: 130 calories, 1.5g fat, 1g saturated fat
(Vanilla, Mint) 0.5g saturated fat (Chocolate), 0g
trans fat, 5mg cholesterol, 10% Daily Value calcium

98% Fat Free No Sugar Added Premium Fudge Bar
1 bar: 90 calories, 1.5g fat,
0.5g saturated fat, 5mg cholesterol,
0g trans fat, 10% Daily Value calcium



98% Fat Free Cookies & Cream Bar
1 bar: 110 calories, 1g fat,
0g saturated fat, 0mg cholesterol,
0g trans fat, 8% Daily Value calcium

Klondike® 98% fat free Slim-a-Bear products carry the American Heart Association's heart-check mark. Look for these products when you want the great taste of Klondike® with less fat.

New Breyers® HeartSmart™ ice cream and frozen novelties are 98% fat free and contain less cholesterol than regular ice cream. Look for these products – tagged with the American Heart Association's heart-check mark – in your grocer's freezer. Treat yourself to a smarter scoop today!

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98% Fat Free No Sugar Added Ice Cream

1/2 cup: 90 calories, 1.5g fat, 1g saturated fat, 0g trans fat, 5mg cholesterol, 10% Daily Value calcium



Fruit & Cream Bar

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