

SNACK SMARTER RIGHT FROM THE START

Snacking is on the rise in America — a 2014 Nielsen survey found that 91% of adults snack at least once a day, including 25% who say they snack 3–5 times a day and 3% who claim to be always nibbling.¹ These snacks account for about one-fourth of their calories and, yet, they tend to be lower in key nutrients (protein, iron, vitamin D, fiber and potassium) compared to other meals.


With all of this snacking, it is important to help consumers choose better options to get the most from their snack break.

By swapping a morning or afternoon snack for more nutrient-intense options, people can tackle cravings and other obstacles posed by the snacks most often consumed. Chobani® Greek Yogurt gives people an appealing nutrient-intense powerhouse that’s loaded with protein, contributes calcium, potassium and probiotics, and contains just the right amount of sugar to balance the flavor.

See how common snacks stack up with these charts from the Chobani Nutrition Center.

				
	Chobani® Blueberry Fruit on the Bottom	Dannon Oikos® Blueberry	Yoplait® Greek Blueberry	Kind Fruit & Nuts® in Yogurt
Serving Size	5.3 oz. (150g)	5.3 oz. (150g)	5.3 oz. (150g)	1 bar (40g)
Calories	130	130	140	200
Protein (g)	12	12	11	5
Sugar (g)	15	19	18	12
Calcium (%DV)	15	15	10	4
No. of ingredients	7	13	11	19
Only natural ingredients	✓	✗	✗	✓
Kinds of live & active cultures	5	2	2	0

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	Chobani "Flip"® Salted Caramel Crunch	Müller® Corner® Choco Balls	Snickers Bar	YoCrunch S'Mores Marshmallow
Serving Size	5.3 oz. (150g)	5.3 oz. (150g)	1 bar (53g)	4 oz (113g)
Calories	190	210	250	120
Protein (g)	12	8	4	4
Sugar (g)	17	25	27	17
Calcium (%DV)	15	25	4	10
No. of ingredients	21	27	14	21
Only natural ingredients	✓	✗	✗	✗
Kinds of live & active cultures	5	2	0	0

REFERENCES

¹ <http://www.bloomberg.com/bw/articles/2014-08-04/snack-survey-says-91-percent-of-americans-snack-daily>

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