

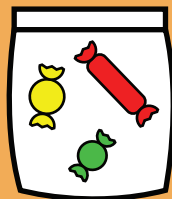
# How To *at* HALLOWEEN TREAT RIGHT

## Make a Plan



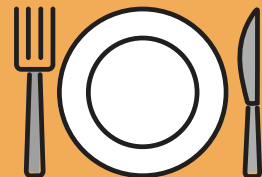
Nearly 80 percent of parents report that they have a plan in place to help their children make smart decisions when it comes to the enjoyment of Halloween treats.

## Understand Candy Portions



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

## Eat Before You Trick or Treat



Have a balanced dinner before hitting the street for trick-or-treating.

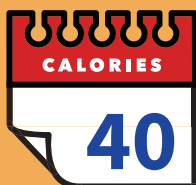
Get more tips at [CandyUSA.com/HalloweenCentral](https://CandyUSA.com/HalloweenCentral)

## Transparency in Labeling

**160**  
CALORIES  
PER BAR

We're providing consumers with the information, options and support they need to make the choices that are right for them. Our front-of-pack labeling program puts calorie information right at consumers' fingertips.

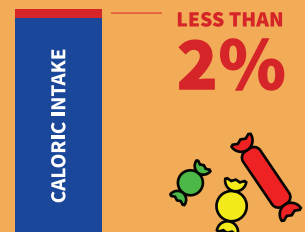
## Embracing Moderation



Most people in the U.S. enjoy candy 2-3 times per week, averaging about 40 calories per day.



About one teaspoon of added sugar per day comes from confectionery items.



Candy accounts for less than 2 percent of the average American's overall caloric intake.