

# How To *at* HALLOWEEN TREAT RIGHT

## Make a Plan



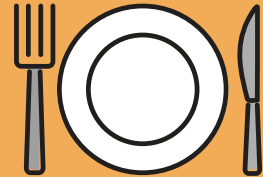
Nearly 88 percent of parents report that they have a plan in place to help their children make smart decisions when it comes to the enjoyment of Halloween treats.

## Understand Candy Portions



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

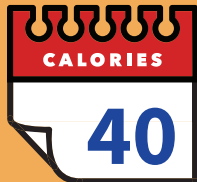
## Eat Before You Trick or Treat



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

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

## Embracing Balance



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.

## 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 our Always A Treat Initiative, including more options in smaller pack sizes with clear calorie labels right on the front of the pack.

For more information, visit [AlwaysATreat.com](https://www.alwaysatreat.com).



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