

# HOW TO TREAT RIGHT AT HALLOWEEN

## 1 Make A Plan



**93 PERCENT** of people celebrating the Halloween season plan to do so with chocolate and candy.

## 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



If your family plans to **TRICK-OR-TREAT**, have a **BALANCED DINNER** together **BEFORE** going out.

## EMBRACING BALANCE

Most people in the U.S. enjoy chocolate and candy **2-3 TIMES PER WEEK**, averaging about **40 CALORIES** and about **ONE TEASPOON** of added sugar per day.

# 85%

of chocolate and candy sold today comes in packs that contain **200 calories or less.**



## ALWAYS A TREAT

We're providing more information about what's in our products and bringing more transparency, choice and portion guidance options to consumers seeking to manage their sugar intake - whether that's buying candy for family celebrations at home, picking up a treat to share with friends, or treating yourself on the way out of the store.

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