Halloween 2022 Toolkit

#HalloweenTreats
For shareable social graphics & videos visit: CandyUSA.com/DIG
The 2022 Halloween season is upon us, and the National Confectioners Association (NCA) stands ready to help you make this spooky time of year memorable, safe and fun for everyone. Given that 93% of people plan to celebrate with chocolate and candy this Halloween season, according to a recent NCA survey – there's an opportunity to educate consumers on how unique products like chocolate and candy can be an occasional treat in a balanced lifestyle¹.

This Halloween season in particular is even sweeter because America's chocolate and candy companies delivered on their commitment to help consumers manage their intake of added sugars by providing more transparency, choice and portion guidance options. In fact, 85% of chocolate and candy sold today comes in packaging that contains 200 calories or less per pack². That number includes individually wrapped products and multipacks that contain smaller packages inside – the perfect size for the 97% of Americans who say they welcome trick-or-treaters with chocolate and candy¹.

We are excited to share with you this toolkit and information about the Halloween season. We hope that you find it helpful and that it serves as a solid starting point for you as you continue your important work on educating people about balanced nutrition.

Enclosed, please find:

• 10 Tricks for Treating – Ideas and safety reminders for celebrating Halloween
• How To Treat Right At Halloween – Content that's perfect for social media and blog posts
• 10 Tweets for Halloween 2022 – Halloween fun facts, designed in short form for Twitter
• What To Do with Extra Halloween Candy? – Handout with recipe ideas
• Halloween History and Fun Facts – Background information to share
• NCA / Halloween Central Resource Information – Where to go for additional information on candy at Halloween and throughout the year

We encourage you to make use of these materials during the 2022 Halloween season, which is well underway. We also hope that you will share these items as appropriate.

On behalf of all of us in the confectionery industry, we wish you a creative, fun, balanced and happy Halloween.

DON'T FORGET! Shareable social media graphics and videos are available at: CandyUSA.com/DIG
Celebrate the Entire Halloween Season
Don’t forget: The Halloween season extends well beyond the evening of October 31 – and your celebrations can too. Throw a costume party with friends or watch a spooky movie!

Make a Plan for Enjoying Treats
Parents should make a plan to help their children make informed choices when they enjoy treats. Begin the conversation as soon as you start talking about Halloween – whether you’re decorating the house or shopping for costumes.

Understand Candy Portions
After you’ve enjoyed a few treats on Halloween, portion out treats for later by putting two or three pieces of candy into small bags. That way, you’re ready to talk about balance with your children as you enjoy treats over the following days and weeks.

Eat Before You Treat
If you decide to go out trick-or-treating, enjoy dinner together. It’s important to talk about a balanced lifestyle, not just around Halloween, but throughout the year.

Set a Routine
Research suggests that routines are beneficial to children. Involve them in the decision-making process by allowing them to decide when they can have their favorite treats, while you guide them on the mindful enjoyment of chocolate and candy.

Don’t Prohibit Treats
Restriction may increase the desire for treats like chocolate and candy. Instead, try teaching children about the role small amounts of treats can play in a happy, balanced lifestyle while allowing them to enjoy a pre-determined number of treats per day.

Savor the Flavor
Talk to your children about slowing down and enjoying treats with mindfulness. Minimize distractions while eating and bring their attention to the textures and flavors of their favorite treats.

Safely Enjoy the Halloween Season
Safety is a top priority at Halloween. No matter what your plans are this year, there are ways to celebrate safely. Follow federal, state and local health guidelines; wash your hands frequently; practice safe trick-or-treat routes; wear reflective clothing and carry flashlights; and be certain to wait until you get home to inspect and enjoy a few pieces of candy.

Don’t Forget to Brush
The best way to keep your teeth strong enough to enjoy treats is to brush frequently, floss regularly, use fluoride products as recommended by your dentist and rinse with water or chew sugar-free gum after each meal or snack.

Mix It Up
You can change the nutritional profile of your favorite treats by combining a smaller amount with whole grain cereals and fruit to make a fun trail mix. It’s another great way to demonstrate balance!

Whether people are trick-or-treating, creating new traditions, enjoying a scary movie or throwing a Halloween party – chocolate and candy are an iconic part of Halloween celebrations.
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 intake of added sugars – 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.

**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**

Get more tips at AlwaysATreat.com/Halloween
10 TWEETS FOR THE 2022 HALLOWEEN SEASON

84% of people agree that chocolate and candy are a fun part of special celebrations like Halloween, and what better way to share those exciting moments than through social media.¹ We’ve developed 10 tweets to get you started as you look to connect with people during the Halloween season.

See the below sample social media posts to help you with digital outreach:

1. Most people in the U.S. enjoy candy 2-3 times a week, averaging just 40 calories and 1 teaspoon of added sugar a day – and that includes moments like #Halloween2022. #HalloweenTreats

2. The #Halloween season is here! 93% of Americans say they’ll enjoy some chocolate and candy to celebrate the season. #HalloweenTreats

3. 2/3 of parents say they help themselves to some of their children’s #Halloween haul after a night of trick-or-treating – a creative way to chat with kids about balance during the holiday season! #HalloweenTreats

4. Trick-or-treating? Give kids a balanced dinner for energy before they go out to make the rounds and to teach balance and portion guidance. #HalloweenTreats

5. For added nutrition, use favorite small candies to make trail mix. Combine with whole grain cereal and fruit for balance! #HalloweenTreats

6. Keep the #Halloween2022 festivities going all season long – who says costumes have to wait until October 31? #HalloweenTreats

7. There are so many ways to celebrate the #Halloween season in a way that works for you and your family – if traditional trick-or-treating isn’t in your plans, consider creative activities at home! #HalloweenTreats

8. It’s important to make a plan for your #HalloweenTreats before you head out trick-or-treating – chat with your children about how many pieces you’ll collect, how many you’ll enjoy each day and how many you’ll consider donating.

9. Most Americans say they’ll celebrate #Halloween this year – will you? Share your most creative ideas – and don’t forget the treats! #HalloweenTreats

10. Having kids shop for candy with you teaches moderation and portion guidance. Let them pick out and buy their favorites to enjoy every once in a while. #HalloweenTreats
WHAT TO DO WITH EXTRA HALLOWEEN CANDY

Collecting and trading Halloween candy is only part of the fun - then you get to enjoy it for days and weeks to come! But what if you and your children end up with more chocolate and candy than the family can enjoy? Here are some ideas on what to do with the extra candy:

DONATE IT

Don't let extra Halloween candy at your house go to waste when others would love to enjoy it!

Box or bag extra candy and take it to:

- Health care workers at a hospital or urgent care center
- First responders at a fire, police or EMS station
- Volunteers and participants at a nearby food bank or emergency shelter
- A nursing home or assisted living facility

Be sure to call ahead and make sure they can accept community donations and respect the rules in place at each location. Remember: Candy is sometimes a thank you, but it’s always a treat!

BAKE WITH IT

Many of your favorite candy treats can be enjoyed in a new way when baked or made into something else. For chocolate in particular, try baking it into cookies or brownies. Now that is a real treat!

MAKE SOMETHING NEW WITH IT

Many Halloween candies make great craft projects for parents seeking activities for their children. Look to upcoming holidays like Thanksgiving and the winter holidays for ways to turn some of these treats into table decorations or design your own candy-themed gingerbread house. Websites like Pinterest have lots of ideas for people of all ages and crafting experience.
The origins of Halloween date back to pre-Christian times to Celtic groups in areas now known as Ireland, Scotland and Wales. According to most scholars, a great fire festival called Samhein signaled the close of the harvest and the initiation of the cold and dark season of winter.

A variety of folklore and customs became associated with the Samhein celebration. Folk custom claimed that on this night, the doors between the world of the dead and the world of the living opened. All the spirits of the people who died during the previous year were thought to be traveling from their resting place on earth to their final resting place in the next world.

The Celts placed food and drink out to sustain the spirits, and people concealed their identity with disguises to escape harm while they walked from house to house to enjoy food and drink. Does that sound a little like trick-or-treating today?

Many people also carved turnips to represent faces, marking the origination of today’s jack-o-lanterns.

When Christianity took root in northern Europe, these folk customs were incorporated into a Christian framework. The celebrations in Ireland, Scotland and Wales eventually became All Saints’ Day, a day to commemorate all dead saints and martyrs. All Saints’ Day was sometimes known as All Hallows’ Day, and the night before was called All Hallows’ Eve, or Hallowe’en, which we today call Halloween.

Settlers and immigrants from these regions brought their folk customs to America, where they took root and evolved over the years. Halloween was originally celebrated in America as a harvest festival. Carved turnips became carved pumpkins, which grew in abundance in America. Colorful costumes replaced disguises, and trick-or-treating evolved from presenting food and drink to the wandering spirits. During early Halloween festivities in the U.S., some Americans celebrated Halloween with corn-popping parties, taffy pulls and hayrides.

Trick-or-treating, a largely American custom, was popularized in the 1950s by the baby boomer generation when they were children. This is when candy became the preferred, featured treat and became inexorably linked to Halloween.
The Halloween season brings people together. Sharing treats is a perfect way to connect with others, especially as people are looking for more moments of celebration than ever before. Chocolate and candy are an iconic part of the Halloween season – which has evolved in recent years to be about more than just the evening of October 31. With the Halloween season in full swing, AlwaysATreat.com/Halloween has you covered. The website, designed with parents in mind, provides inspiration for a creative and fun Halloween.

Join us here to find other information that may be helpful to you, and feel free to share this information with anyone who may need more ideas and tips for enjoying the Halloween season.

ABOUT THE NATIONAL CONFECTIONERS ASSOCIATION

The National Confectioners Association is the trade organization that promotes the unique role of chocolate, candy, gum and mints in a happy, balanced lifestyle and the companies that make these special treats. 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 intake of added sugars – 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. Visit AlwaysATreat.com to learn more about our landmark commitment to Partnership for a Healthier America, and how we’ve delivered on our promise to empower consumers to make informed choices.

We’re always happy to help with your questions!

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1. 210 Analytics. (2022). Survey conducted by 210 Analytics on behalf of NCA. Unpublished Survey Methodology: The national online survey was conducted by 210 Analytics on behalf of the National Confectioners Association. The research was fielded January 17-31, 2022, among a sample of 1,573 U.S. adults (between the ages of 18 and 75). The margin of error associated with the survey is +/- 2.5% at the 95% confidence level.)

2. IRI Data latest 52 weeks ending 1/23/22, items >=1% ACV & have calorie information available.


Happy Halloween!