

HOW TO TREAT RIGHT AT HALLOWEEN

NCA
National Confectioners Association
ALWAYS A TREAT

1 Make A Plan



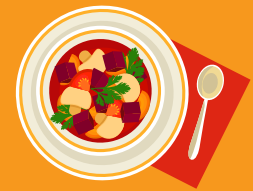
93 PERCENT of Americans say they'll share chocolate and candy to celebrate the Halloween season.

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.



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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.

 @CandyUSA

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