

HOW TO TREAT RIGHT AT HALLOWEEN



1. Make A Plan



84% of Americans who welcome trick-or-treaters will hand out 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.



ALWAYS A TREAT

Chocolate and candy sweeten our memories and bring us closer to each other. To help **consumers choose the right treat for any occasion, chocolate and candy companies are offering more variety in pack sizes and portion options than ever before – all while reminding consumers that candy is a treat and not a center-of-the-plate food.** As a result of industry alignment around Always A Treat, chocolate and candy companies are helping consumers manage their intake of calories and added sugar while still enjoying fun and unique confectionery products.

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