Popcorn satisfies

Taking the edge off of hunger without overeating is a smart snacking benefit. In a study, people were invited to eat either a 100-calorie serving of popcorn or a 150-calorie serving of potato chips as a snack, then later eat lunch. People who ate the popcorn snack felt more full than those who ate the potato chip snack.

Research also shows that eating low-fat popcorn as a daily snack can help people maintain their weight loss programs.

Choose the smart snack

Partner with your health professional to understand how regular exercise and a balanced diet that includes smart snack choices can contribute to a balanced lifestyle. And next time you reach for a snack, reach for Orville Redenbacher’s® Smart Pop!® Popcorn, a tasty, healthy snack choice.

5 Nguyen, V et al. Obesity. 2010 18: (Suppl 2) S98:229P

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Problem: Too many high-calorie snacks, not enough whole grains

- Snacking has become a way of life for Americans — in today’s fast-paced world, we’re snacking on the run, and snacking more than ever.
  - Roughly 25% of the calories we consume every day come from snacks.¹
- Dietary Guidelines for Americans recommend 3 servings of whole grains each day.
  - Adults only eat about 20% of the recommended amount of whole grains.¹

Solution: Popcorn – a favorite, whole-grain snack

- Snacks, just like meals, contribute to your nutrition needs.
- Choosing low-fat popcorn as a regular snack can help you eat more whole grains and fiber. Plus, popcorn is more filling and satisfying than other snacks, which can help you achieve a healthy weight.²
- Orville Redenbacher’s® Smart Pop!® is 94% fat free, 100% whole grain, a good source of fiber, and it tastes great, too.

Take snacking to a whole-grain level

- In a recent study, people who ate popcorn consumed twice the amount of whole grains in a day, compared to those who did not eat popcorn. Those who ate popcorn also consumed more fiber.³
- Just one serving of Orville Redenbacher’s Smart Pop! delivers 2 complete servings of whole grains, close to the daily recommended 3 servings.¹
- People who eat more whole-grain foods tend to weigh less than those who don’t.¹ Diets rich in whole grains and low in saturated fat can help reduce the risk of heart disease.

A serving of popcorn provides more volume and more satisfaction than other snacks

<table>
<thead>
<tr>
<th></th>
<th>1 SERVING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orville Redenbacher’s Smart Pop! Butter-flavor Popcorn</td>
<td>6 1/4 cups¹</td>
</tr>
<tr>
<td>Party Mix</td>
<td>2/3 cup</td>
</tr>
<tr>
<td>Regular Potato Chips</td>
<td>About 15</td>
</tr>
<tr>
<td>CALORIES</td>
<td>120</td>
</tr>
<tr>
<td>FIBER</td>
<td>4</td>
</tr>
<tr>
<td>(grams)</td>
<td>1.1</td>
</tr>
<tr>
<td></td>
<td>1.2</td>
</tr>
</tbody>
</table>

Source: Bowes & Church’s, Food Values of Portions Commonly Used, 19th edition 2010. ¹Orville Redenbacher’s Smart Pop! butter-flavor popcorn data, July 2014.

²Reimers et al. FASEB J. 2012. 639:2