



## FAST FACTS

### What is FitPick®?

FitPick is a healthy vending and micro market labeling program designed to help operators and consumers identify products that meet recognized nutrition standards. Today's FitPick is based on simple, easy to understand guidelines featuring absolute values for calories, fat, sugar and sodium, making the program ideal for operators and consumers alike.

### FitPick Benefits

FitPick is a turnkey program for any organization that hopes to efficiently deliver nutrition information directly to consumers, empowering them to make informed snack choices.

- **FitPick identifies better for you snacks** – FitPick appeals to all customers who want informed choice
- **FitPick is easy to use** – recognizable stickers, labels and clings make it simple for users to identify FitPick items
- **FitPick meets latest recognized nutrition standards** – FitPick food options meet the latest standards of trusted health organizations

### FitPick Nutrition Standards

	FitPick® (250 calorie)	FitPick® (100 calorie)
CALORIES	250 or less	100 or less
FAT	10g or less	3.5g or less
SATURATED FAT	3g or less	1g or less
TRANS FAT	0g	0g
SUGAR	20g or less	8g or less
SODIUM	230mg or less	230mg or less

Note: the values listed are the upper limit and as calories decrease, the allowances for fat and sugar decrease accordingly.

### Contact

For more information, please e-mail Roni Moore at [rmoore@vending.org](mailto:rmoore@vending.org).