

if you want to get everything you think you're paying for read the label—not just the price tag

A low price tag just scratches the surface when it comes to value. Our pointers on reading a label will have you looking for value in all the right places. And the first place is our 365 Everyday Value® line. These products stack up against conventional products price-wise but you'll find the quality beyond compare.



365 Everyday Value® Organic Chicken Noodle Soup

VS.

Common Conventional Chicken Noodle Soup



| Nutrition Facts | |
|---|----------------------|
| Serving Size 1 Cup (245g) | |
| Servings Per Container About 2 | |
| Amount Per Serving | |
| Calories 90 | Calories from Fat 20 |
| % Daily Value* | |
| Total Fat 2g | 3% |
| Saturated Fat 1g | 3% |
| Trans Fat 0g | |
| Cholesterol 20mg | 6% |
| Sodium 700mg | 29% |
| Total Carbohydrate 11g | 4% |
| Dietary Fiber 1g | 5% |
| Sugars 1g | |
| Protein 6g | |
| Vitamin A 20% | Vitamin C 2% |
| Calcium 2% | Iron 2% |
| * Percent Daily Values are based on a 2,000 calorie diet. | |

INGREDIENTS:
 FILTERED WATER, ORGANIC CHICKEN,
 ORGANIC CARROTS, ORGANIC ONIONS,
 ORGANIC CELERY, ORGANIC EGG NOODLE
 (ORGANIC SEMOLINA FLOUR, ORGANIC
 WHOLE EGG POWDER, ORGANIC EGG
 WHITE POWDER), ORGANIC PEAS, ORGANIC
 CHICKEN FLAVOR, ORGANIC CORN STARCH,
 SEA SALT, ORGANIC FLAVORS, ORGANIC
 WHITE PEPPER.

Not just any food can claim this! Food labeled organic must meet USDA National Organic Standards which, among other things, prohibit the use of persistent pesticides and genetically modified organisms...including in the feed for organic chickens!

The FDA determines the look and content of the Nutrition Facts panel so that it is consistent across products. Use the information to comparison shop and see what you are really getting for your money.

Use this info to determine cost per serving. A slightly lower cost per serving does not necessarily mean a better value when you consider your values. The conventional soup serves up added sugar, fat and artificial flavor enhancers. For a few cents more we give you a few, simple organic ingredients. Sometimes less is more!

"Sugars" includes both added sweeteners (sugar, honey, etc) as well as the naturally occurring sugars in fruits, vegetables and grains (from which you also get nutritional benefits). To determine the relative amounts of sugar sources—thus what you're paying for—read the ingredients list.

Ingredients are listed in order of predominance. The higher up it is on the list, the more of it there is in the product. Make sure you are paying for more of the good stuff!

With conventional brands you might pay a little less but you'll often get more than you bargain for, such as certain unnecessary additives that our Whole Foods Market® Quality Standards prohibit.

| Nutrition Facts | |
|---|----------------------|
| Serving Size 1 Cup (245g) | |
| Servings Per Container About 2 | |
| Amount Per Serving | |
| Calories 120 | Calories from Fat 25 |
| % Daily Value* | |
| Total Fat 3g | 5% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Polyunsaturated Fat .5g | |
| Monounsaturated Fat .5g | |
| Cholesterol 25mg | 8% |
| Sodium 790mg | 33% |
| Total Carbohydrate 14g | 5% |
| Dietary Fiber 2g | 8% |
| Sugars 2g | |
| Protein 8g | |
| Vitamin A 25% | Vitamin C 2% |
| Calcium 2% | Iron 6% |
| * Percent Daily Values are based on a 2,000 calorie diet. | |

INGREDIENTS:
 CHICKEN STOCK, WATER, WHITE CHICKEN
 MEAT, CARROTS, ENRICHED EGG NOODLE
 PRODUCT (WHEAT FLOUR, EGGS, EGG
 WHITES, NIACIN, FERROUS SULFATE,
 THIAMINE, MONONITRATE, RIBOFLAVIN,
 FOLIC ACID), CELERY, CONTAIN LESS THAN
 2% OF: MODIFIED FOOD STARCH, CHICKEN
 FAT, SALT, MONOSODIUM GLUTAMATE,
 SUGAR, CARRAGEENAN, POTATO STARCH,
 SPICE, VEGETABLE OIL, BETA CAROTENE
 (COLOR), FLAVORING, DISODIUM GUANYLATE,
 DISODIUM INOSINATE.