



Cans Get You
COOKING[™]

**Freshness, Flavor,
Nutrition & Convenience
Guaranteed**

When you have the **Can** and
NuVal on-hand



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logo here

The NuVal® Program

- The NuVal System scores food on a scale of 1-100. The higher the score, the better the nutrition.
- Scores factor in more than 30 nutrients.
 - Nutrients with positive impact on health (fiber, omega-3 fatty acids, calcium), and
 - Nutrients to consume less (saturated fat, sodium, added sugar)
- Trade up to options with better nutrition in every department of the store.
- Look for scores printed on the shelf tag right next to the price.

Insert example NuVal Shelf Tag from your company



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Canned Foods: A Key Ingredient for Delicious, Healthful, Homemade Meals

- Canning technology seals in freshness, flavor and nutrition without a lot of preservatives or additives.
- Cans preserve fruits and vegetables for use throughout the year.
- Canned food products help cut meal preparation time without sacrificing quality.
- Canned products and the NuVal[®] System align for healthful eating habits.



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Convenience is in the can



Time-Consuming Option

- Sort beans; remove any that are discolored.
- Soak beans in water overnight.
- Rinse beans.
- Place in pot and cover with water.
Cook until soft.
- Drain and rinse.
- Cool.
- **Total prep time: 12 hours**
- NuVal Score: 91-96



Time-Efficient Option

- Open can.
- Drain.
- **Total prep time: 12 seconds**
- NuVal Score: 90-100

Sealed in flavor & quality to create satisfying meals for family and friends

- Canned tomatoes offer favorite ethnic flavors like basil, garlic & oregano (NuVal Score 46); red pepper & fennel (NuVal Score 43); and green chilies (NuVal Score 40).
- Flavor and fiber in pinto beans with jalapenos (NuVal Score 57) make any meal come to life.
- Mexican-style corn (NuVal Score 31): a new twist on an old favorite.
- Stir fry vegetables (NuVal Score 31): just add chicken or beef.
- Bring a taste of the tropics to breakfast smoothies with tropical fruit salad (NuVal Score 25).
- Seasoned mustard greens (NuVal Score 70) for that down-home taste.



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Canned Foods Empower the Trade Up

Meatloaf made with 95% lean ground beef (NuVal Score 32)

- Add canned mushrooms (NuVal Score 44).
- Mash and mix “no salt added” pinto beans (NuVal Score 100).
- Combine pureed, canned blueberries in water with barbecue sauce (NuVal Score 100)



Kraft Whole Grain Macaroni & Cheese (NuVal Score 18)

- Add Vegetable Blend (NuVal Score 57) or No Salt Added Mixed Vegetables (NuVal Score 88).
- Go Italian with Diced Tomatoes with Basil, Oregano and Garlic (NuVal Score 46).
- Superhero or Superfood? Black Beans (NuVal Score 53) add fiber and flavor to this kid favorite.
- Chunk White Albacore Tuna in Water (NuVal Score 75) or canned White Chicken in Water (NuVal Score 30) add protein with a texture kids love.



Pillsbury Classic Brownie Mix (NuVal Score 7)

- Replace half the vegetable oil (NuVal Score 16) with pureed “no salt added” canned beets (NuVal Score 99)
- Cut fat and add fiber by replacing half the vegetable oil with pureed “no salt added” navy beans (NuVal Score 100).



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Cans Stack Up

Convenience, quality, flavor and nutrition – locked in with an iron-clad seal.



NuVal
Score=99



NuVal
Score=100



NuVal
Score=100



NuVal
Score=99



NuVal
Score=100



NuVal
Score=100



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Canned Foods Contribute to Healthful Eating Habits

Canned Fruit

- Vitamin A & C
- Less than 100 calories
- No sugar added
- Meets the sweet craving
- Fills half your plate
- Naturally fat free

NuVal Score
Range ___to___

Canned Vegetables

- Fiber
- Vitamin A & C
- Low calorie/less than 100 calories
- Low sodium/no salt added
- Fills half your plate
- Naturally fat free

NuVal Score
Range ___to___

Canned Proteins

- Fiber
- Potassium
- Vegetarian/Flexitarian
- Lean protein
- Low sodium/no salt added
- Omega-3
- Calcium

NuVal Score
Range ___to___



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Nutrition for the Dollar

Salmon

- NuVal Score=82
- Canned salmon cost per ounce=\$0.29
- Fresh salmon cost per ounce=\$1.10



Spinach

- NuVal Score=100
- Canned spinach cost per cup=\$0.84
- Fresh spinach cost per cup=\$3.92



Green Beans

- NuVal Score=100
- Canned green beans cost per cup=\$0.67
- Fresh green beans cost per cup=\$3.23



Key CANcepts: NuVal Scores and Canned Foods

- Cans seal in freshness, flavor *and nutrition*
 - Canned foods score the same as fresh when no salt, sugar or other ingredients are added
 - NuVal scores showcase the nutrients for healthy living contributed by canned vegetables, fruits and proteins
 - Canning technology preserves foods, meeting your needs for *clean labels*
- Cans provide convenience and confidence for creating satisfying meals
 - High NuVal-scoring canned foods help you to “trade up” to higher nutrition in family favorite meals
 - Cans cut meal prep without sacrificing quality
 - Canning preserves nature's bounty, providing budget-friendly choices throughout the seasons



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