FOOD FUELS CONNECTION

GUIDING STARS®
NUTRITIOUS CHOICES MADE SIMPLE

Build connection through nourishing meals. Shop with Guiding Stars to fuel the moments that matter.

STAR-POWERED PLATE

Circle 3-5 foods to enjoy with family and friends. Use Guiding Stars shelf tags to make nutritious choices and shade how many Stars they earn. Add up your total Stars.

FRUITS

☆☆☆ ORANGE

☆☆☆ PEARS

☆☆☆ APPLES

GRAINS

☆☆☆ WHOLE GRAIN ROLL

☆☆☆ PASTA

☆☆☆ RICE

DAIRY/DRINKS

☆☆☆ MILK

☆☆☆ SELTZER

☆☆☆ UNSWEETENED ICED TEA

VEGETABLES

☆☆☆ SWEET POTATOES

☆☆☆ GREEN BEANS

☆☆☆ CARROTS

PROTEIN

☆☆☆ TURKEY

☆☆☆ SALMON

☆☆☆ BLACK BEANS

TOTAL STARS

A THOUGHT TO SHARE

Food connects us. What's your favorite meal to share with others?

What is Guiding Stars?

Guiding Stars is the fast and easy way to find nutritious choices while you shop.

Guiding Stars' nutrition guidance icons allow shoppers to save time and be confident about their choices when shopping for nutritious products, in-store and online.

How to Use Guiding Stars?

Shoppers simply look for the icons on shelf tags, online, or on product packaging to quickly find the products with GOOD, BETTER, and BEST nutrition.

$4.29

$4.29

$4.29

No Guiding Stars?

Common reasons you don't see the Stars:

- The product does not meet the nutrition criteria to earn at least 1 Guiding Star.

- The product is exempt from evaluation. Foods with 5 calories or fewer, alcohol, medical foods such as infant formula, and dietary supplements are not evaluated.

- The product is new and has not been evaluated yet.

Backed by Science. Built for Speed.

Guiding Stars' patented algorithm was developed by independent nutrition science and public health experts to evaluate the nutritional value of food and beverage products.

General Foods

⊕ MORE	⊖ LESS
Fiber	Added Sodium
Live Active Cultures	Added Sugars
Omega-3s	Additives to Limit
Whole Grains	Saturated Fat
Vitamins & Minerals	*Trans* Fat

Guiding Stars uses only the information accessible to shoppers to evaluate products, such as the Nutrition Facts label and ingredients list. That information is evaluated to determine if the balance of nutrients meets the threshold for GOOD, BETTER, or BEST nutrition.

By creating a science-based standard for what is considered good, better, and best nutritional value, shoppers, public health professionals, food service professionals, and manufacturers can quickly and easily align to help improve our food system.

Scan here to get more information about product ratings and nutrition details with Guiding Stars.