

Montana Monster Munchies

February 2007 Stakeholders Newsletter

"A manager is responsible for the application and performance of knowledge."

Peter Drucker
Management Guru

A primer on Calories excerpted from The United States federal food-labeling regulations 21 CFR101.9 and The USDA National Nutrient Database for Standards Reference - Release 19.

"The calorie has become a common household term as dieticians recommend, in cases of obesity, how to reduce body weight by increasing exercise (energy expenditure) and reducing energy intake. Many governments require food manufacturers to label the energy content of their products, to help consumers control their energy intake. In the United States, the equivalent mandatory labels display only *Calories*. The energy content of food is usually given on labels for 100 g and for a typical serving size.

The amount of food energy in a particular food could be measured by completely burning the dried food in a bomb calorimeter. However, the values given on food labels are not determined this way, because it overestimates the amount of energy that the human digestive system can extract, by also burning dietary fiber. Instead, standardized chemical tests and an analysis of the recipe are used to estimate the product's digestible constituents (proteins, carbs, fats, etc.). These results are then converted into an equivalent energy value based on a standardized table of energy densities. Other substances found in food (water, non-digestible fibre, minerals, vitamins) do not contribute to this calculated energy density. As a rough guideline recommended daily energy intake values for young adults are: 2500 calories for men and 2000 for women. Children, sedentary, and older people require less energy; physically active people, more."

The following is excerpted from an ABC New's Report provided by Christi Myers on May 31, 2006. Myers is the Healthcheck reporter for ABC affiliate KTRK-TV in Houston (May 31, 2006). Our perspectives appear in green font.

"100-Calorie Snack Packs: Do They Help With Weight Loss? It's Easy to Track Calories, but Snacks Aren't Very Nutritious. These days, quite a few snack foods are available in 100-calorie packs – like Pringles chips, Nutter Butter cookies, and even the 8-ounce mini Coke serving size. These portion-controlled servings may be convenient, but they typically cost more per ounce than larger serving packages.

Are 100-calorie bags worth the cost? "We are a nation on the go, looking for convenience and used the right way, there is nothing wrong with them," said dietitian Julie Walsh. "Used the wrong way and you are going to pile on a lot of additional calories that don't add a lot of nutrients to the diet."

I recently bought snacks in all sizes and flavors – chips, cookies, pretzels and soft drinks. The first thing I noticed was that there wasn't much in each serving. "One of the downsides is that the serving size for 100 calories isn't a lot," Walsh said. "Now that may not fill up ... too many people."

You're going to pay more for the packaging, too. With a full bag of pretzels, the cost is about 17 cents an ounce. Divided into 100-calorie packs, the same pretzels cost nearly 40 cents an ounce, more than double. According to Walsh, "Whenever you pay for convenience, there's going to be a higher price." What else can you eat that is 100 calories? "A container of yogurt or an apple flavored with a tablespoon of peanut butter, which is a much healthier snack", Walsh said.

"The problem with some of the snack chips is that there is not, not much nutrition, not much fiber," Walsh said. "So you're not getting anything that's going to fill you up." Many of the 100-calorie pack items are free of trans-fats and low in sugar, but don't confuse them with a nutritious snack, experts say. That's because they're highly processed, and not nearly as good for you as fresh fruits and vegetables.

How is MMM positioned today and going forward with respect to Calories and more importantly, Calories per ounce?

Good with even more positive short term trending
Summary detail:

An AP newswire article that appeared on October 31, 2005 discussed the recent positive buzz associated with Keebler and Nabisco Right Bites and Calorie Packs respectively. Each of those products at .74 ounces are 100 calories a serving or 135.135 calories per ounce. Our cookie at 2.75 ounces is 354 calories or 128.727 calories per ounce. Very comparable and in our favor!

Our cookies are built more wholesomely than a good number of options out there, but we certainly aren't positioning ourselves as the second coming of fruits and vegetables. The majority of "calorie marketed" snacks lead with a "healthy/smart choice" message; giving consumers the impression they're on their way to weight control or some other quick fix Nirvana. We instead lead with deliciousness. Always have, always will. And when you factor in price per ounce, we're a better option on the pocket book as well. Not bad for a high quality, wholesome gourmet treat! Let's get this message out...it's a winner!