

# Frito-Lay's Commitment to Health & Wellness



*Frito-Lay has a long standing commitment to health and wellness and has led the food industry in many areas. Whether through improved products or new product introduction, Frito-Lay offers consumers a wide variety of products that can fit into a healthier lifestyle, and we continue to build on these efforts. Through its commitment to well-being and by maintaining its tradition of providing great tasting snacks, Frito-Lay is dedicated to meeting the evolving needs of its consumers.*

## Meeting Consumer Needs

Frito-Lay continues to help meet consumers' ever-changing snack needs. Well-being continues to be an increasing priority to consumers and so we continue to provide them with products that fall into several key areas, most notably in the areas of weight management and positive nutrition, which along with heart health, comprise our focus in well-being.

**Weight Management:** Understanding the varying needs for different lifestyles, Frito-Lay offers a variety of products to help those interested in minimizing total fat and caloric consumption.

- ▶ Starting in the mid '80s, the company launched a variety of reduced, low and no fat potato chips.
- ▶ In the early '90s, Frito-Lay introduced great tasting Baked! Lay's® potato crisps and Baked! Tostitos® tortilla chips that are lower in fat and calories than original Lay's® and Tostitos® chips.
- ▶ Along with single-serving bags, Frito-Lay introduced 100 Calorie Mini Bites that take the guesswork out of portion control.

**Positive Nutrition:** You may be surprised to know that many of Frito-Lay's products contain three basic ingredients: corn or potato, healthier oils, and salt/seasonings. Perhaps even more surprising is that these simple ingredients make some of Frito-Lay products a good source of potassium and/or vitamins C and E.

In 1991 SunChips multigrain snacks were introduced. They provide 18 grams of whole grains and 0 grams trans fats per serving.

## Healthy Oils Strategy

Frito-Lay has followed sound science to help shape the approach to the oils used in our products. This approach often resulted in Frito-Lay making hallmark changes to improve the health profile of its products well ahead of other food companies.

- ▶ In 1987, Frito-Lay North America removed palm oil from all snack chips as research began to link saturated fat to heart disease; the food industry followed a number of years later.
- ▶ Frito-Lay led the industry in 2003 by being the first major food company to eliminate trans fats from its entire snack chip portfolio by converting Cheetos®, Doritos®, and Tostitos® to corn oil, a healthier oil. All of the company's chips have 0 g of trans fat.
- ▶ In 2006, Frito-Lay reduced the saturated fat in its potato chips by more than 50 percent by switching to sunflower oil.

The sunflower and corn oils now used in Frito-Lay snack chips contain 0 grams of trans fat and are higher in the "good" polyunsaturated and monounsaturated fats that have been proven to reduce LDL cholesterol and maintain or increase HDL cholesterol levels, which has been associated with a reduction in the risk of heart disease.

## Clearly Communicating Nutrition Information

Frito-Lay recognizes the importance of clearly and transparently communicating with consumers about its products, which is why the company led the introduction of key on-package information to ensure that consumers are informed about our products.

- ▶ Frito-Lay began full nutritional labeling in 1989, before 1992 FDA requirements.
- ▶ The company listed trans fat on the nutritional panel more than two years in advance of the 2006 FDA mandate.
- ▶ While most Frito-Lay snack chips are available in single-portion packaging, the company's small-to-medium-sized packages include dual labeling that provides consumers with the nutritional information for the single serving and the entire package.
- ▶ Frito-Lay began listing the monounsaturated and polyunsaturated fats on its Lay's® brand, which helps consumers identify the "good" heart-healthy unsaturated fats.