

Trade up for health.

No matter your starting point, NuVal can help. Should you buy the wheat rolls or the multi-grain bread? Which salty snack is more nutritious for your family? Now, with NuVal, you're able to make quick and easy trade ups between products.

No more reading nutrition labels!

NuVal Scores are powered by a sophisticated scientific algorithm that takes into account more than 30 nutrient and nutrition factors in addition to their effects on health outcomes.

Numerator

Vitamin A
Vitamin C
Vitamin E
Vitamin K
Magnesium
Zinc
Omega-3 fatty acids
Potassium
Folate
Total carotenoids
Calcium
Vitamin B12
Vitamin B6
Total bioflavonoids

÷

Denominator

Trans Fat
Cholesterol
Saturated Fat
Sodium
Sugar

=

Score of
1 to 100



The algorithm behind NuVal Scores was developed by a team of recognized nutrition and medical experts, led by Dr. David Katz of the Yale-Griffin Prevention Research Center. NuVal was developed independently, without funding from food manufacturers or special interest groups.

For more information, go to
www.NuVal.com

Sample NuVal Scores

Broccoli.....	100
Blueberries	100
Spinach.....	100
Pinto Beans	93
Bananas	91
Grapes.....	91
Atlantic Salmon.....	87
Iceberg Lettuce.....	82
Walnuts.....	82
Shrimp	75
Milk (2%).....	55
Chicken Breast (skinless).....	39
Eggs	33
Ground Beef (90% lean sirloin)	30
Cashews.....	25

The higher the score,
the better the nutrition.

This brochure accurate as of 3/27/16.

Products not scored: A product will not receive a NuVal™ Score if it is not considered a significant amount of calories in the diet, no nutritional value is associated with it, it is not a consumed food, or if it is not a standard food. Products not scored include but are not limited to: cooking sprays, teas and coffee (except those that have added calories, such as sweetened teas), vinegar, baking soda, water, club soda, seltzer water, lemon and lime juice, yeast, spices and rubs with less than 15 calories, gum, baby food, vitamins and supplements, beer/wine, and any variety pack for which different NFP and/or ingredient statements exist for each flavor in the pack.

NuVal can be used by anyone at any age. You can simply come in and compare scores on shelf tags of everyday items such as drinks, snacks, and condiments. You now have the ability to easily make healthier eating choices while shopping with us. We encourage you to stop by and let us show you how to utilize NuVal!

