



DEMONSTRATION INSPIRATIONS

Brought to you by **NABISCO**: Scavenger Hunt - Find the Whole Grains



Featured Recipe: HONEY MAID Honey Grahams Fruit Dip



Interactive Activity: Get the whole family involved in learning about whole grains by sending them on a “scavenger hunt” in search of whole grains. Challenge them to find three whole grain products from the bakery, cookie/cracker and center aisles, which add up to at least 48g of whole grains. Provide an overview of how to identify whole grains using the box of HONEY MAID Low Fat Honey Graham crackers as a prop, e.g. refer to the statement “10g of whole grain” on the front of the box and the Whole Grain Stamp on the side panel.



Key Brand Messages: This family-friendly recipe features HONEY MAID Low Fat Honey Graham crackers, which are made with whole grain. You can eat them on their own or add to a recipe for a delicious wholesome snack. Two wafer sheets provide 10g of whole grain.



Demo Tips: Prepare this quick and easy recipe ahead of time to pass out when your audience returns from the scavenger hunt. Ask participants to share the products they found in the grocery store and have them add up the total number of whole grains. Participants who found three different products with whole grains adding up to 48g or more may receive a prize.



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Brought to you by NABISCO: Portion Distortion



Featured Recipe: belVita Yogurt and Fresh Orange Topper



Interactive Activity: Shoppers may be surprised to learn the true size of whole grain servings. Display various 1-serving equivalents of whole grains, such as 1 slice of 100% whole grain bread and 1/2 cup cooked 100% whole grain pasta, and use common reference items to reinforce portion sizes—1 slice of bread equals the size of your hand or an index card, 1/2 cup of cooked rice or pasta equals half a fist or a billiard ball. Reiterate key messages: 1 serving is equal to 16g of whole grain, and 48g of whole grain is the recommendation for the day.



Key Brand Messages: belVita Cinnamon Brown Sugar Breakfast Biscuits are a quality carbohydrate option that are made with whole grain and deliver 19g of whole grain and 3g of fiber in 4 biscuits¹, making it a great grain choice as part of a well-balanced breakfast with a serving of fruit and low-fat dairy. belVita Crunchy, Bites, and Soft Baked Breakfast Biscuits contain no high fructose corn syrup, artificial flavors or artificial sweeteners.

¹contains 8 g of fat per serving



Demo Tips: Remind audience that some whole grain foods don't have a standard serving size (e.g., crackers, cookies, biscuits, granola bars), and that they should look for the amount of whole grains indicated on the package. Demonstrate by handing out packets of belVita Breakfast Biscuits while you sample the recipe. Refer to the "19g of whole grain" statement on the front of the belVita package.



DEMONSTRATION INSPIRATIONS

Brought to you by **NABISCO**: Top Chef - Whole Grains Edition



Featured Recipe: Triscuit “Panzanella” Salad



Interactive Activity: Host a whole grain recipe challenge, where participants create delicious recipes by combining NABISCO products made with whole grains with an assortment of wholesome ingredients (e.g., fruit/vegetables, low-fat dairy, lean meats, spreads made with nuts/beans). Discuss MyPlate and the importance of choosing foods from the five food groups while participants are preparing their recipe. Hand out the Shopping List. Have audience sample each recipe and choose a winner.



Key Brand Messages: TRISCUIT Reduced Fat crackers provide 25g of whole grain per serving and are baked with 100% whole grain wheat. They are also a good source of fiber.



Demo Tips: Prepare this quick and easy recipe ahead of time to pass out after the recipe challenge. Ask participants how they normally enjoy TRISCUIT crackers when they are hosting parties and gatherings.