

**Memorandum**

Date: September 3, 2002

From: Chemist, Office of Science; Staff College; HFS-500

Subject: Marketplace Data Analysis on "Healthy" Food Brands

To: File

For its analysis of "healthy" food products, the Food and Drug Administration (FDA) used the annual sales data for 1993 through 1999 from Information Resources, Inc. (IRI), 150 North Clinton Street & 550 West Washington, Chicago, IL 60661-1416 (312-726-1221). The IRI InfoScan database contains dollar and sales information for food and dietary supplement products. InfoScan includes information collected weekly from a selected group of grocery, drug, and mass merchandiser stores across the entire continental United States with annual sales of \$2 million and above (sample store data) - more than 32,000 retail establishments. The retail stores are statistically selected and meet IRI's quality standards. The database contains sales data for all products in these retail stores that are scanned (i.e., sold) at check out. IRI applies projection factors to the sample store data to estimate total sales in the continental United States from stores that have annual sales of \$2 million and above. The database does not include data from stores with annual sales of less than \$2 million.

The agency identified as distinct "brands" all products that included some form of the term "health" or "healthy" in the brand name of the product (e.g., Healthy Choice, Health Valley, Healthline) (Attachments A, B, C, D, E, F).

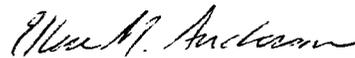
The agency summarized the number of brands and products being sold in 1993, in 1999, and during the time frame from 1993 through 1999. Products were considered individual "products" if they had separate Universal Product Codes (UPCs). For example, corn flakes dry cereal and raisin bran dry cereal would be two distinct products. In addition, corn flakes dry cereal sold in a single-serving package, in a 12-ounce package, and in a 16-ounce package would have three distinct UPCs and would be counted as three products. The agency summarized all of the data by product category, including the number of "healthy" products being sold and the number of "healthy" brands having product sales in 1993, 1999, and during the time frame from 1993 to 1999 (Attachment G).

FDA grouped the data according to whether or not the products were meals and main dishes or individual foods. The agency made the best identification it could of meal and main dish products based on the specific IRI categories and the definitions of meal products and main dish products in 21 CFR 101.13(l) and (m), respectively. The IRI categories included in frozen meal and main dish products were Frozen (Fz) Breakfast Food (not including frozen waffles), Fz Pizza, Fz Side Dishes, and Fz Dinners/Entrées. The IRI categories included in shelf-stable and refrigerated meal and main dish products were Dinners (not including chilis) and Entrees/Side Dishes (not including salads). Chilis, which were included with meal and main dish products, were summarized separately. The products excluded above (i.e., frozen waffles, salads) and all remaining products

were included in individual foods. Meal replacement beverages were included with individual foods because they did not meet the definition for either a meal or a main dish product (21 CFR 101.13(l) and (m)). Dietary supplements, which were in the IRI category for Vitamins, were summarized separately. The agency calculated the total number of “healthy” products and brands (with and without dietary supplements), the number of meal and main dish products and brands, the number of individual food products and brands, and the number of dietary supplement products and brands in 1993, 1999, and during the time frame from 1993 to 1999 (Attachment H).

FDA also separately considered “healthy” soups and cheeses because the petitioner requesting that the agency amend the definition for the term “healthy” (ConAgra, Inc.) and various commenters indicated that requiring lower sodium levels could negatively impact these foods. The agency calculated the number of individual soup and cheese products and brands in 1993, 1999, and during the time frame from 1993 to 1999 (Attachment H).

Lastly, FDA reviewed the meal and main dish data in detail to determine the status of “healthy” meal and main dish products in 1993 compared to 1999. The agency determined that in 1999, the petitioner produced 84 percent ($100/119 \times 100\%$) of all frozen meal and main dish products and 67 percent ($100/150 \times 100\%$) of all meal and main dish products (frozen, shelf-stable, refrigerated) (Attachment I).



Dr. Ellen M. Anderson
Food and Drug Administration
Office of Science
Telephone: 301-436-1798
FAX: 301-436-2643
E-mail: Ellen.Anderson@cfsan.fda.gov

- Attachment A – Brands Selling “Healthy” Products in 1993 (without dietary supplements)
- Attachment B – Brands Selling “Healthy” Products in 1999 (without dietary supplements)
- Attachment C – Brands Selling “Healthy” Products during the time frame from 1993 to 1999 (without dietary supplements)
- Attachment D – Brands Selling “Healthy” Products in 1993 (with dietary supplements)
- Attachment E – Brands Selling “Healthy” Products in 1999 (with dietary supplements)
- Attachment F – Brands Selling “Healthy” Products during the time frame from 1993 to 1999 (with dietary supplements)
- Attachment G – Number of “Healthy” Brands and Products by Product Category
- Attachment H – Number of “Healthy” Brands and Products, Meals and Main Dishes, Individual Foods, Dietary Supplements, Soups, and Cheeses
- Attachment I – Number of Products and Brands Sold by Various Manufacturers of “Healthy” Meals and Main Dishes

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

The Food and Drug Administration (FDA) acknowledges that Information Resources, Inc. (IRI) compiles the brand references based on data received by it from supermarkets and other retail outlets. As a result, IRI cannot guarantee the accuracy or completeness of such brand references. IRI MAKES NO REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, AS TO THE MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OF THE BRAND REFERENCES OR RESULTS TO BE OBTAINED BY THE FDA OR OTHERS FROM THE USE OF THE BRAND REFERENCES. IRI disclaims liability for any claims, losses or damages of any kind arising from the use of this information.

Brands selling "healthy" products in 1993 (without dietary supplements)

* - More than one IRI food category

- 1) Alta Health
- 2) Aunt Millies Healthy & Hearty
- 3) Banquet Healthy Balance **
- 4) Best Healths *****
- 5) Bryan Healthy & Flavorful
- 6) Budget Gourmet Light and Healthy or Budget Gourmet Hearty and Healthy **
- 7) Campbells Healthy Request ***
- 8) DownyFlake Crisp & Healthy
- 9) Ellios Healthy Slices
- 10) Farm Fresh Health Break *****
- 11) Featherweight Healthy Recipes *****
- 12) Food For Health *****
- 13) Fresh Health
- 14) Gabriel & Rose Good Health
- 15) Good Health ***
- 16) Greenfield Healthy Foods **
- 17) Growing Healthy
- 18) Health Best **
- 19) Health Brands
- 20) Health Bread
- 21) Health Farms
- 22) Health Food International ***
- 23) Health Is Wealth ****
- 24) Healthline **
- 25) Health Mate ***
- 26) Health Nut
- 27) Health Ray
- 28) Health Summit
- 29) Health Valley *****
- 30) Healthway **
- 31) Healthy Chef
- 32) Healthy Choice *****
- 33) Healthy Edge *****
- 34) Healthy Life **
- 35) Healthy Life Styles
- 36) Healthy Links **
- 37) Healthy Options
- 38) Healthy Pastabilities
- 39) Healthy Roman
- 40) Healthy Scoop
- 41) Healthy Times ***
- 42) Healthy Valley

- 43) Hormel Health Selections
- 44) Kraft Healthy Favorites **
- 45) Le Menu Healthy
- 46) Lunch Bucket Light N Healthy
- 47) Milkhouse Health Check
- 48) Mrs. Pauls Healthy Treasures
- 49) Oscar Mayer Healthy Favorites ***
- 50) Prime Natural Health
- 51) Progresso Healthy Classics
- 52) Tyson Quick & Healthy or Tyson Healthy Portion **
- 53) Van De Kamps Crispy & Healthy
- 54) Vegetarian Health **
- 55) Vita Health
- 56) Weight Watchers Health Watchers
- 57) Wishbone Healthy Sensation

NOTE:

1. Budget Gourmet Light and Healthy or Hearty and Healthy (Item 6) is in the Meal and Main Dish count (Frozen Side Dishes; Frozen Dinners/Entrees) and not in the Individual Foods count
2. Ellios Healthy Slices (Item 9) is in the Meal and Main Dish count and not in the Individual Foods count
3. Healthy Roman (Item 39) is in the Meal and Main Dish count
4. Hormel Health Selections (Item 43) is in the Meal and Main Dish count but not in the Individual Foods count
5. Le Menu Healthy (Item 45) is in the Meal and Main Dish count but not in the Individual Foods count
6. Lunch Bucket Light n Healthy (Item 46) is in the Meal and Main Dish count but not in the Individual Foods count
7. Weight Watchers Health Watchers (Item 56) is in the Meal and Main Dish count but not in the Individual Foods count

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

Brands selling “healthy” products in 1999 (without dietary supplements)

* - More than one IRI food category

- 1) Aloe Health
- 2) Alta Health
- 3) Aunt Millies Healthy & Hearty
- 4) Best Healths ***
- 5) Betty Crocker Healthy Temptations
- 6) Budget Gourmet Light and Healthy
- 7) Campbells Healthy Request ***
- 8) Dalterio Healthy Cuisine
- 9) Downyflake Crisp & Healthy
- 10) Ellios Healthy Slices
- 11) Fantastic Healthy Complements **
- 12) Farm Fresh Health Break *****
- 13) Featherweight Healthy Recipes
- 14) Food for Health ****
- 15) Frans Healthy Helpings
- 16) Good Health *****
- 17) Good Health Natural Foods
- 18) Greenfield Healthy Foods **
- 19) Growing Healthy
- 20) Hansens Healthy Start
- 21) Health Best
- 22) Health Brands
- 23) Health Bread
- 24) Health Farms
- 25) Health Food International ***
- 26) Health for Life (Parent Company – Approved Pharmaceutical Corp.) ***
- 27) Health for Life (Parent Company – Health for Life of Arizona)
- 28) Health Is Wealth *****
- 29) Healthline **
- 30) Health Mate
- 31) Health Nut
- 32) Health Ones
- 33) Health Plus
- 34) Health Ray
- 35) Health Source **
- 36) Health Trip
- 37) Health Valley *****
- 38) Healthwise ***
- 39) Healthworks International
- 40) Healthy Choice *****
- 41) Healthy Creations
- 42) Healthy Edge ****
- 43) Healthy Gourmet
- 44) Healthy Horizons

- 45) Healthy Life
- 46) Healthy Oven
- 47) Healthy Pleasures
- 48) Healthy Pop
- 49) Healthy Preference
- 50) Healthy Splash
- 51) Healthy Times ***
- 52) Healthy Trim
- 53) Healthy 1
- 54) Heinz All American Healthy
- 55) Hormel Health Selections
- 56) I'm Healthy
- 57) Kelloggs Healthy Choice
- 58) Kemps to Your Health
- 59) Lunch Bucket Light N Healthy
- 60) Mrs. Pauls Crisp & Healthy or Healthy Selects
- 61) Natural Good Health
- 62) Ore Ida Healthy Harvest
- 63) Oscar Mayer Healthy Favorites
- 64) Progresso Healthy Classics
- 65) Smuckers Baking Healthy
- 66) Snak King Healthy Bites
- 67) Stroehmann Healthy Home
- 68) Swiss Miss Healthy Choice
- 69) Todds Health & Fitness **
- 70) Van de Kamps Crispy & Healthy
- 71) Vegetarian Health
- 72) V 8 Healthy Request **
- 73) Wells Bluebunny Health Smart *****
- 74) Wholly Healthy ***
- 75) Wishbone Healthy Sensation

NOTE:

1. Budget Gourmet Light and Healthy or Hearty and Healthy (Item 6) is in the Meal and Main Dish count (Frozen Dinners/Entrees) and not in the Individual Foods count
2. Ellios Healthy Slices (Item 10) is in the Meal and Main Dish count and not in the Individual Foods count
3. Frans Healthy Helpings (Item 15) is in the Meal and Main Dish count and not in the Individual Foods count
4. Healthy Gourmet (Item 43) is in the Meal and Main Dish count and not in the Individual Foods count
5. Hormel Health Selections (Item 55) is in the Meal and Main Dish count and also in the Chili count and not in the Individual Foods count
6. Lunch Bucket Light n Healthy (Item 59) is in the Meal and Main Dish count and not in the Individual Foods count

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

Brands selling "healthy" products - Total 1993-1999 (without dietary supplements)

* - More than one IRI food category

- 1) Aloe Health
- 2) Alta Health
- 3) American Health
- 4) Aunt Millies Healthy & Hearty
- 5) Banquet Healthy Balance **
- 6) Best Healths *****
- 7) Betty Crocker Healthy Temptations
- 8) Bryan Healthy & Flavorful
- 9) Budget Gourmet Light and Healthy or Budget Gourmet Hearty and Healthy **
- 10) Campbells Healthy Request *****
- 11) D'Alterio Healthy Cuisine
- 12) Downyflake Crisp & Healthy
- 13) Ellios Healthy Slices
- 14) Fantastic Healthy Complements **
- 15) Farm Fresh Health Break *****
- 16) Featherweight Healthy Recipes *****
- 17) Food For Health *****
- 18) Frans Healthy Helpings
- 19) Fresh Health
- 20) Gabriel & Rose Good Health
- 21) Good Health *****
- 22) Good Health Natural Foods
- 23) Greenfield Healthy Foods ***
- 24) Growing Healthy
- 25) Hansens Healthy Start
- 26) Health Best *****
- 27) Health Brands
- 28) Health Bread
- 29) Health Care Naturals
- 30) Health Farms
- 31) Health Food International *****
- 32) Health for Life (Parent Company – Approved Pharmaceutical Corp.) ***
- 33) Health for Life (Parent Company – Health for Life of Arizona)
- 34) Health Is Wealth *****
- 35) Healthline **
- 36) Health Mate ***
- 37) Health Nut
- 38) Health Ones
- 39) Health Plus
- 40) Health Ray
- 41) Health Source ***
- 42) Health Summit

- 43) Health Trip
- 44) Health Valley *****
- 45) Healthway ***
- 46) Healthwise ***
- 47) Healthworks International
- 48) Healthy Catch
- 49) Healthy Chef
- 50) Healthy Choice (Includes "All Healthy Choice") *****
- 51) Healthy Creations
- 52) Healthy Edge *****
- 53) Healthy Gourmet
- 54) Healthy Horizons
- 55) Healthy Life **
- 56) Healthy Lifestyles
- 57) Healthy Links **
- 58) Healthy Options
- 59) Healthy Oven
- 60) Healthy Pastabilities
- 61) Healthy Pleasures
- 62) Healthy Pop
- 63) Healthy Preference
- 64) Healthy Roman
- 65) Healthy Scoop
- 66) Healthy Splash
- 67) Healthy Times ***
- 68) Healthy Trim
- 69) Healthy Valley
- 70) Healthy 1
- 71) Heinz All American Healthy Recipe
- 72) Hormel Health Selections
- 73) I'm Healthy
- 74) Kelloggs Healthy Choice
- 75) Kemps To Your Health
- 76) Kraft Healthy Favorites **
- 77) Le Menu Healthy
- 78) Lunch Bucket Light N Healthy
- 79) Milkhouse Health Check
- 80) Mrs. Pauls Crisp & Healthy or Mrs. Pauls Healthy Selects or Mrs. Pauls Healthy Treasures
- 81) Natural Good Health
- 82) Natural Rule Health
- 83) Ore Ida Healthy Harvest
- 84) Oroweat Health Nut
- 85) Oscar Mayer Healthy Favorites ***
- 86) Prime Natural Health
- 87) Progresso Healthy Classics

- 88) Smuckers Baking Healthy
- 89) Snak King Healthy Bites
- 90) Stroehmann Healthy Home
- 91) Swiss Miss Healthy Choice
- 92) Todd's Health & Fitness **
- 93) Tyson Quick & Healthy or Tyson Healthy Portion **
- 94) Van de Kamps Crispy & Healthy
- 95) Vegetarian Health ****
- 96) Vita Health
- 97) V 8 Healthy Request **
- 98) Weight Watchers Health Watchers
- 99) Wells Bluebunny Health Smart ****
- 100) Wholly Healthy ***
- 101) Wishbone Healthy Sensation

NOTE:

- 1. Budget Gourmet Light and Healthy or Hearty and Healthy (Item 9) is in the Meal and Main Dish count (Frozen Side Dishes; Frozen Dinners/Entrees) and not in the Individual Foods count
- 2. Ellios Healthy Slices (Item 13) is in the Meal and Main Dish count and not in the Individual Foods count
- 3. Frans Healthy Helpings (Item 18) is in the Meal and Main Dish count and not in the Individual Foods count
- 4. Healthy Gourmet (Item 53) is in the Meal and Main Dish count and not in the Individual Foods count
- 5. Healthy Roman (Item 64) is in the Meal and Main Dish count and not in the Individual Foods count
- 6. Hormel Health Selections (Item 72) is in the Meal and Main Dish count and also in the Chili count and not in the Individual Foods count
- 7. Le Menu Healthy (Item 77) is in the Meal and Main Dish count and not in the Individual Foods count
- 8. Lunch Bucket Light n Healthy (Item 78) is in the Meal and Main Dish count and not in the Individual Foods count
- 9. Weight Watchers Health Watchers (Item 98) is in the Meal and Main Dish count and not in the Individual Foods count

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

Brands selling “healthy” products in 1993 (with dietary supplements)

* - More than one category

Italics – Vitamin company

- 1) Alta Health
- 2) *American Health*
- 3) Aunt Millies Healthy & Hearty
- 4) Banquet Healthy Balance **
- 5) Best Healths *****
- 6) Bryan Healthy & Flavorful
- 7) Budget Gourmet Light and Healthy or Budget Gourmet Hearty and Healthy **
- 8) Campbells Healthy Request ***
- 9) DownyFlake Crisp & Healthy
- 10) Elliios Healthy Slices
- 11) Farm Fresh Health Break *****
- 12) Featherweight Healthy Recipes *****
- 13) *Food For Health* *****
- 14) Fresh Health
- 15) Gabriel & Rose Good Health
- 16) Good Health ***
- 17) Greenfield Healthy Foods **
- 18) Growing Healthy
- 19) *Health Balance*
- 20) Health Best **
- 21) *Health Brands* **
- 22) Health Bread
- 23) Health Farms
- 24) Health Food International ***
- 25) *Health From the Sun*
- 26) Health Is Wealth *****
- 27) Healthline **
- 28) Health Mate ***
- 29) Health Nut
- 30) *Health Plus*
- 31) Health Ray
- 32) Health Summit
- 33) Health Valley *****
- 34) Healthway **
- 35) Healthy Chef
- 36) Healthy Choice *****
- 37) *Healthy Edge* *****
- 38) *Healthy Kids*
- 39) Healthy Life **
- 40) Healthy Life Styles
- 41) Healthy Links **

- 42) Healthy Options
- 43) Healthy Pastabilities
- 44) Healthy Roman
- 45) Healthy Scoop
- 46) Healthy Times ***
- 47) Healthy Valley
- 48) *Home Health*
- 49) Hormel Health Selections
- 50) Kraft Healthy Favorites **
- 51) Le Menu Healthy
- 52) Lunch Bucket Light N Healthy
- 53) Milkhouse Health Check
- 54) Mrs. Pauls Healthy Treasures
- 55) *Natures Source Liquid Health*
- 56) Oscar Mayer Healthy Favorites ***
- 57) *Power Herbs Health Gard*
- 58) *Prime Natural Health ***
- 59) Progresso Healthy Classics
- 60) *Root 2 Health*
- 61) *Thompson Primary Health*
- 62) Tyson Quick & Healthy or Tyson Healthy Portion **
- 63) Van De Kamps Crispy & Healthy
- 64) Vegetarian Health **
- 65) *Vita Health ***
- 66) *Weider Health & Fitness*
- 67) Weight Watchers Health Watchers
- 68) Wishbone Healthy Sensation
- 69) *Your Life Healthy*

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

Brands selling "healthy" products in 1999 (with dietary supplements)

* - More than one category

Italics – Vitamin company

- 1) Aloe Health
- 2) *Alta Health* **
- 3) *American Health*
- 4) Aunt Millies Healthy & Hearty
- 5) *Aurora Healthcare*
- 6) Best Healths ***
- 7) Betty Crocker Healthy Temptations
- 8) Budget Gourmet Light and Healthy
- 9) *California Health*
- 10) Campbells Healthy Request ***
- 11) Dalterio Healthy Cuisine
- 12) Downyflake Crisp & Healthy
- 13) *Dr Art Ulenes Eye Health*
- 14) Ellios Healthy Slices
- 15) Fantastic Healthy Complements **
- 16) Farm Fresh Health Break *****
- 17) Featherweight Healthy Recipes
- 18) *Food for Health* *****
- 19) Frans Healthy Helpings
- 20) Good Health *****
- 21) Good Health Natural Foods
- 22) Greenfield Healthy Foods **
- 23) Growing Healthy
- 24) Hansens Healthy Start
- 25) *Happy Healthy*
- 26) Health Best
- 27) Health Brands
- 28) Health Bread
- 29) *Health Care Naturals*
- 30) Health Farms
- 31) Health Food International ***
- 32) *Health for Life (Parent Company – Approved Pharmaceutical Corp.)* ****
- 33) Health for Life (Parent Company – Health for Life of Arizona)
- 34) *Health From The Sun*
- 35) Health Is Wealth *****
- 36) Healthline **
- 37) Health Mate
- 38) Health Nut
- 39) Health Ones
- 40) *Health Plus* **
- 41) Health Ray

- 42) Health Source **
- 43) Health Trip
- 44) Health Valley *****
- 45) Healthwise ***
- 46) *Healthworks International* **
- 47) *Healthy Bears*
- 48) Healthy Choice *****
- 49) Healthy Creations
- 50) *Healthy Edge* *****
- 51) Healthy Gourmet
- 52) *Healthy Heart*
- 53) Healthy Horizons
- 54) Healthy Life
- 55) Healthy Oven
- 56) Healthy Pleasures
- 57) Healthy Pop
- 58) Healthy Preference
- 59) Healthy Splash
- 60) Healthy Times ***
- 61) Healthy Trim
- 62) *Healthy Woman*
- 63) Healthy 1
- 64) Heinz All American Healthy
- 65) *Herbal Health*
- 66) *Home Health*
- 67) Hormel Health Selections
- 68) I'm Healthy
- 69) *Ives Health*
- 70) Kelloggs Healthy Choice
- 71) Kemps to Your Health
- 72) *Liberty Health*
- 73) Lunch Bucket Light N Healthy
- 74) Mrs. Pauls Crisp & Healthy or Healthy Selects
- 75) Natural Good Health
- 76) *Natural Rule Health*
- 77) *Natures Source Liquid Health*
- 78) Ore Ida Healthy Harvest
- 79) Oscar Mayer Healthy Favorites
- 80) *Pharmacists Ultimate Health*
- 81) *Power Herbs Health Gard*
- 82) Progresso Healthy Classics
- 83) *Real Health*
- 84) *Ricola Herbal Health*
- 85) *Root 2 Health*
- 86) Smuckers Baking Healthy
- 87) Snak King Healthy Bites

- 88) Stroehmann Healthy Home
- 89) *Superior Health*
- 90) Swiss Miss Healthy Choice
- 91) Todds Health & Fitness **
- 92) Van de Kamps Crispy & Healthy
- 93) Vegetarian Health
- 94) V 8 Healthy Request **
- 95) Wells Bluebunny Health Smart *****
- 96) Wholly Healthy ***
- 97) Wishbone Healthy Sensation
- 98) *Womens Health Line*
- 99) *Your Life Healthy*

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

Brands selling "healthy" products - Total 1993-1999 (with dietary supplements)

* - More than one category

Italics – Vitamin Company

- 1) Aloe Health
- 2) *Alta Health* **
- 3) *American Health* **
- 4) Aunt Millies Healthy & Hearty
- 5) *Aurora Healthcare*
- 6) Banquet Healthy Balance **
- 7) Best Healths *****
- 8) Betty Crocker Healthy Temptations
- 9) Bryan Healthy & Flavorful
- 10) Budget Gourmet Light and Healthy or Budget Gourmet Hearty and Healthy **
- 11) *California Health*
- 12) Campbells Healthy Request ****
- 13) D'Alterio Healthy Cuisine
- 14) Downyflake Crisp & Healthy
- 15) *Dr. Art Ulenes Eye Health*
- 16) Ellios Healthy Slices
- 17) Fantastic Healthy Complements **
- 18) Farm Fresh Health Break *****
- 19) Featherweight Healthy Recipes *****
- 20) *Food For Health* *****
- 21) Frans Healthy Helpings
- 22) Fresh Health
- 23) Gabriel & Rose Good Health
- 24) Good Health *****
- 25) Good Health Natural Foods
- 26) Greenfield Healthy Foods ***
- 27) Growing Healthy
- 28) Hansens Healthy Start
- 29) *Happy Healthy*
- 30) *Health Balance*
- 31) *Health Best* *****
- 32) *Health Brands* **
- 33) Health Bread
- 34) *Health Care Naturals* **
- 35) *Health Essentials*
- 36) Health Farms
- 37) Health Food International ****
- 38) *Health for Life (Parent Company – Approved Pharmaceutical Corp.)* ****
- 39) Health for Life (Parent Company – Health for Life of Arizona)
- 40) *Health From The Sun*
- 41) Health Is Wealth *****
- 42) Healthline **

- 43) Health Mate ***
- 44) Health Nut
- 45) Health Ones
- 46) *Health Plus* **
- 47) Health Ray
- 48) Health Source ***
- 49) Health Summit
- 50) Health Trip
- 51) Health Valley *****
- 52) *Healthway* ****
- 53) Healthwise ***
- 54) *Healthworks International* **
- 55) *Healthy Bears*
- 56) Healthy Catch
- 57) Healthy Chef
- 58) Healthy Choice (Includes "All Healthy Choice") *****
- 59) Healthy Creations
- 60) *Healthy Edge* *****
- 61) Healthy Gourmet
- 62) *Healthy Heart*
- 63) Healthy Horizons
- 64) *Healthy Kids*
- 65) Healthy Life **
- 66) Healthy Lifestyles
- 67) Healthy Links **
- 68) Healthy Options
- 69) Healthy Oven
- 70) Healthy Pastabilities
- 71) Healthy Pleasures
- 72) Healthy Pop
- 73) Healthy Preference
- 74) Healthy Roman
- 75) Healthy Scoop
- 76) Healthy Splash
- 77) Healthy Times ***
- 78) Healthy Trim
- 79) Healthy Valley
- 80) *Healthy Woman*
- 81) Healthy 1
- 82) Heinz All American Healthy Recipe
- 83) *Herbal Health*
- 84) *Home Health*
- 85) Hormel Health Selections
- 86) I'm Healthy
- 87) *Inner Health*
- 88) *Ives Health*
- 89) Kelloggs Healthy Choice

- 90) Kemps To Your Health
- 91) Kraft Healthy Favorites **
- 92) Le Menu Healthy
- 93) *Liberty Health*
- 94) *Living Well Health Products*
- 95) Lunch Bucket Light N Healthy
- 96) Milkhouse Health Check
- 97) Mrs. Pauls Crisp & Healthy or Mrs. Pauls Healthy Selects or Mrs. Pauls Healthy Treasures
- 98) Natural Good Health
- 99) *Natural Rule Health* **
- 100) *Natures Source Liquid Health*
- 101) Ore Ida Healthy Harvest
- 102) Oroweat Health Nut
- 103) Oscar Mayer Healthy Favorites ***
- 104) *Pharmacists Ultimate Health*
- 105) *Power Herbs Health Gard*
- 106) *Prime Natural Health* **
- 107) Progresso Healthy Classics
- 108) *Real Health*
- 109) *Ricola Herbal Health*
- 110) *Root 2 Health*
- 111) Smuckers Baking Healthy
- 112) Snak King Healthy Bites
- 113) Stroehmann Healthy Home
- 114) *Superior Health*
- 115) Swiss Miss Healthy Choice
- 116) *Thompson Primary Health*
- 117) Todd's Health & Fitness **
- 118) Tyson Quick & Healthy or Tyson Healthy Portion **
- 119) Van de Kamps Crispy & Healthy
- 120) Vegetarian Health ****
- 121) *Vita Health* **
- 122) V 8 Healthy Request **
- 123) *Weider Health & Fitness*
- 124) Weight Watchers Health Watchers
- 125) Wells Bluebunny Health Smart *****
- 126) Wholly Healthy ***
- 127) Wishbone Healthy Sensation
- 128) *Womans Health Line*
- 129) *Your Life Healthy*

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

**Number of "Healthy" Brands and Products by Product Category
1993-1999**

| IRI Category | Brand Level | | | UPC Level | | |
|----------------------------------|-------------|------|-------|-----------|------|-------|
| | 1993 | 1999 | Total | 1993 | 1999 | Total |
| Canned/Bottled Fruit | 1 | 0 | 1 | 1 | 0 | 2 |
| Cold Cereal | 4 | 4 | 6 | 55 | 40 | 88 |
| All Other Breakfast Food | 1 | 1 | 1 | 1 | 1 | 1 |
| Cookies | 5 | 6 | 9 | 82 | 30 | 115 |
| Canned Juices - SS | 0 | 2 | 2 | 0 | 3 | 4 |
| Baking Mixes | 0 | 1 | 1 | 0 | 8 | 10 |
| Cocoa Mixes | 0 | 1 | 1 | 0 | 1 | 1 |
| Dinners | 5 | 4 | 6 | 34 | 31 | 58 |
| Baked Beans | 1 | 1 | 1 | 3 | 2 | 3 |
| Croutons | 0 | 0 | 1 | 0 | 0 | 2 |
| Breadcrumbs/Batters | 1 | 0 | 1 | 2 | 0 | 2 |
| Baby Food | 1 | 1 | 1 | 6 | 9 | 12 |
| Hot Cereal | 3 | 1 | 4 | 4 | 4 | 9 |
| Peanut Butter | 1 | 2 | 3 | 2 | 12 | 14 |
| Juice/Drink Concentrate- SS | 1 | 1 | 1 | 4 | 4 | 8 |
| Non-Fruit Drinks - SS | 1 | 1 | 1 | 1 | 1 | 1 |
| Powdered Milk | 1 | 1 | 1 | 1 | 1 | 1 |
| Dried Fruit | 3 | 2 | 4 | 7 | 3 | 17 |
| Dry Fruit Snacks | 0 | 0 | 1 | 0 | 0 | 1 |
| Misc. Snacks | 1 | 1 | 2 | 2 | 2 | 4 |
| Popcorn/Popcorn Oil | 0 | 2 | 2 | 0 | 10 | 12 |
| Rice | 0 | 2 | 3 | 0 | 9 | 10 |
| Meat | 0 | 0 | 1 | 0 | 0 | 2 |
| Mustard & Ketchup | 2 | 1 | 2 | 3 | 1 | 3 |
| Rice/Popcorn Cakes | 0 | 0 | 0 | 0 | 0 | 0 |
| Salty Snacks | 3 | 5 | 7 | 18 | 46 | 73 |
| Salad Dressings - SS | 2 | 2 | 2 | 19 | 4 | 21 |
| Salad Toppings | 1 | 0 | 1 | 1 | 0 | 1 |
| Tea - Ready-To-Drink | 1 | 1 | 1 | 3 | 3 | 6 |
| Shortening & Oil | 0 | 1 | 1 | 0 | 2 | 2 |
| Sugar | 1 | 1 | 1 | 1 | 1 | 1 |
| Sugar Substitutes | 2 | 0 | 2 | 3 | 0 | 3 |
| Snack Bars/Granola Bars | 3 | 2 | 3 | 48 | 46 | 86 |
| Tea - Bags/Loose | 4 | 3 | 4 | 7 | 5 | 10 |
| Snack Nuts/Seeds | 2 | 2 | 4 | 3 | 3 | 8 |
| Spaghetti/Italian Sauce | 4 | 1 | 4 | 21 | 18 | 42 |
| Soup | 6 | 5 | 8 | 104 | 125 | 173 |
| Tomato Products | 1 | 0 | 1 | 2 | 0 | 2 |
| Weight Control/Nutrition Liq/Pwd | 1 | 3 | 4 | 2 | 18 | 20 |
| Bottled Water | 1 | 4 | 4 | 6 | 9 | 28 |

| | | | | | | |
|-----------------------------------|---|---|----|-----|-----|-----|
| Baking Needs | 2 | 2 | 2 | 6 | 4 | 6 |
| Bottled Juices - SS | 3 | 6 | 8 | 8 | 16 | 27 |
| Chocolate Candy (non-seasonal) | 1 | 0 | 1 | 1 | 0 | 1 |
| Carbonated Beverages | 2 | 2 | 2 | 33 | 16 | 42 |
| Dry Beans/Vegetables | 0 | 0 | 1 | 0 | 0 | 1 |
| Crackers | 1 | 4 | 4 | 19 | 25 | 45 |
| Flour/Meal | 0 | 0 | 1 | 0 | 0 | 2 |
| Gelatin/Pudding Mixes | 0 | 1 | 1 | 0 | 5 | 7 |
| NonChocolate Candy (Non-seasonal) | 0 | 1 | 1 | 0 | 2 | 2 |
| Pasta | 5 | 1 | 5 | 20 | 11 | 20 |
| Seasonal/Assorted Candy | 0 | 0 | 1 | 0 | 0 | 1 |
| Sauce | 2 | 1 | 2 | 5 | 2 | 6 |
| Spices/Seasonings | 1 | 0 | 2 | 2 | 0 | 5 |
| English Muffins | 1 | 1 | 1 | 1 | 1 | 1 |
| Bakery Snacks | 1 | 2 | 3 | 4 | 8 | 23 |
| Desserts-RFG | 0 | 0 | 1 | 0 | 0 | 3 |
| All Other Deli | 1 | 0 | 1 | 4 | 0 | 4 |
| Cottage Cheese | 1 | 3 | 3 | 1 | 3 | 3 |
| Breakfast Meats | 2 | 1 | 3 | 3 | 4 | 7 |
| Dinner Sausage | 1 | 1 | 1 | 4 | 4 | 8 |
| Frankfurters | 4 | 2 | 5 | 8 | 5 | 15 |
| Cheese | 3 | 1 | 3 | 60 | 32 | 89 |
| Fresh Bread & Rolls | 5 | 9 | 11 | 21 | 64 | 75 |
| Entrée/Side Dishes | 0 | 0 | 1 | 0 | 0 | 9 |
| Fresh Eggs | 2 | 2 | 3 | 13 | 10 | 18 |
| FZ Baby Food | 1 | 1 | 1 | 27 | 30 | 47 |
| FZ Appetizers/Snack Rolls | 1 | 2 | 2 | 8 | 12 | 15 |
| FZ Baked Goods | 1 | 0 | 1 | 3 | 0 | 3 |
| FZ Breakfast Food | 2 | 1 | 2 | 6 | 1 | 8 |
| FZ Meat | 1 | 1 | 2 | 1 | 1 | 2 |
| FZ Pies | 0 | 1 | 1 | 0 | 1 | 1 |
| FZ Novelties | 1 | 4 | 5 | 1 | 18 | 22 |
| FZ Pizza | 3 | 3 | 4 | 11 | 9 | 19 |
| FZ Potatoes/Onions | 0 | 1 | 1 | 0 | 2 | 3 |
| FZ Side Dishes | 2 | 1 | 2 | 3 | 5 | 7 |
| FZ Poultry | 3 | 1 | 3 | 7 | 4 | 10 |
| FZ Dinners/Entrees | 7 | 4 | 8 | 158 | 105 | 241 |
| FZ Plain Vegetables | 1 | 0 | 1 | 1 | 0 | 1 |
| FZ Prepared Vegetables | 1 | 1 | 1 | 1 | 1 | 2 |
| Juice/Beverage - RFG | 3 | 2 | 4 | 7 | 2 | 9 |
| Ice Cream/Sherbet | 3 | 3 | 5 | 46 | 36 | 124 |
| FZ Seafood | 3 | 3 | 4 | 14 | 22 | 33 |
| Other Frozen Foods | 1 | 2 | 2 | 1 | 2 | 2 |
| Pastry/Doughnuts | 1 | 2 | 2 | 9 | 13 | 22 |
| Salad Dressing - RFG | 1 | 0 | 2 | 1 | 0 | 8 |
| Milk | 2 | 6 | 7 | 5 | 8 | 13 |

| | | | | | | |
|------------------------------|----|----|----|-----|-----|-----|
| RFG Dips | 0 | 0 | 1 | 0 | 0 | 1 |
| Luncheon Meats | 3 | 2 | 3 | 72 | 65 | 107 |
| Pies & Cakes | 0 | 1 | 1 | 0 | 2 | 2 |
| Sour Cream | 1 | 2 | 2 | 2 | 2 | 4 |
| Yogurt | 1 | 1 | 2 | 7 | 12 | 20 |
| Weight Control Candy/Tablets | 2 | 3 | 9 | 2 | 3 | 11 |
| Vitamins | 17 | 30 | 42 | 303 | 532 | 866 |

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

**“Healthy” Products
1993 -1999**

Number of UPC Products

Number of Brands

| Products | Number of UPC Products | | | Number of Brands | | |
|--|------------------------|-----------|------|------------------|-----------|------|
| | 1993 | 1993-1999 | 1999 | 1993 | 1993-1999 | 1999 |
| “Healthy” Products (with dietary supplements) | 1355 | 2879 | 1552 | 69 | 129 | 99 |
| “Healthy” Products (without dietary supplements) | 1052 | 2013 | 1020 | 57 | 101 | 75 |
| Dietary Supplements | 303 | 866 | 532 | 17 | 42 | 30 |
| Meals & Main Dishes | 210 | 324 | 148 | 13 | 16 | 10 |
| Frozen | 177 | 272 | 119 | 9 | 11 | 6 |
| Shelf-Stable & Refrigerated | 23 | 33 | 11 | 5 | 6 | 4 |
| Chili | 10 | 19 | 18 | 1 | 2 | 2 |
| Individual Foods * | 842 | 1689 | 872 | 50 | 92 | 69 |
| Soups | 104 | 174 | 126 | 6 | 9 | 6 |
| Dry Soups | 5 | 23 | 13 | 1 | 3 | 1 |
| Wet Soups | 99 | 150 | 112 | 5 | 6 | 5 |
| Frozen Soups | 0 | 1 | 1 | 0 | 1 | 1 |
| Cheese | 60 | 89 | 32 | 3 | 3 | 1 |

* Individual Foods includes soups and salads

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.

Meal and Main Dish Products

Frozen Meals and Main Dishes

| Brand | 1993 | 1993-1999 | 1999 |
|------------------------------------|----------|-----------|----------|
| Banquet Healthy Balance | 11 | 11 | 0 |
| Budget Gourmet | 39 | 49 | 6 |
| Fran's Healthy Helpings | 0 | 2 | 2 |
| Health is Wealth | 3 | 7 | 7 |
| Healthy Choice (HC) | 89 | 157 | 100 |
| Le Menu Healthy | 19 | 19 | 0 |
| Tyson Healthy Portion | 8 | 12 | 0 |
| Weight Watchers Health Watchers | 1 | 1 | 0 |
| Healthy Roman | 3 | 7 | 0 |
| Healthy Gourmet | 0 | 3 | 3 |
| Ellio's Healthy Slices | 4 | 4 | 1 |
| | | | |
| Total Frozen Meals and Main Dishes | 177 | 272 | 119 |
| | 9 brands | 11 brands | 6 brands |

Includes IRI Categories: Frozen (Fz) Breakfast Food (does not include Waffles), Fz Pizza, Fz Side Dishes, Fz Dinners/Entrées

Shelf-Stable and Refrigerated Meals and Main Dishes

| Brand | 1993 | 1993-1999 | 1999 |
|---|----------|-----------|----------|
| Fantastic Healthy Complements | 0 | 2 | 2 |
| Featherweight Healthy Recipes | 4 | 4 | 0 |
| Health Valley | 4 | 6 | 1 |
| Healthy Choice | 4 | 4 | 0 |
| Hormel Health Selections | 5 | 11 | 6 |
| Lunch Bucket Light n Healthy | 6 | 6 | 2 |
| | | | |
| Total Shelf-Stable and Refrigerated Meals & Main Dishes | 23 | 33 | 11 |
| | 5 brands | 6 brands | 4 brands |

Includes IRI Categories: Dinners (does not include Chilis), Entrees/Side Dishes (does not include salads)

Chilis

| Brand | 1993 | 1993-1999 | 1999 |
|--------------------------|---------|-----------|----------|
| Health Valley | 10 | 17 | 16 |
| Hormel Health Selections | 0 | 2 | 2 |
| | | | |
| Total Chilis | 10 | 19 | 18 |
| | 1 brand | 2 brands | 2 brands |

Total Meals and Main Dish Products

| Brand | 1993 | 1993-1999 | 1999 |
|---|-----------|-----------|-----------|
| Frozen Meals and Main Dishes | 177 | 272 | 119 |
| Shelf-Stable and Refrigerated Meals and Main Dishes | 23 | 33 | 11 |
| Chilis | 10 | 19 | 18 |
| | | | |
| Total Meals and Main Dishes without Chilis | 200 | 305 | 130 |
| | 13 brands | 16 brands | 10 brands |
| | | | |
| Total Meals and Main Dishes with Chilis | 210 | 324 | 148 |
| | 13 brands | 16 brands | 10 brands |

Sourced from: Information Resources, Inc. Brand References InfoScan Reviews 1993 to 1999.