

Name: _____ Date: _____

Module 3: Food Labels and Marketing

Lesson Theme: Equipping students with knowledge related to nutrition information and food marketing techniques.

Be a Food & Beverage Ad Reviewer

1. What food or drink did you see in the ad? Frosted Flakes.

2. How does the ad catch your attention? Are there cartoon characters or famous people?

Bright colors, cartoon characters and "mmm, chocolate" tagline.

3. How is this product supposed to make you feel? Happy and excited to eat

Frosted Flakes.

4. Now that you know some of the ways foods are advertised, would you still try the food or drink?

Circle one: Yes or No

5. Does this ad help you make the healthy choice? Circle one: Yes or No

Please explain your answer: This choice of food has a lot of sugar and is processed.