

# Health Food Imposters

BETTER OATS®  
**STEEL CUT**  
 QUICK COOKING OATMEAL  
*with flax seeds*

MAPLE &  
 BROWN SUGAR



**10 POUCHES**

**Double the cost!**



**VALUE PACK 20** PACKETS

20  
 Packets

Great Value

NATURALLY FLAVORED  
 WITH OTHER NATURAL FLAVORS

**Maple  
 Brown Sugar**  
 Instant Oatmeal

No Artificial  
 Flavors or  
 Preservatives

Made with Whole  
 Grain Oats



\*See back panel for  
 information about the  
 relationship between soluble  
 fiber and heart disease.

serving suggestion  
 enlarged to show texture

20 - 1.51 OZ (43g) PACKETS  
 NET WT 30.3 OZ (1 LB 14.3 OZ) 860g



**Nutrition Facts**

10 servings per container  
**Serving size 1 pouch (43g)**

Amount per serving  
**Calories 160**

	% Daily Value*
<b>Total Fat</b> 2.5g	<b>4%</b>
Saturated Fat 0.5g	<b>3%</b>
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 0.5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 210mg	<b>9%</b>
<b>Total Carbohydrate</b> 32g	<b>11%</b>
Dietary Fiber 3g	<b>12%</b>
Soluble Fiber 1g	
Insoluble Fiber 2g	
Total Sugars 10g	
Includes 10g Added Sugars	<b>20%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 20mg	0%
Iron 1.4mg	8%
Potassium 120mg	2%
Thiamin	10%
Phosphorus	10%
Magnesium	10%
Zinc	10%

**Ingredients:** Whole Grain Steel Cut Oats, Sugar, Flaxseed, Salt, Stearic Acid, Natural and Artificial Flavor, Molasses, Maple Syrup.

**Nutrition Facts**

20 servings per container  
**Serving size 1 packet (43g)**

Amount per serving  
**Calories 160**

	% Daily Value*
<b>Total Fat</b> 2g	<b>3%</b>
Saturated Fat 0g	<b>0%</b>
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 0.5g	
<b>Cholesterol</b> 0mg	<b>0%</b>
<b>Sodium</b> 260mg	<b>11%</b>
<b>Total Carbohydrate</b> 32g	<b>12%</b>
Dietary Fiber 3g	<b>11%</b>
Soluble Fiber 1g	
Total Sugars 12g	
Includes 12g Added Sugars	<b>24%</b>
<b>Protein</b> 4g	
Vitamin D 0mcg	0%
Calcium 150mg	10%
Iron 3.6mg	20%
Potassium 110mg	2%
Vitamin A	20%
Thiamine	20%
Riboflavin	20%
Niacin	20%
Vitamin B <sub>6</sub>	20%
Folate 80mcg DFE (50mcg folic acid)	20%
Phosphorus	10%
Magnesium	10%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: WHOLE GRAIN ROLLED OATS, SUGAR, CONTAINS LESS THAN 2% OF SALT, GUAR GUM, NATURAL FLAVOR, CARAMEL COLOR, VITAMINS AND MINERALS: CALCIUM CARBONATE (A SOURCE OF CALCIUM), FERRIC ORTHOPHOSPHATE (A SOURCE OF IRON), VITAMIN A PALMITATE, NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B<sub>6</sub>), RIBOFLAVIN (VITAMIN B<sub>2</sub>), THIAMINE MONONITRATE (VITAMIN B<sub>1</sub>), FOLIC ACID.

DISTRIBUTED BY: Walmart Inc., Bentonville, AR 72716

**HOT WATER INSTRUCTIONS:**

- 1 Empty packet into a bowl.
- 2 Add up to 1/2 cup boiling water (or hot milk) and stir.
- 3 For best results, let stand 1-2 minutes before serving.

**MICROWAVE INSTRUCTIONS:**

- 1 Empty packet into a microwave-safe bowl.
- 2 Add up to 1/2 cup water (or milk) and stir.
- 3 Microwave uncovered bowl on high for 1-2 minutes or until oatmeal starts to thicken.
- 4 Carefully remove hot bowl from microwave oven. Stir and allow to cool slightly before enjoying.

Since microwave ovens vary in power, you may need to adjust your cooking time.

CAUTION: Bowl and contents may be hot. Adjust water (or milk) for desired thickness.

\*SOLUBLE FIBER IN OATMEAL, AS PART OF A DIET LOW IN SATURATED FAT AND CHOLESTEROL, MAY REDUCE THE RISK OF HEART DISEASE. ONE SERVING OF OATMEAL SUPPLIES 1 GRAM OF THE 3 GRAMS OF BETA GLUCAN SOLUBLE FIBER NECESSARY PER DAY TO HAVE THIS EFFECT.

29 GRAMS OF WHOLE GRAIN PER SERVING  
 USDA RECOMMENDS 48G OR MORE OF WHOLE GRAIN DAILY.

**Great Quality.  
 Great Price.  
 Guaranteed.**

We guarantee that you'll be fully satisfied with the quality of every Great Value product. If for any reason you aren't happy, we'll replace it or return your money. Whichever you prefer. All you need is the package.

Tell us what you think... 1-877-505-2267 or online at [walmart.com/greatvalue](http://walmart.com/greatvalue)



**Nutrition Facts**

About 9 servings per container  
Serving size 6 crackers (28g)

Amount per serving  
**Calories 120**

	% Daily Value*
<b>Total Fat 3.5g</b>	<b>4%</b>
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 1g	
Monounsaturated Fat 2g	
<b>Cholesterol 0mg</b>	<b>0%</b>
<b>Sodium 160mg</b>	<b>7%</b>
<b>Total Carbohydrate 20g</b>	<b>7%</b>
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes 0g Added Sugars	0%
<b>Protein 3g</b>	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 1.4mg	8%
Potassium 116mg	2%

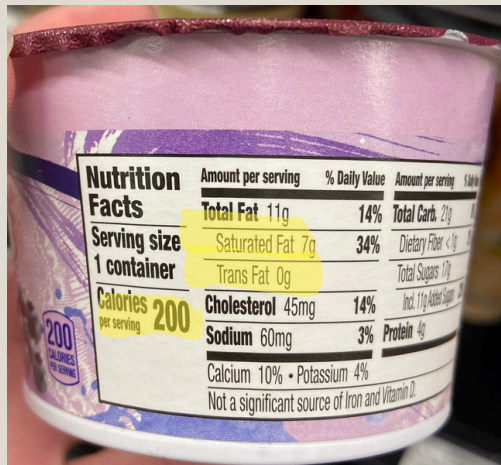
\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Costs about the same!**

**INGREDIENTS: WHOLE GRAIN WHEAT, CANOLA OIL, SEA SALT.**

**BHT ADDED TO THE PACKAGING MATERIAL TO PRESERVE FRESHNESS.**

**CONTAINS: WHEAT.**



**Costs 30% more!**



NUTRITION FACTS	
<b>Serving size 1 container (150g)</b>	
<b>Amount Per Serving</b>	
<b>Calories 110</b>	Fat Cal. 0
<b>% Daily Value*</b>	
<b>Total Fat</b> 0g	0%
<b>Saturated Fat</b> 0g	0%
<b>Trans Fat</b> 0g	
<b>Cholesterol</b> 5mg	2%
<b>Sodium</b> 60mg	3%
<b>Total Carbohydrates</b> 15g	5%
<b>Dietary Fiber</b> 0g	0%
<b>Total Sugars</b> 12g	
<b>Including 9g Added Sugars</b>	18%
<b>Protein</b> 12g	24%
<b>Vitamin D</b> 0%	<b>Potassium</b> 4%
<b>Iron</b> 0%	<b>Calcium</b> 10%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



**Ingredients:** Cultured nonfat milk, cane sugar, water, fruit pectin, natural flavors, guar gum, lemon juice concentrate, vanilla extract. **6 live and active cultures:** S. Thermophilus, L. Bulgaricus, L. Acidophilus, Bifidus, L. Casei, and L. Rhamnosus.



**Costs  
10%  
more!**



Nutrition Facts	
7 servings per container	
Serving size 1oz (28g) / about 38 chips	
Amount per serving	
<b>Calories</b>	<b>130</b>
	% Daily Value*
<b>Total Fat</b> 7g	9%
Saturated Fat 1g	4%
Trans Fat 0g	
Polyunsaturated Fat 2g	
Monounsaturated Fat 4g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 230mg	10%
<b>Total Carbohydrate</b> 16g	6%
Dietary Fiber 0g	1%
Total Sugars Less than 1g	
Includes 0g Added Sugars	1%
<b>Protein</b> Less than 1g	
Vitamin D 0mcg	0%
Calcium 70mg	6%
Iron 1.1mg	6%
Potassium 210mg	4%

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INGREDIENTS: POTATO FLOUR, CANOLA OIL AND/OR SUNFLOWER OIL AND/OR SAFFLOWER OIL, POTATO STARCH, CORN STARCH, CANE SUGAR, SALT, SEA SALT, DEHYDRATED SPINACH, DEHYDRATED TOMATO, POTASSIUM CHLORIDE, BEETROOT POWDER (COLOR), TURMERIC (COLOR).

Nutrition Facts	
8 servings per container	
Serving size About 15 chips (28g)	
Amount per serving	
<b>Calories</b>	<b>160</b>
	% Daily Value*
<b>Total Fat</b> 10g	13%
Saturated Fat 1.5g	7%
Trans Fat 0g	
<b>Cholesterol</b> 0mg	0%
<b>Sodium</b> 170mg	7%
<b>Total Carbohydrate</b> 15g	6%
Dietary Fiber 1g	5%
Total Sugars less than 1g	
<b>Protein</b> 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.6mg	2%
Potassium 350mg	6%
Vitamin C	6%

Not a significant source of added sugars.

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: POTATOES, VEGETABLE OIL (CANOLA, CORN, SOYBEAN, AND/OR SUNFLOWER OIL), AND SALT.



**IMPOSSIBLE**  
**COOKS LIKE GROUND BEEF**

For all your favorite recipes: tacos, meatballs, chili, burgers...you name it!  
 Fully cooked when the internal temperature is 160°F.  
 For recipes, visit [ImpossibleFoods.com/Recipes](http://ImpossibleFoods.com/Recipes)

Nutrition Facts	Amount/serving %DV*	Amount/serving %DV*
<b>Total Fat</b> 13g	<b>17%</b>	<b>Total Carb.</b> 9g <b>3%</b>
<b>Saturated Fat</b> 6g	<b>30%</b>	<b>Dietary Fiber</b> 5g <b>18%</b>
<b>Trans Fat</b> 0g		<b>Total Sugars</b> <1g
<b>Cholesterol</b> 0mg	<b>0%</b>	<b>Incl. &lt;1g Added Sugars</b> <b>1%</b>
<b>Sodium</b> 370mg	<b>16%</b>	<b>Protein</b> 19g <b>38%</b>
Vitamin D 0mcg 0% • Calcium 180mg 15% Iron 4.2mg 25% • Potassium 700mg 15% • Thiamin 40% Riboflavin 15% • Niacin 60% • Vitamin B <sub>6</sub> 20% • Folate 20% Vitamin B <sub>12</sub> 130% • Phosphorus 15% • Zinc 50%		

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\*USDA 80/20 ground beef has 9 grams of saturated fat while Impossible Beef Made From Plants has 6 grams of saturated fat per serving.  
 Ingredients: Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, Natural Flavors, 2% Or Less Of: Methylcellulose, Cultured Dextrose, Food Starch Modified, Yeast Extract, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), L-Tryptophan, Soy Protein Isolate, Vitamins and Minerals (Zinc Gluconate, Niacin (Vitamin B3), Thiamine Hydrochloride (Vitamin B1), Pyridoxine Hydrochloride (Vitamin B6), Riboflavin (Vitamin B2), Vitamin B12). Contains: Soy  
 Distributed by Impossible Foods Inc., Redwood City, CA 94063  
**PERISHABLE, KEEP REFRIGERATED OR FROZEN. IF FROZEN, THAW AND KEEP UNOPENED IN REFRIGERATOR FOR UP TO 14 DAYS.** ImpossibleFoods.com PKC1000181-R2

## Nutrition Facts

Serving Size 4 oz. (112g)  
 Servings Per Container Varied

Amount Per Serving	
<b>Calories</b> 200	Calories from Fat 100
% Daily Value*	
<b>Total Fat</b> 11g	<b>17%</b>
<b>Saturated Fat</b> 4.5g	<b>22%</b>
<b>Cholesterol</b> 75mg	<b>24%</b>
<b>Sodium</b> 75mg	<b>3%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Dietary Fiber 0g	<b>0%</b>
Sugars 0g	
<b>Protein</b> 22g	
<b>Vitamin A</b> 0%	<b>Vitamin C</b> 0%
<b>Calcium</b> 0%	<b>Iron</b> 15%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Saturated Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

**Costs 30% more!**

# The Bottom Line:

**Don't make assumptions.**

**Ignore front-of-package food claims.**

**Look at the nutrition facts and ingredient list to make your decision.**

**Choose foods that optimize nutrition *and* enjoyment.**