

The Take Back Tour is proud to present:

BATTLE OF THE FRUIT ROLLS

FRUIT ROLL-UPS
simply fruit
FRUIT ROLLS

More Than **90%** Fruit Juice and Real Fruit

strawberry
naturally flavored

MADE WITH FRUIT JUICE AND REAL FRUIT

10 0.5 OZ (14g) ROLLS
NET WT 5 OZ (141g)

- ✓ 1 Serving Of Fruit*
- ✓ Made With Natural Flavors
- ✓ Good Source of Vitamin C
- ✓ Gluten Free
- ✓ 50 Calories Per Roll

simply fruit
FRUIT ROLLS

Nutrition Facts
Serving Size 1 roll (14g)
Servings Per Container 10

Amount Per Serving		% Daily Value*	
Calories	50		
Calories from Fat	5		
Total Fat	0.5g	1%	
Saturated Fat	0g	0%	
Trans Fat	0g		
Cholesterol	0mg	0%	
Sodium	20mg	1%	
Total Carbohydrate	12g	4%	
Dietary Fiber	less than 1g	3%	
Sugars	10g		
Protein	0g		
Vitamin C	10%		

Not a significant source of vitamin A, calcium and iron.
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	2,000	2,500
Total Fat	Less Than 65g	80g
Sat 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

Ingredients: Apple Juice Concentrate, Dried Apples, Strawberry Puree, Canola Oil. Contains 2% or less of: Fruit Pectin, Lemon Juice Concentrate, Dextrose, Black Carrot Juice Concentrate and Black Currant Juice Concentrate. Added for Color, Vitamin C (ascorbic Acid), Natural Flavor, Sodium Sulfite and Citric Acid Added to Protect Color.

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General Mills Sales, Inc.
MINNEAPOLIS, MN 55440 USA
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Gluten Free

Carbohydrate Choices: 1

*Based on the USDA's MY PYRAMID
www.mypyramid.gov
USDA recommends most of your servings come from whole fruit.
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FruitaBu
ORGANIC SMOOSHED FRUIT[®]

Fruit Rolls

SMOOSHED[®] strawberry
1 serving of organic fruit each!

6-0.7 OZ (21g) ROLLS NET WT. 4.4 OZ. (126g)

organic apples, organic strawberries and natural flavors!

USDA ORGANIC

Nutrition Facts
Serving Size 1 Roll (21g)
Servings Per Container 6

Amount Per Serving		% Daily Value*	
Calories	80		
Calories from Fat	15		
Total Fat	1.5g	2%	
Sat. Fat	0.5g	3%	
Trans Fat	0g		
Cholest.	0mg	0%	
Sodium	40mg	2%	
Potassium	100mg	3%	
Total Carb.	16g	5%	
Fiber	less than 1g	3%	
Sugars	13g		
Protein	0g		
Vitamin A	0%	Vitamin C	10%
Calcium	0%	Iron	0%

* Percent Daily Values are based on a 2,000 calorie diet.

OUR SMOOSHED[™] INGREDIENTS: ORGANIC APPLE PUREE CONCENTRATE, ORGANIC APPLE JUICE CONCENTRATE, ORGANIC WHITE GRAPE JUICE CONCENTRATE, ORGANIC STRAWBERRY PUREE CONCENTRATE, ORGANIC APPLE, ORGANIC PALM FRUIT OIL, CITRUS PECTIN, NATURAL STRAWBERRY FLAVOR, FRUIT JUICE FOR COLOR, CITRIC ACID, SODIUM CITRATE, SOY LECITHIN, ASCORBIC ACID (VITAMIN C).
CONTAINS SOY INGREDIENTS.

Distributed by
Stretch Island Fruit Sales L.L.C.
Grapeview, WA 98546 USA
Certified Organic by
Quality Assurance International
www.fruitabu.com
All sugar comes naturally from fruit.
Diabetic/Diet Exchange: 1 Fruit

* NOTE: These 2 products have different serving sizes. I presented the nutrition information as per gram. This way you can compare the products accurately.

Nutrition Facts per gram	Simply Fruit	FruitaBu
Serving Size	14g	21g
Calories (per gram)	3.6	3.8
Calories from fat (per gram)	0.4	0.7
Total Fat (per gram)	0.04	0.07
Sodium (per gram)	1.4	1.9
Total Carb (per gram)	0.9	0.8
Sugars (per gram)	0.7	0.6
Organic (per gram)	no	yes
Cost per roll	\$0.30	\$0.49
Organic	No	Yes

Renee's choice: FruitaBu wins

Even though it seems like Simply Fruit is the better choice, my kids and I felt we had to eat 2 of them to feel satisfied. They are also sticky to peel while the hearty FruitaBu has an easy peel brown wrapper that is fun to eat. You win either way as both of these products are better choices than regular fruit roll snacks with artificial ingredients.