## What is Guiding Stars?



It is a nutrition guidance program that **rates the nutritional quality of food** using information from the Nutrition Facts Panel and the ingredients list. **Foods are rated and receive a score based on the assignment of credits and debits.** Rated foods are marked with easy-to-follow tags indicating 0, 1, 2, or 3 stars. The more nutritional value a food has, the more Guiding Stars it receives. If a food doesn't receive a star - it means it doesn't meet our rigorous criteria.

* **One Guiding Star** indicates good nutritional value.
* **Two Guiding Stars** indicate better nutritional value.
* **Three Guiding Stars** indicate the best nutritional value.

As you go through each aisle of the store, the Guiding Stars program can help you identify more nutritious choices. Guiding Stars is not intended to tell you what to buy, but rather point you toward foods that have **more** vitamins, minerals, dietary fiber, whole grains--and ***less*** fats, cholesterol, sugar and sodium.

Guiding Stars Overview: <https://www.youtube.com/watch?v=xsIKKnsbE8w>



Guiding Stars is objective, based on consumer research, and not influenced by price, brand or manufacturer trade groups. And with **over 100,000 rated foods**, making nutritious choices for you and your family is now simple…and even fun.

Guiding Stars has been in the market since 2006 and is used in more than 2,300 supermarkets across more than twenty states and Canada. We use a transparent, patented algorithm. Independent, peer-reviewed research studies published in various reputable journals have demonstrated that Guiding Stars is effective in changing the way people shop.

US Patent Nos. 7,974,881; 8,626,796

[**Learn More at GuidingStars.com »**](http://guidingstars.com/)

### [Food Finder](http://food.guidingstars.com/) Rainbow Pizza_sm_logo_74126803116.jpg

Search for a food and immediately learn its star rating, ingredients, nutrition information and allergens.

### [Recipes](http://guidingstars.com/recipes/)

Guiding Stars offers a database of over a thousand nutritious recipes. Recipes are chosen and developed not just for their health benefits, but also for ease of preparation and great flavor.

### [Guiding Stars Blog](http://guidingstars.com/blog/)

Dietitian Alli Stowell, MS, RD, CDN, Scientific Advisor Kit Broihier, MS, RD, LD and other members of the Guiding Stars team bring you nutrition news, advice and a regular stream of healthful, delicious recipes.

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