



▼ Dietitian Picks

H-E-B Dietitian Picks was created by H-E-B Dietitians to help Texans find food and beverage items that encourage beneficial nutrients and limit nutrients of concern as part of an overall eating pattern. We created guidelines for specific food and beverage categories to encourage the consumption of nutrients like whole grains and protein, while setting upper limits for fats, sodium and added sugars. See below for all nutritional considerations.

All foods and beverages must meet the following criteria unless exception criteria apply. Refer to the exception categories and their criteria listed below. All nutrition parameters are based on the serving size provided on the package, unless otherwise specified. For example, condiments and dressings are based on RACC (Reference Amounts Customarily Consumed) as defined by the FDA.

- All products must have 0-13.0 g of total fat per serving
- All products must not contain brominated vegetable oil (BVO) or Red Dye 3
- Individual products must have:
 - 0-10% DV of saturated fat per serving
 - 0-20% DV of sodium per serving
 - 0-20% DV of added sugar per serving
- Main dish/meals items will have
 - 0-20% DV of saturated fat per serving
 - 0-20% DV sodium per serving

CRITERIA FOR EXCEPTION CATEGORIES.

1. MEAT - All LEAN or EXTRA LEAN meat and poultry varieties are considered H-E-B Dietitian Picks.

i. Unseasoned Meats

- 0-10 g/100 g (3.5 oz) total fat
- 0-4.5 g/100 g (3.5oz) saturated fat
- 0-360 mg sodium
- 0 g added sugar

ii. Prepared or Seasoned Meat

- 0-4.5 g saturated fat
- 0-480 mg sodium
- 0-10% DV added sugar

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iii. Meat Alternatives

- 0-4.5 g saturated fat
- 0-360 mg sodium
- 0-10% DV added sugar
- 10% (or more) DV protein, If no DV available then 15g (or more) protein

iv. Frozen Meat Alternatives

- 0-480 mg sodium
- 0-10% DV added sugar

v. Deli Meats

- 0-480 mg sodium
- 0-10% DV added sugar

vi. Canned Meats

- 0-140 mg sodium
- 0 g added sugar

2. SEAFOOD - All seafood types without added ingredients are considered H-E-B Dietitian Picks. We do not place upper limits for total fat on seafood.

i. Unseasoned Seafood, may have preservatives

- 0-4.5 g/100 g saturated fat
- 0-360 mg sodium
- 0 g added sugar

ii. Prepared or Seasoned Seafood

- 0-4.5 g saturated fat
- 0-480 mg sodium
- 0-10% DV added sugar

iii. Canned Seafood

- 0-4.5 g saturated fat
- 0-340 mg sodium
- 0 g added sugar

3. DAIRY & DAIRY MILK ALTERNATIVES

i. Milk

- 0-4.5 g saturated fat
- 0-140 mg sodium
- 0 g added sugar
- 10% (or more) DV protein

ii. Milk Alternatives

- 0-2.5 g saturated fat
- 0-240 mg sodium
- 0 g added sugar
- 7 g (or more) protein

iii. Cheese & Cheese Alternatives

- 0-3.5 g saturated fat
- 0-240 mg sodium
- 10% (or more) DV calcium

iv. Butter & Margarine

- 0-3.5 g saturated fat
- 0-140 mg sodium

v. Ice Cream & Plant Based Ice Cream

- 0-3.5 g saturated fat
- 0-240 mg sodium

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vi. Yogurt & Fermented Dairy Drinks

- 0-3.5 g saturated fat
- 0-240 mg sodium or 0-140 mg sodium for fermented dairy drinks
- 0-10% DV added sugar if NOT containing fruit
- 10% (or more) DV protein

vii. Plant Based Yogurt

- 0-3.5 g saturated fat
- 0-240 mg sodium or 0-140 mg sodium for fermented dairy drinks
- 0-10% DV added sugar if NOT containing fruit
- 9 g (or more) protein

ix. Cottage Cheese

- 0-3.5 g saturated fat
- 0 g added sugar

x. Sour Cream

- 0-140 mg sodium

xi. Eggs & Egg Alternatives

- 0-240 mg sodium

4. PRODUCE – All fruits, vegetables, legumes, and pulses.

i. Fresh Produce, may be unseasoned, whole, or processed

- 0-140 mg sodium
- 0 g added sugar

ii. Fresh Produce, seasoned or processed

- 0-140 mg sodium
- 0 g added sugar
- If packaged or canned, must be packed in water or 100% juice

iii. Dried Produce

- 0-140 mg sodium
- 0 g added sugar

iv. Salad Kits, Meal Kits, & Snack Trays

- 0-360 mg sodium
- 0-10% DV added sugar

v. Frozen Fruit

- 0-140 mg sodium
- 0 g added sugar

vi. Unseasoned Frozen Vegetables

- 0-140 mg sodium
- 0 g added sugar

vii. Frozen Vegetables, seasoned or sauced

- 0-240 mg sodium
- 0 g added sugar

viii. Canned or Pouched Fruit

- 0-140 mg sodium
- 0 g added sugar
- Canned in water or 100% juice

ix. Canned or Pouched Vegetables

- 0-140 mg sodium
- 0 g added sugar



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5. GRAINS

i. Breads, Tortillas, & Wraps

- 0-240 mg sodium
- 10% (or more) DV dietary fiber
- 0-5% DV added sugar

ii. Bagels

- 0-480 mg sodium
- 10% (or more) DV dietary fiber

iii. English Muffins & Buns

- 0-300 mg sodium
- 10% (or more) DV dietary fiber
- 0-10% DV added sugar

iv. Pasta

- 0-260 mg sodium
- 10% (or more) DV dietary fiber
- 0 g added sugar

v. Rice & Other Grains

- 0-260 mg sodium
- 0 g added sugar
- Whole grain or bean/lentil as first ingredient

vi. Flour

- 0-35 mg sodium
- 10% (or more) DV dietary fiber

vii. Crackers

- 0-240 mg sodium
- 10% (or more) DV dietary fiber
- 0 g added sugar

viii. Popcorn & Rice Cakes

- 0-300 mg sodium
- 0 g added sugar

ix. Pancakes, Waffles, & Baking Mixes

- 0-300 mg sodium
- 10% (or more) DV dietary fiber

x. Frozen Waffles & Pancakes

- 0-360 mg sodium
- 10% (or more) DV dietary fiber

xi. Cereal, Hot Cereal, Oatmeal, Granola

- 0-240 mg sodium
- 10% (or more) DV dietary fiber

6. SNACKS & DESSERTS

i. Jerky & Meat Snacks

- 0-480 mg sodium
- 0 g added sugar

ii. Chips

- 0-240 mg sodium
- 10% (or more) DV dietary fiber OR 10% (or more) DV protein

iii. Trail Mix

- 0-240 mg sodium
- 0-10% DV added sugar if NOT containing fruit

iv. Nut Butters, Nuts, & Seeds - all nuts, seeds, and nut butters which are single ingredient are considered H-E-B Dietitian Picks. We do not place an upper limit on total fat. Macadamia nuts also have no limit on saturated fat.

- 0-15% DV saturated fat
- 0-140 mg sodium
- 0 g added sugar

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v. Granola Bars

- 0-10% DV saturated fat
- 0-15% DV saturated fat if a peanut or tree nut is the first ingredient
- 0-140 mg sodium
- 10% (or more) DV dietary fiber
- 0-10% DV added sugar

vi. Protein Bars

- 0-10% DV saturated fat
- 0-15% DV saturated fat if a peanut or tree nut is the first ingredient
- 0-240 mg sodium
- 0-10% DV added sugar
- 10% (or more) DV protein

vii. Fruit Snacks

- 0-140 mg sodium
- 0 g added sugar

viii. Frozen Novelties

- 0-3.5 g saturated fat
- 0-240 mg sodium

ix. Grain Based Desserts

- 0-3.5 g saturated fat
- 0-140 mg sodium
- 10% (or more) DV dietary fiber

7. CONDIMENTS & DRESSINGS, per RACC

i. Major Main Entrée Sauces, such as marinara sauce

- 0-360 mg sodium
- 0-10% DV added sugar

ii. Minor Main Entrée Sauces, such as Alfredo sauce or enchilada sauce

- 0-240 mg sodium
- 0-10% DV added sugar

iii. Major Condiments, such as ketchup or steak sauce

- 0-240 mg sodium
 - 0-140 mg sodium for ketchup, steak sauce and taco sauce
 - 0 mg sodium for vinegar
- 0-10% DV added sugar
 - 0 g added sugar for vinegar

iv. Minor Condiments, such as mustard or hot sauce

- 0-140 mg sodium
- 0 g added sugar

v. Other Condiments, such as barbeque sauce, dips or spreads

- 0-240 mg sodium
- 0-10% DV added sugar
 - 0 g added sugar for dips, salsa, and spreads

vi. Cooking Wine

- 0 mg sodium
- 0 g added sugar

vii. Oils

- No upper limit for total fat
- 0 mg sodium
- 0 g added sugar

viii. Olives

- 0-300 mg sodium
- 0 g added sugar

ix. Mayo

- 0-5 g total fat
- 0-140 mg sodium

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x. Salad Dressing

- 0-260 mg sodium
- 0-10% DV added sugar

xi. Seasonings & Spices

- 0-140 mg sodium
- 0 g added sugar

xii. Fruit Spreads,

- 0-10% DV added sugar
- Any type of fruit as first ingredient

xiii. Pickles & Fermented Foods

- 0-200 mg sodium
- 0 g added sugar

8. MAINS, MEALS, APPETIZERS, & SIDES

i. Deli Salads

- 0-480 mg sodium
- 0-10% DV added sugar

ii. Fresh & Frozen Meals

- 0-20% DV saturated fat
- 0-600 mg sodium
- 10% (or more) DV dietary fiber

iii. Fresh & Frozen Appetizers & Sides

- 0-360 mg sodium
- 10% (or more) DV dietary fiber
- 0-10% DV added sugar

iv. Plant-based Fresh & Frozen Meals

- 0-20% DV saturated fat
- 0-600 mg sodium
- 10% (or more) DV dietary fiber
- 10% (or more) DV protein, If no DV available then 20 g (or more) protein

v. Boxed Rice & Pasta

- 0-600 mg sodium
- 0-10% DV added sugar
- 10% (or more) DV dietary fiber OR 10% (or more) DV protein

vi. Frozen Pizza

- 0-20% DV saturated fat
- 0-600 mg sodium
- 10% (or more) DV dietary fiber OR 10% (or more) DV protein

9. SOUPS & BROTHS

i. Soups

- 0-600 mg sodium
- 0-10% DV added sugar
- 10% (or more) DV dietary fiber OR 10% (or more) DV protein

ii. Bone Broth & Bone Broth Soup

- 0-480 mg sodium
- 0 g added sugar
- 9 g (or more) protein

iii. Broth

- 0-140 mg sodium
- 0 g added sugar

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10. BEVERAGES

i. Juice

- 0-140 mg sodium
- 0 g added sugar

ii. Coffee, Tea, Sparking Water -

all varieties of tea leaves, whole bean coffee, and single ingredient ground coffee are considered H-E-B Dietitian Picks.

- 0-140 mg sodium
- 0 g added sugar
- 0-200 mg caffeine
- All varieties of single ingredient qualify.

iii. Functional Beverages

- 0-10% DV added sugar

iv. Meal Replacements

& Ready-to-drink Shakes

- 0-240 mg sodium
- 0-10% DV added sugar
- 10% (or more) DV protein

v. Flavor Enhancers

- 0-140 mg sodium
- 0 g added sugar
- 0-200 mg caffeine

vi. Protein Powders

- 0-240 mg sodium
- 0-10% DV added sugar
- 10% (or more) DV protein