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FACT SHEET

Super "Bowls": A Football Feast That Scores

- Hallmark calls Super Bowl Sunday an unofficial American holiday, with more parties than New Year's Eve and an average of 17 to 18 attendees at each.

- A recent survey found 70 percent of Americans celebrate Super Bowl Sunday casually with food and friends, but only 32 percent state "watching football" is the most important part of the party - indicating people are more concerned with eating than the big game. (Retail Advertising and Marketing Survey, 2006)

- Super Bowl Sunday is the second biggest food consumption day of the year, after Thanksgiving. The Calorie Control Council predicts that the average person will consume 1,200 calories and 50 grams of fat from Super Bowl snack foods alone. It takes four hours of walking or one hour and 45 minutes of running to burn those calories.

- Americans devour 30.4 million pounds of snack foods, twice the average daily amount, while watching the big game. That breaks down to 11.3 million pounds of potato chips, 8.5 million pounds of tortilla chips, 4.1 million pounds of pretzels, 3.8 million pounds of popcorn and 2.7 million pounds of nuts. (Source: Snack Food Association, 2006)

- To prevent overeating, the National Institutes of Health suggests consumers don't skip meals before the big party, use small plates and bowls for food to prevent over-eating, "super- size" vegetables and fruits, and eat slowly to enjoy the taste of food.

- Football players and other professional athletes are constant snackers, but choose to munch on healthy treats such as whole grains, fresh fruits and lean meats. This nutritional game plan helps regulate blood sugar, fuel muscles and ensure high performance at game time. (Source: Scripps Howard, 2000)

- A study published in the *International Journal of Sport Nutrition and Exercise Metabolism* found drinking chocolate milk may be as good as — or better than — sports drinks to help athletes recover from strenuous exercise. Dietitians agree that nutrient rich foods such as milk contain calcium and vitamin D in quantities that sports drinks can't match.