



I Can't Believe It's Not Butter!®

PRODUCT FACT SHEET

I Can't Believe It's Not Butter!® soft spreads are a better nutrition option than butter because they are lower in fat, saturated fat, and cholesterol, and contain 0 grams trans fat per serving. **I Can't Believe It's Not Butter!®** is made with a blend of nutritious vegetable oils such as canola, soybean and olive oil. By selecting oils that are lower in saturated fat and rich in essential fats such as omega-3 Alpha Linolenic Acid (ALA), **I Can't Believe It's Not Butter!®** soft spreads are nutritious as well as great tasting. The essential polyunsaturated fats omega-3 (ALA) and omega-6 Linoleic Acid (LA) are necessary in the diet because they cannot be manufactured by your body. Leading nutrition and health authorities including the American Heart Association, the National Institutes of Health and the American Dietetic Association recommend that most dietary fats come from polyunsaturated and monounsaturated sources.^{1,2,3}

I Can't Believe It's Not Butter!® soft spreads contain no hydrogenated oils, 0 grams trans and 2 grams or less saturated fat per serving — and have 70% less saturated fat than butter.

PRODUCT DETAILS:

- Contains 2 grams or less of saturated fat per serving
- No hydrogenated oils and 0 grams trans fat per serving
- No cholesterol
- 70% less saturated fat than butter

I Can't Believe It's Not Butter!® soft spreads sizes: 7.5 oz., 15 oz., 45 oz. and 80 oz. tub

I Can't Believe It's Not Butter!® Nutritional Profile (per serving/1 Tbsp.)

Product	Calories*	Total Fat (g)*	SAFA (g)*	Trans Fat (g)*	Cholesterol (mg)*	MUFA (g)*	PUFA (g)*	Omega -3 ALA (mg)*	Omega-6 LA (mg)
Original	70	8	2	0	0	2.0	4.0	460	3300
Light	50	5	1.5	0	0	1.0	2.5	230	2000
Fat Free	5	0	0	0	0	0	0	0	0
Mediterranean Blend	70	8	2	0	0	2.0	4.0	400	3000
Mediterranean Blend Light	50	5	1.5	0	0	1.0	2.5	230	1750
Spray	0	0	0	0	0	0	0	0	0
Calcium + Vitamin D	50	5	1.5	0	0	1.0	2.5	250	2000
Squeeze	60	7	1	0	0	1.5	4.0	470	3700

MUFA: Monounsaturated fat PUFA: Polyunsaturated fat SAFA: Saturated fat *These values are declared in labeling

Butter Nutritional Profile** (per serving/1 Tbsp.)

Calories	Total fat (g)	Saturated fat (g)	Trans fat (g)	Cholesterol (mg)
100	11	7	0	30

** www.nal.usda.gov/fnic/foodcomp

REFERENCES:

1. Harris W, Mozaffarian D, Rimm E, et al. Omega-6 Fatty Acids and Risk for Cardiovascular Disease. A Science Advisory from the American Heart Association, Nutrition Subcommittee of the Council on Nutrition, Physical Activity and Metabolism; Council on Cardiovascular Nursing; and Council on Epidemiology and Prevention. *Circulation*. 2009;119:902-907.
2. Position of American Dietetic Association and Dietitians of Canada: Dietary Fatty Acids. *J Am Diet Assoc*. 2007;107:1599-1611.
3. The Third Report of the National Cholesterol Education Program (NCEP) Expert Panel on Detection, Evaluation, and Treatment of High Blood Cholesterol in Adults (Adult Treatment Panel III) Final Report. *NIH Publication No. 02-5215* September 2002. Available at: <http://www.nhlbi.nih.gov/guidelines/cholesterol/atp3full.pdf> March 2009