



## True Goodness products DO NOT CONTAIN these ingredients:

ACESULFAME-K (ACESULFAME POTASSIUM), ACETYLATED ESTER OF MONO- AND DIGLYCERIDES, AMMONIUM CHLORIDE, AMMONIUM BICARBONATE (ACCEPTABLE AS LEAVENING AGENT), ANTIBIOTICS, ARTIFICIAL COLORS, ARTIFICIAL FLAVORS, ASPARTAME, ASTAXANTHIN, AZODICARBONAMIDE, BENTONITE, BENZOATES, BENZOYL ALCOHOL, BENZOYL PEROXIDE, BHA (BUTYLATED HYDROXYANISOLE), BHT (BUTYLATED HYDROXYTOLUENE), BISULFITES, BLEACHED FLOUR , BROMATED FLOUR, BROMINATED VEGETABLE OIL (BVO), CALCIUM BROMATE, CALCIUM DISODIUM EDTA, CALCIUM PEROXIDE, CALCIUM PROPIONATE, CALCIUM SACCHARIN, CALCIUM STEAROYL-2-LACTYLATE, CALCIUM SORBATE, CAPROCAPRYLOBEHEININ, CARMINE , CERTIFIED COLORS , COCHINEAL, CYCLAMATES, CYSTINE (I-CYSTEINE), DATEM (DIACETYL TARTARIC AND FATTY ACID ESTERS OF MONO AND DIGLYCERIDES), DIGLYCERIDES, DIMETHYLPOLYSILOXANE, DIOCTYL SODIUM SULFOSUCCINATE (DSS), DISODIUM CALCIUM EDTA, DISODIUM DIHYDROGEN EDTA, DISODIUM DIHYDROGEN PYROPHOSPHATE, DISODIUM GUANYLATE (GMP), DISODIUM INOSINATE (IMP), DISODIUM PHOSPHATE, DISODIUM SUCCINATE, DIMETHYLAMYLAMINE (DMAA), EDTA-ETHYLENEDIA MINE-TETRA ACETIC ACID-CHELATING PRESERVATIVE, ERYTHORBIC ACID, ESTER GUMS, ETHANOL (ETHYL ALCOHOL), ETHYL VANILLIN, ETHYLENE OXIDE, ETHYOXYQUIN, FD&C COLORS (FOOD DYE & COLOR), FOIE GRAS, FUMARIC ACID, GLYCEROL ESTER OF WOOD ROSIN, HEXA- , HEPTA- AND OCTA-ESTERS OF SUCROSE, HIGH-FRUCTOSE CORN SYRUP, HYDROGENATED FATS & OILS, HYDROXYPROPYL GUAR GUM, IRRADIATED FOODS, LACTYLATED ESTERS OF MONO-AND DIGLYCERIDES, LEAD SOLDERED CANS, METHYLENE CHLORIDE, METHYL SILICON, METHYL PARABEN, MICROPARTICULARIZED WHEY PROTEIN DERIVED FAT SUBSTITUTE, MODIFIED CELLULOSE, MODIFIED FOOD STARCH (ACCEPTABLE IF NOT CHEMICALLY MODIFIED), MONOGLYCERIDES, MONOSODIUM GLUTAMATE (MSG), NATAMYACIN, NEOTAME, OXYSTEARIN, PARABENS, PARTIALLY HYDROGENATED FATS & OILS, POLYDEXTROSE, POLYPROPYLENE GLYCOL, POTASSIUM BENZOATE, POTASSIUM BISULFATE, POTASSIUM BROMATE, POTASSIUM HYDROXIDE (WHEN USED FOR LYE PEELING OF FRUITS AND VEGETABLES, EXCEPTION PEELING OF PEACHES), POTASSIUM METABISULFITE, POTASSIUM NITRATE OR NITRITE, POTASSIUM SORBATE, PROPYL GALLATE, PROPYLENE GLYCOL, PROPYLENE OXIDE, PROPYL PARABEN, SACCHARIN, SIMPLESSE, SILICON DIOXIDE (PERMITTED AS A DEFOAMER), SODIUM ALUMINUM PHOSPHATE, SODIUM ALUMINUM SULFATE, SODIUM BENZOATE, SODIUM BISULFATE, SODIUM DIACETATE, SODIUM ERYTHORBATE, SODIUM FERROCYNANIDE, SODIUM GLUTAMATE, SODIUM METABISULFITE, SODIUM NITRATE OR NITRITE, SODIUM PROPIONATE, SODIUM STEROL LACTYLATE, SODIUM STEROYL-2-LACTYLATE, SODIUM SULFITE, SODIUM TRIPOLYPHOSPHATE, SOLVENT EXTRACTED OILS, AS ONLY INGREDIENT, SORBIC ACID, SUCRALOSE, SUCROGLYCERIDES, SUCROSE ACETATE ISOBUTYRATE, SUCROSE POLYESTER (OLESTRA, OLEAN), SULFITES (SULFUR DIOXIDE), TARTRAZINE, TBHQ (TERTIARY BUTYLHYDROQUINONE), TETRASODIUM EDTA, TRANS FATTY ACIDS, TRIPOLYPHOSPHATE, VANILLIN



## Frequently Asked Questions

### What is True Goodness by Meijer and True Goodness by Meijer Organic?

At Meijer, we believe that eating better is about good, nutritious food. And that instead of just focusing on what's been taken out of the food, to focus on what's in the food. To focus on less and more: less of what you don't want and more of what you do want. Less of what's bad and more of what's good. And we believe that it should be easy, which is why the True Goodness promise to you and your family is to never include any of the following:

- No Artificial Flavors, Colors, Sweeteners or Preservatives
- No High Fructose Corn Syrup
- No Partially Hydrogenated Oils
- No Hormones or Antibiotics in the raising of our meats

### Why did you combine Meijer Organics and Meijer Naturals into one brand?

The new look and feel of True Goodness by Meijer makes it easier to shop for these free-from and Organic products, and True Goodness by Meijer better represents the product that our new brand represents: good, nutritious food you and your family can trust.

### Have you made any changes to the products as part of the conversion?

While we will be making changes on the packaging for those items moving from Meijer Naturals and Meijer Organics into True Goodness by Meijer, we have done our best to avoid any changes in the products. For example, if a Meijer Naturals item was produced with GMO-free ingredients, our goal is to offer that same item in True Goodness by Meijer in the same way.

### How can I tell the difference between True Goodness by Meijer and True Goodness Organic by Meijer Products?

In the process of converging Meijer Organics and Meijer Naturals into True Goodness by Meijer, we've learned a few things. One of those is that we need to more clearly highlight which products are free from any artificial flavors or preservatives (or any of the other 120 ingredients you will never find in any of our products), and which products are USDA certified organic. As the roll-out continues, you will notice that 'organic' is larger and more prominent in the new design. In addition to this, you can look to the background color of the design: all organic products will feature a green background while the remainder of the line will be featured in blue.

### Why don't all True Goodness by Meijer items indicate that they are GMO free, like Meijer Naturals items did?

As we transition products from old packaging labels into our new True Goodness by Meijer brand, we are also confirming that all of our packaging claims adhere to current and potentially forthcoming federal, state, and local regulations. Our goal is to provide you with the most up to date and accurate information under these regulations, meaning we have made some changes to our packaging claims.



## Are all True Goodness by Meijer products non-GMO like the Meijer Naturals brand was, or is it only the True Goodness by Meijer Organics?

While many of the True Goodness by Meijer products are non-GMO, there are some products that are not. We are working to include a non-GMO burst on the front of all products that qualify. There are products though, like oats, where there is no genetically modified version. As a result we are unable to include the non-GMO burst on the front of these products. Additionally, all True Goodness by Meijer Organic products are certified organic by the USDA, which requires the use of non-GMO ingredients.

## Do any True Goodness Organic Products Contain GMOs?

All True Goodness by Meijer Organic products are USDA certified Organic, meaning they are made with non-GMO ingredients.

## Are you planning to introduce more True Goodness by Meijer and True Goodness Organic by Meijer products in the future?

We believe that making more nutritious choices in the foods we eat is more important than ever before, which is why we plan to deliver more than 150 new products this year.

Look for new True Goodness by Meijer products across your favorite categories throughout the store.

## Does True Goodness by Meijer offer products that are Gluten Free?

Yes, True Goodness does offer products which are Gluten Free, many of which include a call-out on the front of the package. That said, we realize there's a growing need for Gluten Free products across the store, so keep an eye out for new GF products coming soon!

## Many of the Meijer Naturals and Meijer Organic products I purchase have been out of stock. Will all of these products be converting the True Goodness by Meijer line?

While the majority of Meijer Natural and Meijer Organic products will be converting to the new True Goodness by Meijer and True Goodness by Meijer Organics, there are a small amount of products that will not. If you have a question about a specific product, see product detail at [Meijer.com/TrueGoodness](https://www.meijer.com/TrueGoodness).