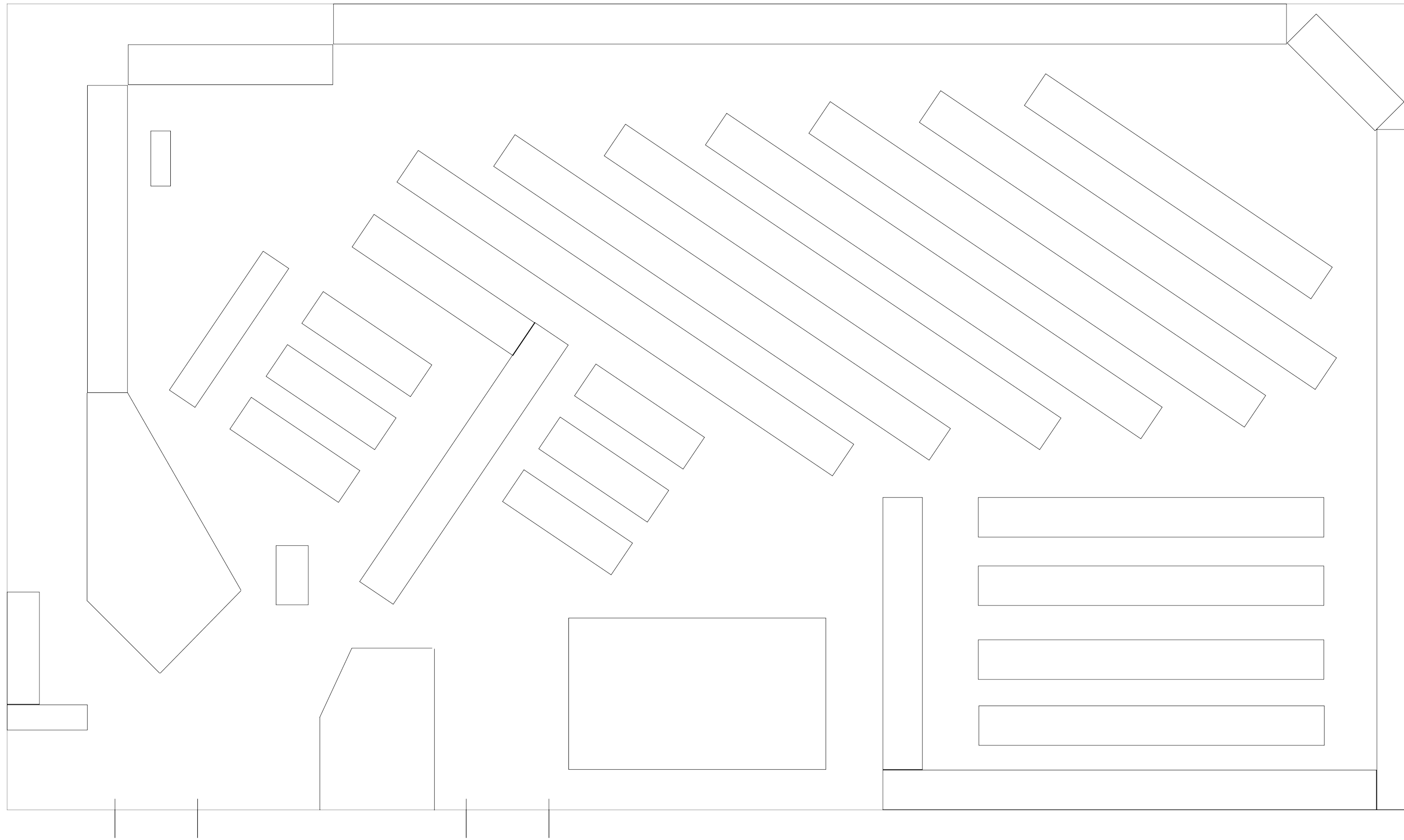


the

SWEET

spot

By Natalia Juncadella



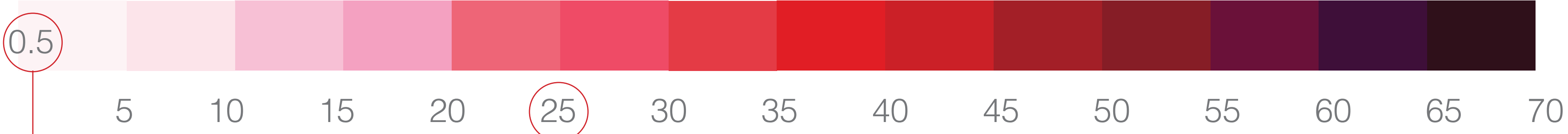
thefreshgrocer

grams of sugar per serving size



5 10 15 20 25 30 35 40 45 50 55 60 65 70

grams of sugar per serving size



According to FDA regulations, a product is allowed to claim it is **“sugar free”** if it has less than 0.5 grams of sugar per labeled serving.\*

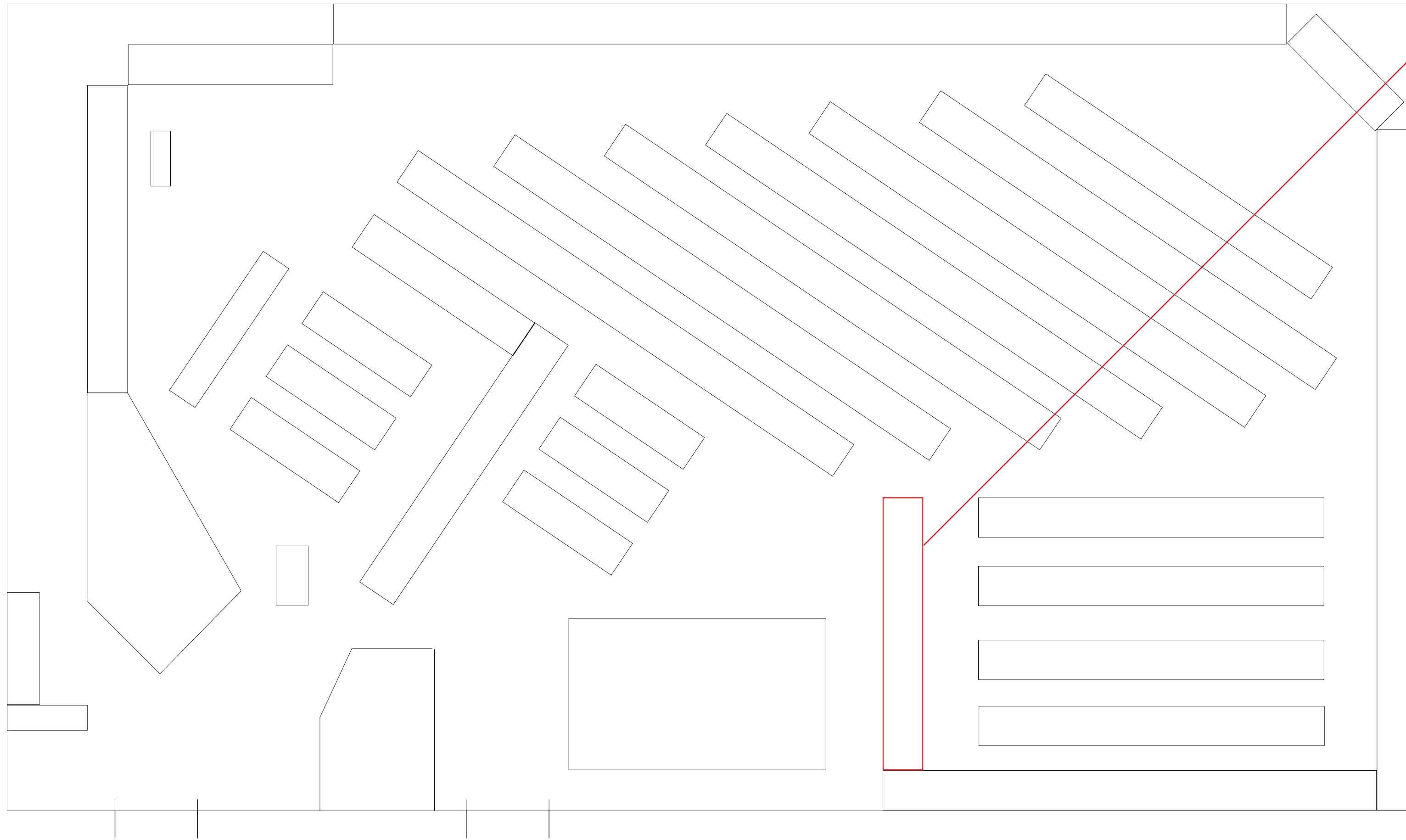
The World Health Organization suggests people consume no more than 5% of their daily total calories from sugar. That equals to **no more than 25 grams of sugar per day.**



**6 teaspoons**

\* U.S. Food and Drug Administration, Code of Federal Regulations, <http://www.accessdata.fda.gov/scripts/cdrh/cfdocs/cfCFR/CFRSearch.cfm?fr=101.60>  
\*\* World Health Organization, <http://www.who.int/mediacentre/news/notes/2014/consultation-sugar-guideline/en/>

candy aisle



the**fresh**grocer

15 items candy aisle

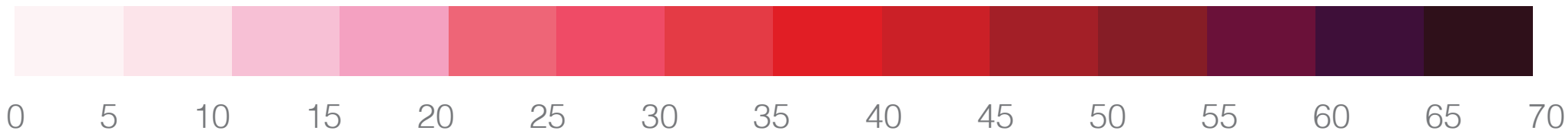
grams of sugar per serving

1. 3 Musketeer's Candy Bar	36
2. Good 'N Fruity Candy	30
3. Jelly Belly Jelly Beans	28
4. M&M's Chocolate Candies	28
5. Mike and Ike Chewy Fruit Candies	26
6. Life Savers Gummies Candy	23
7. Nestle Crunch Chocolate Bar	23
8. Dove Milk Chocolate	22
9. KitKat Crisp Wafers in Chocolate	22
10. Milky Way Candy Bar	22
11. Hershey's Milk Duds	20
12. Reese's Peanut Butter Cups	20
13. Chocolove Cherries & Almond Dark Chocolate	13
14. Charms Blow Pop Lollipops	13
15. Jolly Rancher Hard Candy	11

grams of sugar  
per serving size

36
30
28
28
26
23
23
22
22
22
22
20
20
13
13
11

+



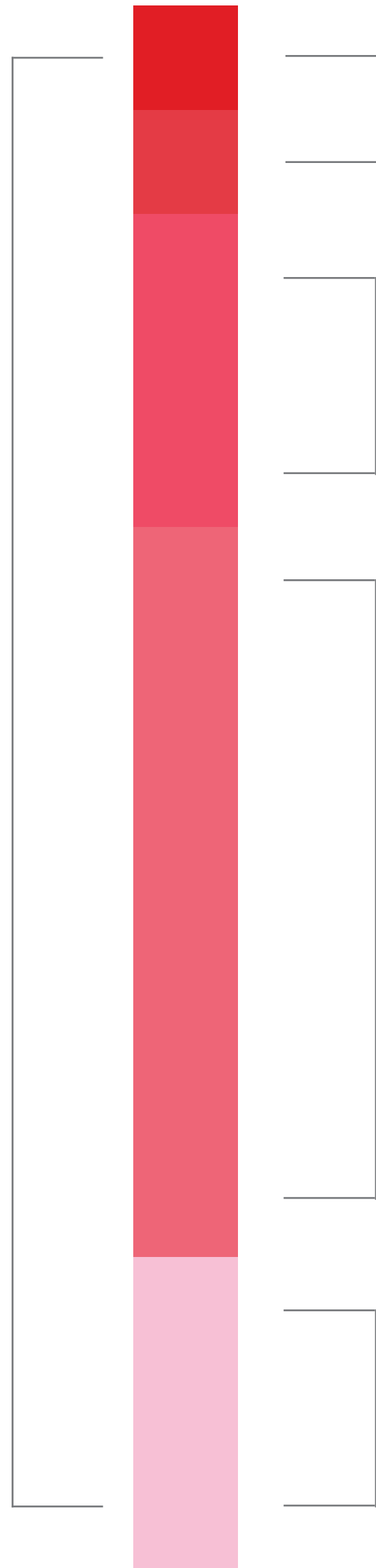
=

candy aisle  
scale

36	Dark Red
30	Red
28	Red
28	Red
26	Red
23	Red
23	Red
22	Red
22	Red
22	Red
22	Red
20	Red
20	Red
13	Light Pink
13	Light Pink
11	Light Pink

candy aisle  
scale

total  
15 pixels



1

1 pixel ÷ 15 total items = 0.66 ≈ 7% x 100 pixels = **7 pixels**

1

1 pixel ÷ 15 total items = 0.66 ≈ 7% x 100 pixels = **7 pixels**

3

3 pixels ÷ 15 total items = 0.2 = 20% x 100 pixels = **20 pixels**

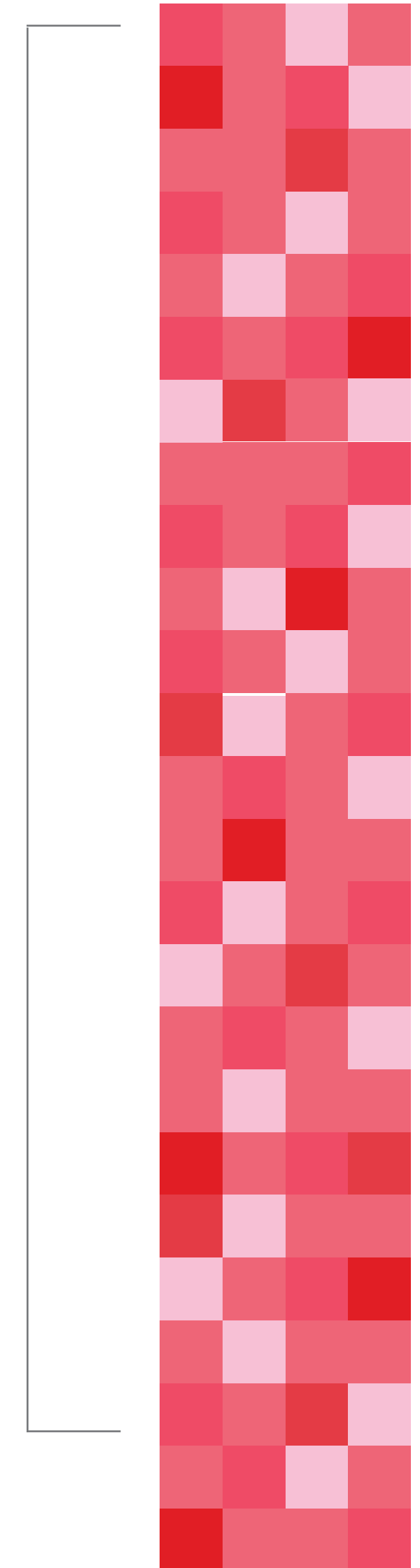
7

7 pixels ÷ 15 total items = 0.46 = 46% x 100 pixels = **46 pixels**

3

3 pixels ÷ 15 total items = 0.2 = 20% x 100 pixels = **20 pixels**

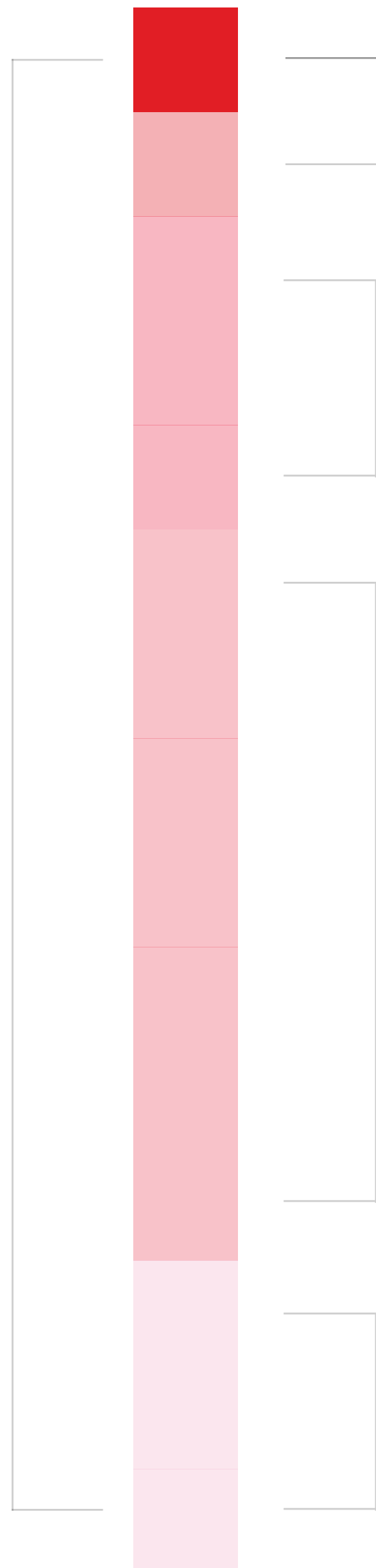
100 pixels  
in candy aisle





candy aisle  
scale

total  
15 pixels



1

1 pixel ÷ 15 total items = 0.66 ≈ 7% x 100 pixels = **7 pixels**

1

1 pixel ÷ 15 total items = 0.66 ≈ 7% x 100 pixels = **7 pixels**

3

3 pixels ÷ 15 total items = 0.2 = 20% x 100 pixels = **20 pixels**

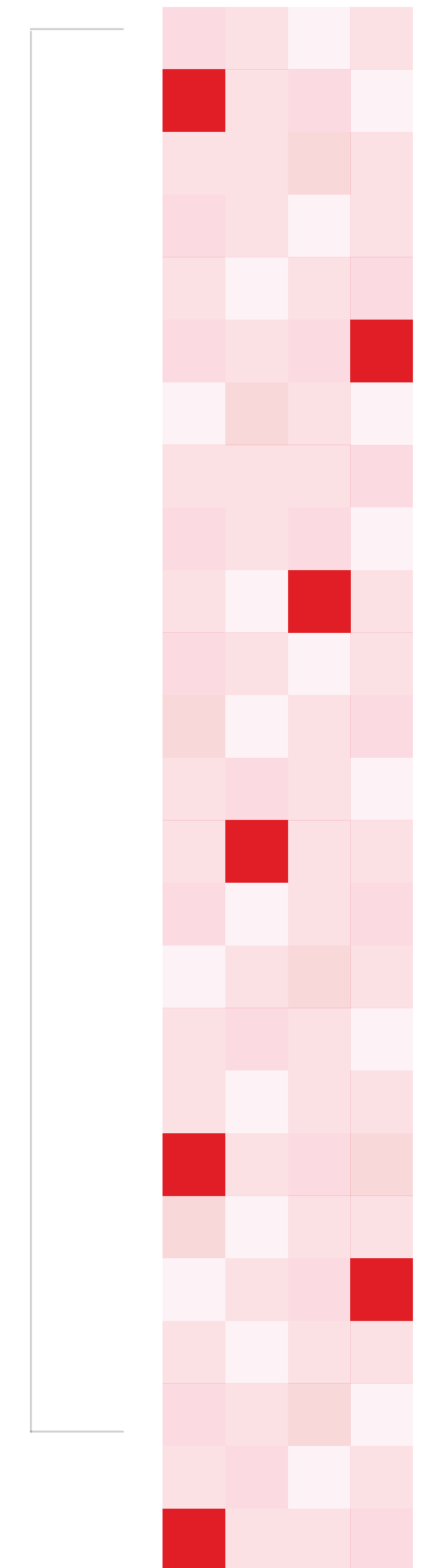
7

7 pixels ÷ 15 total items = 0.46 = 46% x 100 pixels = **46 pixels**

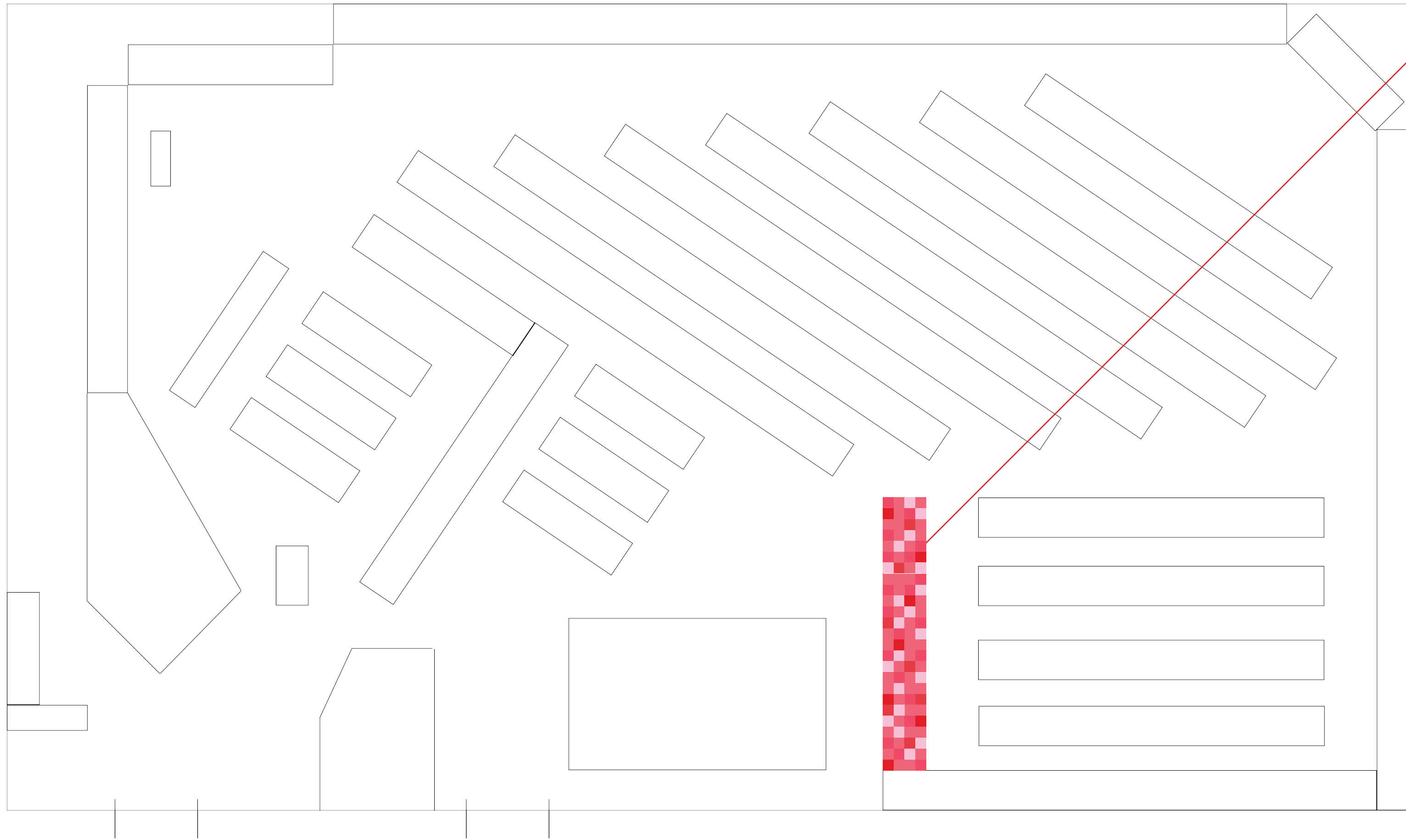
3

3 pixels ÷ 15 total items = 0.2 = 20% x 100 pixels = **20 pixels**

100 pixels  
in candy aisle



candy aisle



thefreshgrocer

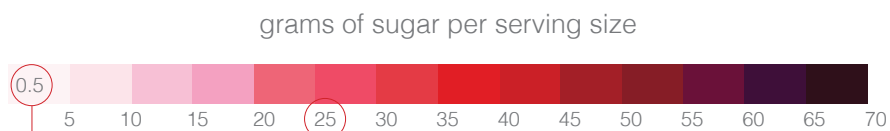
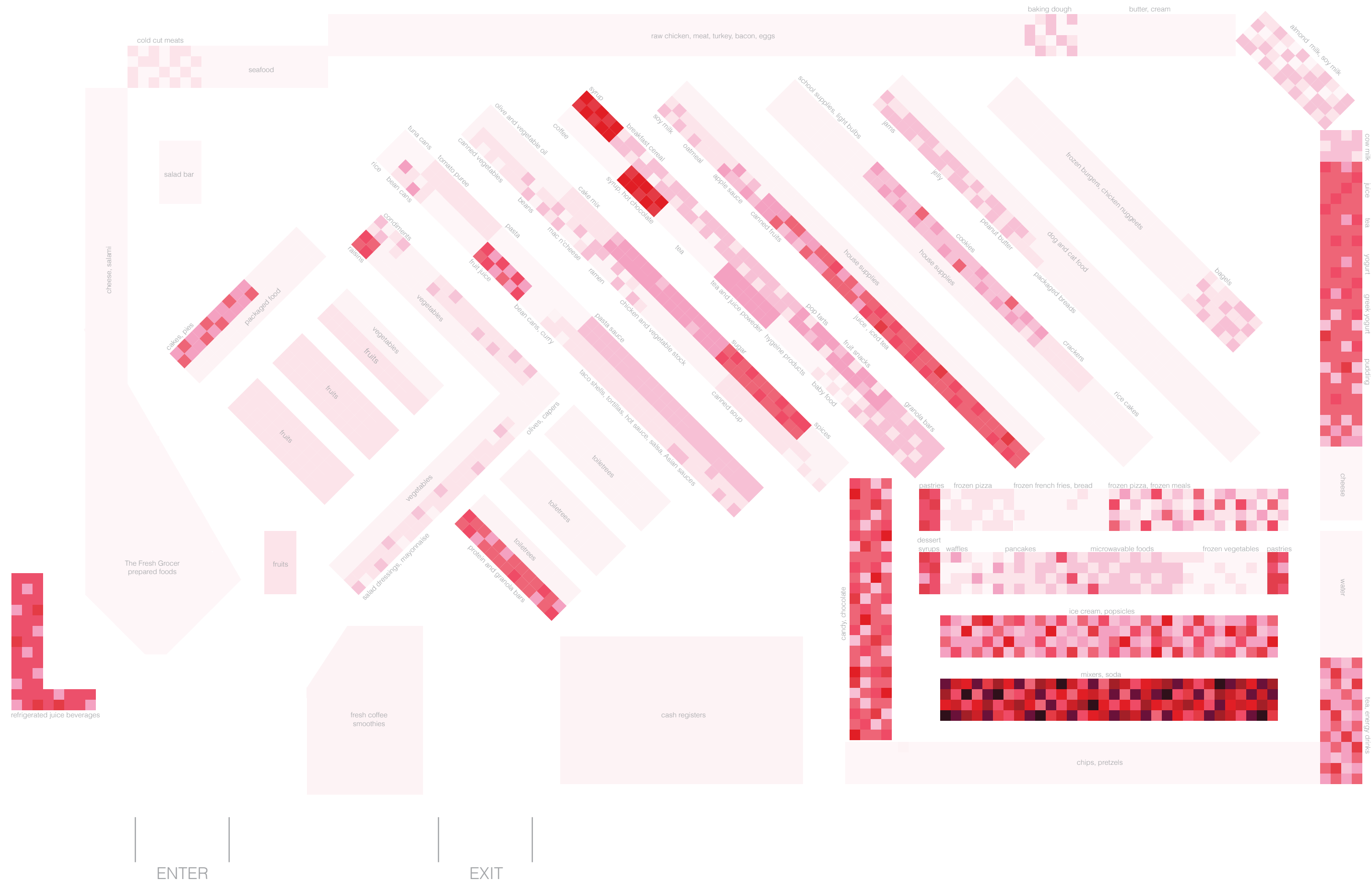
# the SWEET spot

Is sugar located only in the baking aisle? We probably know it is not, but where is it located in a supermarket? Can we determine where the sugar is in and in what products we purchase? Where are the sweetest places in the store?

There is rising concern over sugar consumption in the United States and its health effects, especially the correlation to the rise in child obesity. Many claim it is “hidden” in processed foods that one would not imagine having sugar. According to the [World Health Organization](#), people should not consume more than 5% of their daily total calories from sugar. That equals to no more than 25 grams of sugar, or about six teaspoons per day.

This map reveals the location of the sweetest spots in The Fresh Grocer, a supermarket where students shop at the University of Pennsylvania. To create this visualization, I selected fifteen items from each product category and recorded the sugar content per serving size of each item provided by the nutrition facts on [The Fresh Grocer Online Store](#). Then I created a sweetness scale and mapped the sugar content to specific items and their location in the store.

Designed by Natalia Juncadella



According to FDA regulations, a product is allowed to claim it is “**sugar free**” if it has less than 0.5 grams of sugar per labeled serving.\*

The World Health Organization suggests people consume no more than 5% of their daily total calories from sugar. That equals to **no more than 25 grams of sugar per day, or 6 teaspoons per day.**

