

# How much would you eat to get a free book?

In 1999, a snack company launched a major marketing campaign, encouraging schoolchildren to collect tokens from crisp packets. The tokens could be swapped for school books and the scheme ran for five years. But did anyone stop to think how much fat and salt the children (and their families) would have to eat in order to get the books? See if you can do the maths to find out.



One school said it collected **10,400 crisp-packet tokens to get 63 books**. How many tokens for one book?

$10,400 \div 63 = \dots\dots\dots$

Regular crisps contain about **11g of fat\* per packet**. For one book, how much fat would be consumed?

$165 \times 11 = \dots\dots\dots$

Some crisps contain **4.5g of fat\* per packet**. If kids chose these, how much fat would be consumed to get one book?  $165 \times 4.5 = \dots\dots\dots$

A lot of crisps contain about **half a gram of salt\* per packet**. For one book, how much salt would be consumed?  $165 \times 0.5 = \dots\dots\dots$

In total, 6.6 million books were claimed by schools. How many crisp-packet tokens is that?  $6,600,000 \times 165 = \dots\dots\dots$

How much salt is that, in grams?  $6,600,000 \times 165 \times 0.5 = \dots\dots\dots$

Older schoolchildren should aim to eat no more than about 5 grams (5g) of salt per day. For 6.6 million books, how many days' worth of salt is that?

$6,600,000 \times 165 \times 0.5 \div 5 = \dots\dots\dots$   
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\* Note: The fat and salt levels are slightly less than they were for the real token-collecting scheme. Since the end of this marketing campaign, some snack companies have been working to make their products healthier. But even so, your fat and salt intake can still add up to a lot if you eat a lot of snacks!

