The Goldfish® Guide
to Raising
Optimistic Kids
Let them try new things even if they don’t always work out.

Tell them to dream big but to start small.

Encourage them to learn from others but to always be themselves.
Make sure they do a little something every day and a little nothing every day.

Help them to notice what’s nice and to deal with what’s not.

Encourage them to look outside themselves and inside themselves.
We’re bakers. But we’re parents, too. That’s why we bake our Goldfish crackers the way we do - with no artificial preservatives, wholesome ingredients and, most important, plenty of smiles.

We believe in nourishing the whole child. That’s why we’ve partnered with Dr. Karen Reivich, leading psychologist and mother of four, to create fishfulthinking.com, a website with interactive tools and activities to inspire positive thinking in children. Come check it out. It’s amazing what a little smile can do.