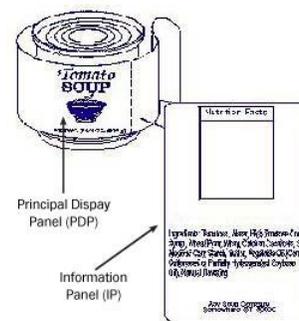


BLUEPRINT FOR COMPLIANT FOOD LABELS

Label Layout Instructions for FDA-Regulated Foods

FDA regulations require components of every retail food package with positioning and minimum type size as outlined below. The sidebar picture shows a sample representation of a Principal Display Panel (PDP) and an Information Panel (IP). The PDP is the front of the package; the IP is the panel immediately to the right of the PDP. Positioning and type size for each component is tightly regulated. In addition, all IP components must be placed together without intervening material, starting at the top left of the panel.



PDP 1. Product Identity

21 CFR 101.3

Must include the standard food name (for a standardized food) or a descriptive name (for a non-standard food) in addition to any brand or other fanciful names. The product identity must be in bold prominent lettering (at least half the largest type size), generally parallel to the base of the package.

PDP 2. Net Contents Statement

21 CFR 101.7

Must include the net contents statement in the lower 30% of the PDP and generally parallel to the base of the package. Do not crowd with other words or pictures. The minimum buffer space is the height of "N" above and below and the width of "NN" to the right and left. Minimum height of lettering depends on PDP size: for most packages it is either 1/8" or 3/16", though for very small packages it is 1/16" and for very large packages 1/4".

Examples of correctly written net contents statements:

NET WT 12 OZ (340g)
NET WT 24 OZ (1 LB 8 OZ) 680g
NET 8 FL OZ (237mL)

IP 3. Nutrition Facts

21 CFR 101.9

Graphic requirements including required layout and footnotes are based on package dimensions. The format is based on the nutrient profile of the product. The Code of Federal Regulations details the acceptable scenarios for each:

Layouts: (a) vertical, (b) side-by-side, (c) horizontal, (d) linear
 Footnotes: (a) % Daily Values, (b) Calories per gram
 Formats: (a) standard, (b) simplified, (c) dual-column, (d) aggregate

PDP 4. Ingredient/Allergen Statement

21 CFR 101.4

All ingredients must be listed on the food label in descending order of predominance by weight. Use lettering at least 1/16" in height (measured by the height of the small "o" when lower case lettering is used). If an Allergen (Contains) Statement is used, it must be in lettering at least as bold and prominent as the Ingredient Statement and must contain all "Big 9" allergens present.

PDP 5. Signature Line

21 CFR 101.5

Include name, street address, city, state/province, and postal code of the responsible party. If the responsible party is an entity other than the manufacturer, then a phrase such as "distributed by" or "imported by" must precede the signature. Street address may be omitted if listed in a current city directory or telephone book. Minimum height of lettering is 1/16" measured the same way as Ingredient/Allergen Statement above. Country of origin (e.g., Product of Brazil) is required by U.S. Customs on all imported products and follows the signature.