

Understanding and using food labels



Scottish Government
Riaghaltas na h-Alba
gov.scot


**Food
Standards
Scotland**
For safe food and
healthy eating

 **fdf** food & drink
federation
passionate about food & drink
Scotland

What information is on a food label?

Flakes of whole grain wheat with added fruit and hazelnuts, fortified with vitamins and iron. Enjoy as part of a varied and balanced diet and healthy lifestyle.

Ingredients

Wholewheat, Mixed Fruits (26%) (Raisins, Toasted Coconut Flakes, Dried Banana, Dried Apple), Sugar, Barley Malt Extract, Roasted **Hazelnuts** (1%), Salt, Sunflower Oil, Niacin, Iron, Pantothenic Acid, Thiamin, Riboflavin, Vitamin B6, Folic Acid, Vitamin D, Vitamin B12.

Allergy Advice

For Allergens, including cereals containing gluten, see ingredients in **bold**. Also, may contain other nuts.

Caution

Not suitable for small children who can choke on nuts.

V Suitable for vegetarians

Preparation guidelines

Shake box gently to ensure even mixture in every bowl.

Nutrition

| Typical values | 100g contains | 40g contains | % RI* |
|------------------------------|-------------------|------------------|-------|
| Energy | 1608kJ 381kcal | 643kJ 152kcal | 8% |
| Fat | 5.5g | 2.2g | 3% |
| of which saturates | 3.1g | 1.3g | 7% |
| Carbohydrate | 69.4g | 27.8g | 11% |
| of which sugars | 21.7g | 8.7g | 10% |
| Fibre | 8.9g | 3.6g | 7% |
| Protein | 8.9g | 3.6g | 7% |
| Salt | 0.7g | 0.3g | 5% |
| Vitamins/Minerals | | | |
| Vitamin D | 5.0µg (100% RI) | 2.0µg (40% RI) | |
| Thiamin (B ₁) | 1.1mg (100% RI) | 0.4mg (40% RI) | |
| Riboflavin (B ₂) | 1.4mg (100% RI) | 0.6mg (40% RI) | |
| Niacin | 16.0mg (100% RI) | 6.4mg (40% RI) | |
| Vitamin B ₆ | 1.4mg (100% RI) | 0.6mg (40% RI) | |
| Folic Acid | 200.0µg (100% RI) | 80.0µg (40% RI) | |
| Vitamin B ₁₂ | 2.5µg (100% RI) | 1.0µg (40% RI) | |
| Pantothenic Acid | 6.0mg (100% RI) | 2.4mg (40% RI) | |
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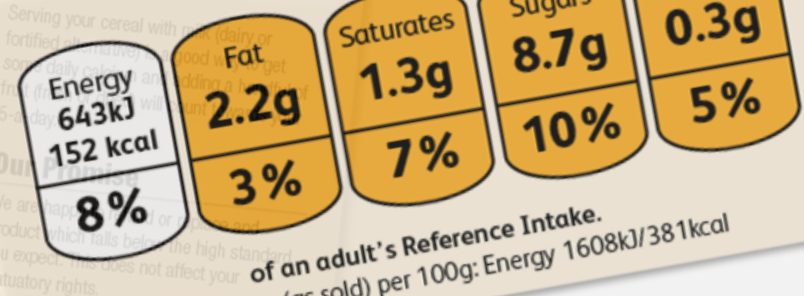
RI = Reference Intake

Pack contains 12 servings

* Reference Intake of an average adult (8400kJ/2000kcal)

Store in a cool, dry, odour free place. To retain freshness, fold down inner bag after use. Contents may settle during transit. Best before: see top of pack.

One portion (40g) provides



Typical values (as sold) per 100g: Energy 1608kJ/381kcal of an adult's Reference Intake.

We are here to help: Freephone 0800 123456, Mon-Sat, 9am-6pm

Produced in the UK for Cereal Company Ltd, Glasgow, G2 4SQ.

What information **must** be on a food label?



Flakes of whole grain wheat with added fruit and hazelnuts, fortified with vitamins and Iron. Enjoy as part of a varied and balanced diet and healthy lifestyle.

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Serving your cereal with milk (dairy or fortified alternative) is a good way to get some daily calcium and adding a handful of fruit (fresh or dried) will count towards your 5-a-day.

Our Promise

We are happy to refund or replace and product which falls below the high standard you expect. This does not affect your statutory rights.

We are here to help:
Freephone 0800 123456,
Mon-Sat, 9am-6pm

Produced in the UK for Cereal Company Ltd,
Glasgow, G2 4SQ

Focus on ingredients

- The ingredients list tells you what is in the food.
- The ingredients are given in order, with the largest ingredient first and the smallest last.
- Any allergens in the food are highlighted in the ingredients list.
- The amount of some key ingredients has to be given.



Focus on allergens

- Allergic reactions can be very serious.
- 14 foods and substances that commonly cause allergic reactions are highlighted – e.g. in bold - in the ingredients list, for example wheat, nuts and eggs.
- If the allergen is not obvious it will be listed in brackets after the ingredient, for example fromage frais (milk).



List of allergens

- Cereals containing gluten
(e.g. wheat, barley)
- Crustaceans (e.g. prawns, crab)
- Molluscs (e.g. clams, mussels)
- Eggs
- Fish
- Peanuts
- Nuts
- Soybeans
- Milk
- Celery
- Mustard
- Sesame
- Lupin
- Sulphur dioxide

Focus on nutrition

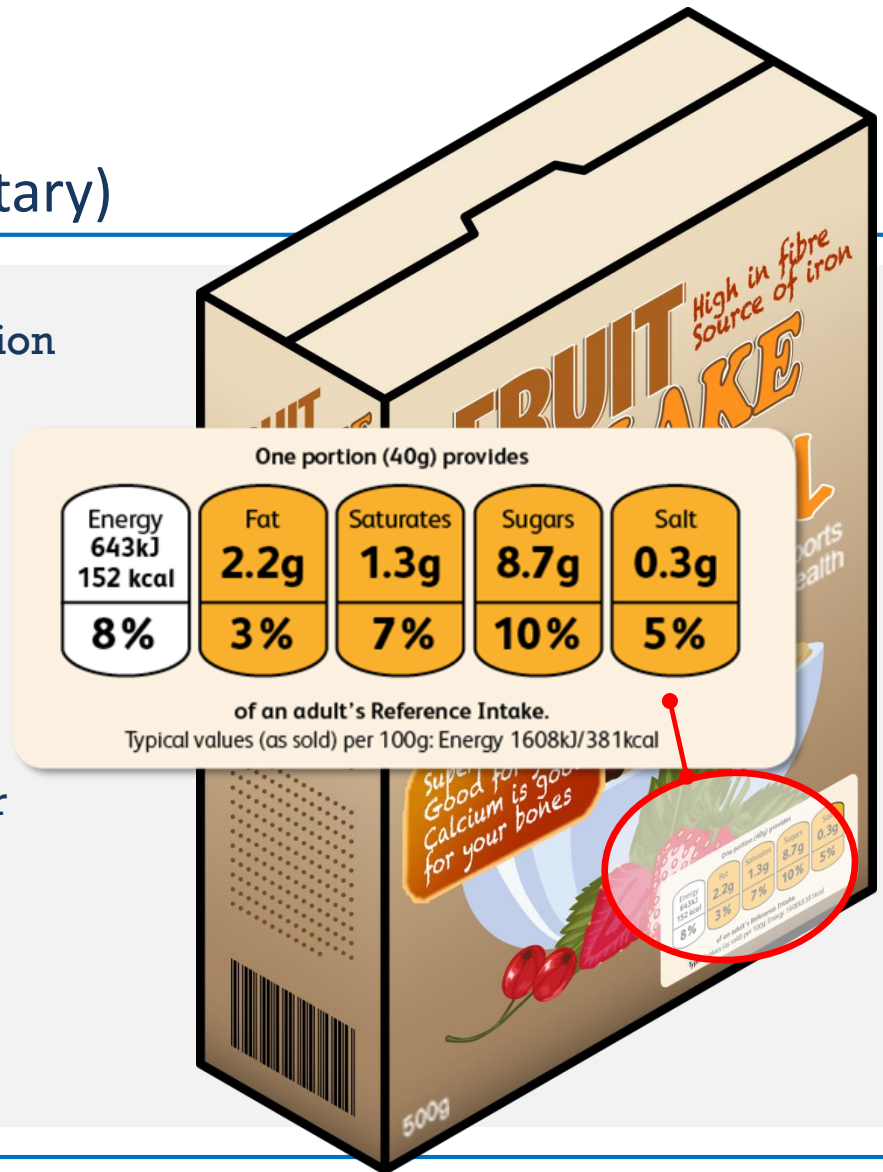
- Nutrition information is given on most prepacked foods for energy, fat, saturated fat, carbohydrate, sugars, protein and salt, and it is always in this order.
- Nutrition information is usually given in a table on the back of the pack.
- Sometimes there will be additional nutrition information, for example on fibre or vitamins and minerals.
- The information is always per 100 grams but can also be per portion.
- Sometimes Reference Intakes are also given – these will always be values for an average adult

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Focus on **nutrition** (voluntary)

- Labels often repeat key nutrition information on the front of pack. This usually:
 - is for a portion of the food
 - includes the % reference intake.
- Labels can show energy on its own, or energy, fat, saturated fat, sugars and salt.
- Some labels will also be coloured red, amber or green to help you know whether this is a high, medium or low amount.
- The labels help you to easily check, compare and choose foods based on their nutrition.



Focus on nutrition claims



A nutrition claim tells you about the amount of nutrient in that food.

The nutrient levels are defined by law, e.g. 'high in fibre' means the product must have at least 6 grams per 100 grams of fibre.

The exact level of the nutrient must be given in the nutrition table.

Focus on health claims

A health claim tells you the impact a nutrient has on your health.

If a health claim is general, like 'good for you', then somewhere on pack it must tell you why.

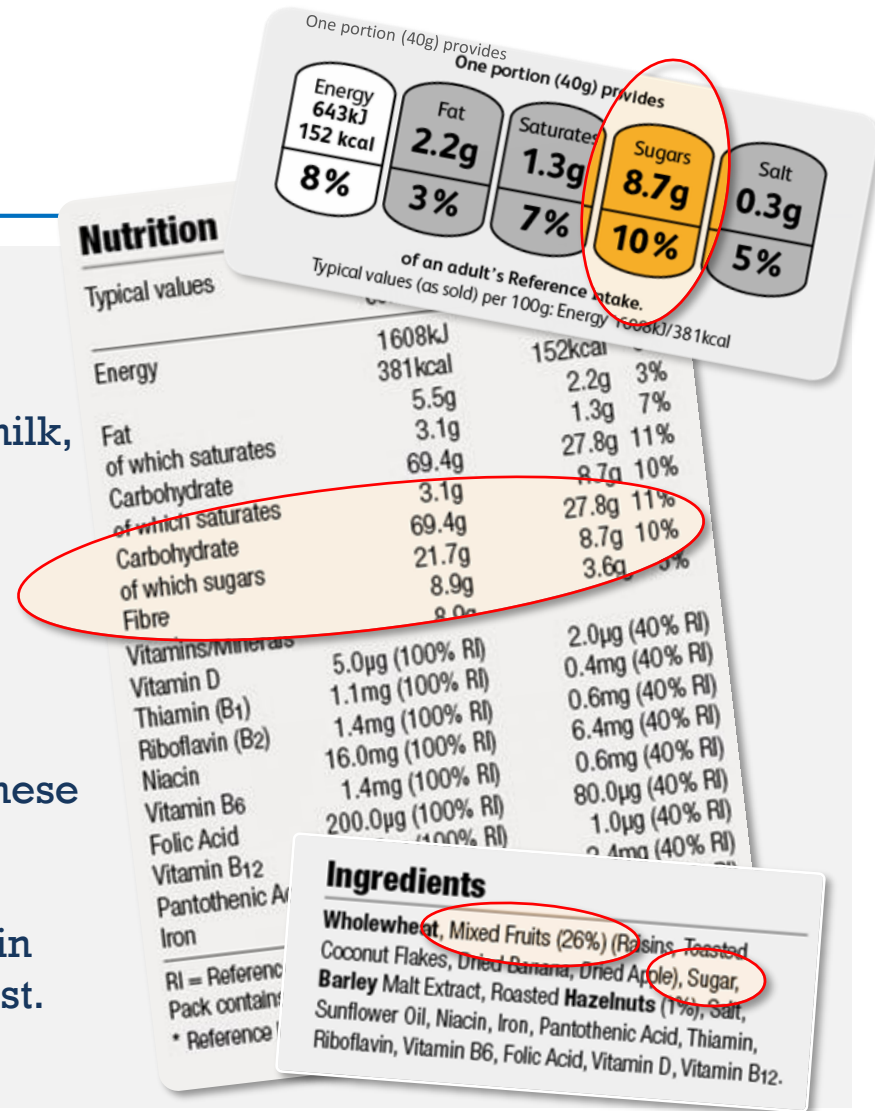
Health claims have to be assessed and approved by the European Food Safety Authority to make sure they are truthful and based on scientific evidence.

Only approved health claims can appear on pack or on advertising.



Spotlight on sugars

- Sugars in food come from different sources.
- Some is naturally present like the sugars in milk, fruits and vegetables.
- Some is added to the food like the sugars in cakes or cordial.
- The sugars value in the nutrition table on the label tells you the TOTAL sugars from all of these different sources.
- If you want to know what types of sugars are in the food then this will be in the ingredients list.



Resources

visit

FDF labelling web pages

visit

Food Information to Consumers Regulation – the legislation that covers what must appear on a food label. Includes nutrition labelling and allergen labelling requirements

download

Government guidance on the Food Information to Consumers Regulation

visit

Food allergy and intolerance – Food Standards Agency consumer guidance

visit

Understanding Food Labels – Food Standards Scotland's consumer guidance

download

Guidance on how to create a front of pack nutrition label, including how the colour code is defined

visit

Nutrition and Health Claims Regulations – the legislation which sets out when a claim can be made

visit

The list of authorised nutrition and health claims can be found within the GB register

visit

Government guidance on Nutrition and Health Claims Regulations

Please note: We are happy for you to use this resource as part of a learning activity but it shouldn't be used for financial gain or to promote other programmes.