

**ATTACHMENT C:**

**FRONT PANEL CLAIMS AND STATEMENT**

**CONDITIONS BY PRODUCT**

## MARGARINE

1. Control (no claims) [three profiles]
2. “*Trans* Fat Free” [three profiles]
3. “0 grams *Trans* Fat” [three profiles]
4. “Reduced *Trans* Fat” plus  
“25 percent less *trans* fat than our regular margarine” [three profiles]
5. “*Trans* Fat Free” ...plus disclosure statement:  
Low Profile Margarine—“Contains less than 1 gram of saturated fat and no cholesterol”  
Medium Profile Margarine—“Contains 1 gram of saturated fat and no cholesterol”  
High Profile Margarine—“Contains 2.5 grams of saturated fat and no cholesterol”
6. “*Trans* Fat Free” ...plus referral statement  
“See back panel for important information about saturated fat and cholesterol content” [three profiles]
7. “*Trans* Fat Free” ....plus guidance  
“Keep your intake of saturated fat, *trans* fat and cholesterol low”  
[three profiles]

8. “*Trans* Fat Free”...plus disclosure and guidance statements:

Low Profile Margarine—“Contains less than 1 gram of saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

Medium Profile Margarine—“Contains 2 grams saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

High Profile Margarine—“Contains 3.5 grams of saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

## POUND CAKE

1. Control (no claims) [three profiles]
2. “*Trans* Fat Free” [three profiles]
3. “0 grams *Trans* Fat” [three profiles]
4. “Reduced *Trans* Fat” plus  
“33 percent less *trans* fat than our regular pound cake” [three profiles]
5. “*Trans* Fat Free” plus disclosure statement:  
  
Low Profile Pound Cake—“Contains less than 1 gram of saturated fat and 40 milligrams of cholesterol”  
  
Medium Profile Pound Cake—“Contains 2 grams of saturated fat and no cholesterol”  
  
High Profile Pound Cake—“Contains 2.5 grams of saturated fat and no cholesterol”
6. “*Trans* Fat Free”...plus referral statement:  
  
“See back panel for important information about saturated fat and cholesterol content” [three profiles]
7. “*Trans* Fat Free”....plus guidance statement:  
  
“Keep your intake of saturated fat, *trans* fat and cholesterol low”  
  
[three profiles]

8. “*Trans Fat Free*”...plus disclosure and guidance statements:

Low Profile Pound Cake—“Contains less than 1 gram of saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

Medium Profile Pound Cake—“Contains 2 grams of saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

High Profile Pound Cake—“Contains 3.5 grams of saturated fat and 64 milligrams of cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

## CRACKERS

1. Control (no claims) [three profiles]
2. “*Trans* Fat Free” [three profiles]
3. “0 grams *Trans* Fat” [three profiles]
4. “Reduced *Trans* Fat” plus  
“40 percent less *trans* fat than our regular crackers” [three profiles]
5. “*Trans* Fat Free”...plus disclosure statement:  
  
Low Profile Crackers—“Contains less than 1 gram of saturated fat and no cholesterol”  
  
Medium Profile Crackers—“Contains 1.5 grams of saturated fat and no cholesterol”  
  
High Profile Crackers—“Contains 3 grams of saturated fat and no cholesterol”
6. “*Trans* Fat Free”...plus referral statement  
  
“See back panel for important information about saturated fat and cholesterol content” [three profiles]
7. “*Trans* Fat Free”...plus guidance  
  
“Keep your intake of saturated fat, *trans* fat and cholesterol low”  
  
[three profiles]

8. “*Trans* fat free”...plus disclosure and guidance statements:

Low Profile Crackers—“Contains less than 1 gram of saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

Medium Profile Crackers—“Contains 1.5 grams of saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”

High Profile Crackers—“Contains 3 grams of saturated fat and no cholesterol. Keep your intake of saturated fat, *trans* fat and cholesterol low.”