

Mock-up Front Labels and Nutrition Facts Labels
Used for
The Experimental Studies of Nutrition Symbols on Food Packages

Center for Food Safety and Applied Nutrition
Food and Drug Administration

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Study 1 - Nutrition Facts labels (snacks)

Baked Crackers

Nutrition Facts	
Serving Size 28g (About 32 crackers)	
Serving Per Container about 10	
Amount Per Serving	
Calories 130	Calories from Fat 35
% Daily Value	
Total Fat 4g	6%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%
Total Carbohydrate 21g	7%
Dietary Fiber 3g	12%
Sugars 0g	
Protein 3g	
Vitamin A 0% • Vitamin C 0%	
Calcium 0% • Iron 15%	

Corn Chips

Nutrition Facts	
Serving Size 28g (About 32 chips)	
Serving Per Container 10	
Amount Per Serving	
Calories 150	Calories from Fat 72
% Daily Value	
Total Fat 8g	12%
Saturated Fat 2g	10%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 135mg	6%
Total Carbohydrate 17g	6%
Dietary Fiber 1g	4%
Sugars 0g	
Protein 2g	
Vitamin A 12% • Vitamin C 0%	
Calcium 15% • Iron 2%	

Yes		Qualified for Smart Choice?		No
Med (yellow)		Nutrition Tips rating - Total Fat		Med (yellow)
Low (green)		Nutrition Tips rating - Saturated Fat		Med (yellow)
Low (green)		Nutrition Tips rating - Sugars		Low (green)
Low (green)		Nutrition Tips rating - Sodium		Med (yellow)

Study 1 - Nutrition Facts labels (breakfast cereals)

Shredded Wheat

Nutrition Facts	
Serving Size 1 Cup (30g)	
Serving Per Container about 19	
Amount Per Serving	
Calories 110	Calories from Fat 10
% Daily Value	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 23g	8%
Dietary Fiber 4g	16%
Sugars 0g	
Protein 3g	
Vitamin A 8%	• Vitamin C 0%
Calcium 15%	• Iron 6%

Raisin Bran

Nutrition Facts	
Serving Size 1 Cup (30g)	
Serving Per Container about 19	
Amount Per Serving	
Calories 120	Calories from Fat 10
% Daily Value	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 60mg	3%
Total Carbohydrate 25g	8%
Dietary Fiber 1g	4%
Sugars 14g	
Protein 2g	
Vitamin A 20%	• Vitamin C 10%
Calcium 10%	• Iron 25%

Yes		Qualified for Smart Choice?		No
Low (green)		Nutrition Tips rating - Total Fat		Low (green)
Low (green)		Nutrition Tips rating - Saturated Fat		Low (green)
Low (green)		Nutrition Tips rating - Sugars		High (red)
Low (green)		Nutrition Tips rating - Sodium		Low (green)

Study 1 - Nutrition Facts labels (frozen meals)

Turkey Breast Dinner

Nutrition Facts	
Serving Size 1 container (340g)	
Serving Per Container 1	
Amount Per Serving	
Calories 350	Calories from Fat 100
% Daily Value	
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 25mg	8%
Sodium 675mg	28%
Total Carbohydrate 37g	12%
Dietary Fiber 6g	24%
Sugars 20g	
Protein 21g	
Vitamin A 60%	Vitamin C 10%
Calcium 4%	Iron 10%

Pepperoni Wheat Pizza

Nutrition Facts	
Serving Size 1 container (340g)	
Serving Per Container 1	
Amount Per Serving	
Calories 320	Calories from Fat 70
% Daily Value	
Total Fat 8g	12%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 30mg	10%
Sodium 420mg	17%
Total Carbohydrate 36g	12%
Dietary Fiber 9g	36%
Sugars 4g	
Protein 27g	
Vitamin A 10%	Vitamin C 2%
Calcium 40%	Iron 10%

No		Qualified for Smart Choice?		Yes
Med (yellow)		Nutrition Tips rating - Total Fat		Med (yellow)
Med (yellow)		Nutrition Tips rating - Saturated Fat		Med (yellow)
Med (yellow)		Nutrition Tips rating - Sugars		Low (green)
High (red)		Nutrition Tips rating - Sodium		Med (yellow)

Study 1 - Nutrition Facts labels

(substitute products – yogurt vs. cereals and snacks and potato salad vs. frozen meals)

Flavored Yogurt

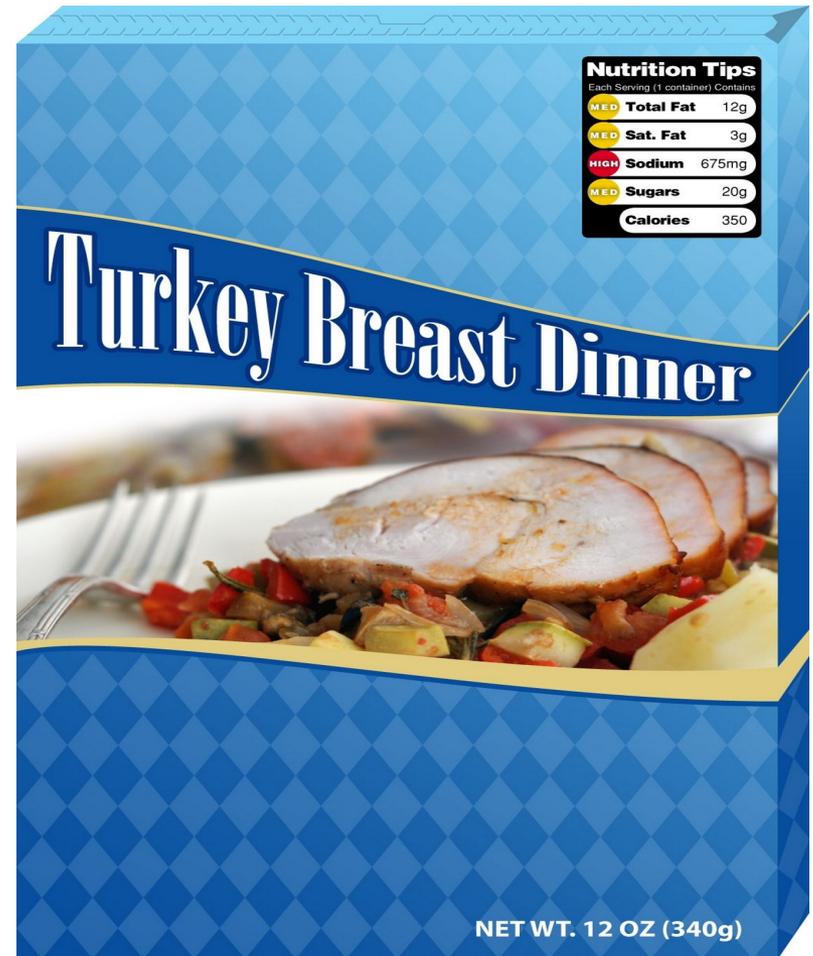
Nutrition Facts	
Serving Size 1 cup (170g)	
Serving Per Container 1	
Amount Per Serving	
Calories 180	Calories from Fat 15
% Daily Value	
Total Fat 1.5g	2%
Saturated Fat 1g	5%
<i>Trans</i> Fat 0g	
Cholesterol 10mg	3%
Sodium 105mg	4%
Total Carbohydrate 36g	12%
Dietary Fiber 0g	0%
Sugars 31g	
Protein 6g	
Vitamin A 12%	• Vitamin C 2%
Calcium 20%	• Iron 0%

Potato Salad

Nutrition Facts	
Serving Size 1 container (480g)	
Serving Per Container 1	
Amount Per Serving	
Calories 270	Calories from Fat 135
% Daily Value	
Total Fat 15g	23%
Saturated Fat 4g	20%
<i>Trans</i> Fat 0g	
Cholesterol 15mg	5%
Sodium 420mg	17%
Total Carbohydrate 30g	10%
Dietary Fiber 3g	12%
Sugars 1g	
Protein 3g	
Vitamin A 2%	• Vitamin C 10%
Calcium 0%	• Iron 15%

No		Qualified for Smart Choice?		No
Low (green)	Green	Nutrition Tips rating - Total Fat	Red	High (red)
Low (green)	Green	Nutrition Tips rating - Saturated Fat	Red	High (red)
High (red)	Red	Nutrition Tips rating - Sugars	Green	Low (green)
Low (green)	Green	Nutrition Tips rating - Sodium	Yellow	Med (yellow)

Study 1 – Examples of front labels
(frozen meals)



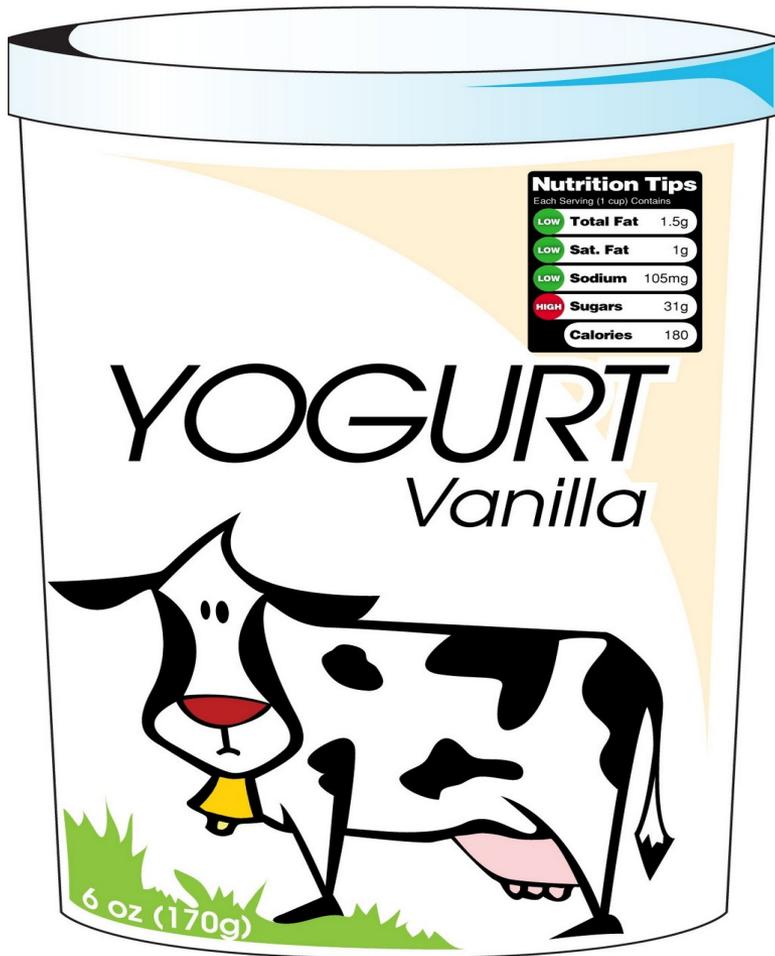
Study 1 – Examples of front labels (breakfast cereals)



Study 1 – Examples of front labels (snacks)



Study 1 – Examples of front labels
(substitute products)



Study 2 - Nutrition Facts labels (breakfast cereals)

Golden O's

Nutrition Facts	
Serving Size 1 Cup (28g) Serving Per Container about 19	
Amount Per Serving	
Calories 103	Calories from Fat 15
% Daily Value	
Total Fat 2g	3%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 186mg	8%
Total Carbohydrate 21g	7%
Dietary Fiber 3g	11%
Sugars 1g	
Protein 3g	
Vitamin A 16%	Vitamin C 11%
Calcium 11%	Iron 49%

Shredded Wheat

Nutrition Facts	
Serving Size 1 Cup (28g) Serving Per Container about 19	
Amount Per Serving	
Calories 112	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 19g	6%
Dietary Fiber 3g	11%
Sugars 0g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 90%

Loop D Hoops

Nutrition Facts	
Serving Size 1 Cup (28g) Serving Per Container about 19	
Amount Per Serving	
Calories 120	Calories from Fat 10
% Daily Value	
Total Fat 1g	3%
Saturated Fat 0.5g	2%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 150mg	8%
Total Carbohydrate 28g	9%
Dietary Fiber 1g	4%
Sugars 15g	
Protein 1g	
Vitamin A 10%	Vitamin C 25%
Calcium 0%	Iron 25%

3 stars		Nutrition Rating	4 stars		Nutrition Rating	3 stars	
Low (green)	Green	Nutrition Tips rating - Total Fat	Low (green)	Green	Nutrition Tips rating - Total Fat	Low (green)	Green
Low (green)	Green	Nutrition Tips rating - Saturated Fat	Low (green)	Green	Nutrition Tips rating - Saturated Fat	Low (green)	Green
Low (green)	Green	Nutrition Tips rating - Sugars	Low (green)	Green	Nutrition Tips rating - Sugars	High (red)	Red
Med (yellow)	Yellow	Nutrition Tips rating - Sodium	Low (green)	Green	Nutrition Tips rating - Sodium	Med (yellow)	Yellow

Study 2 - Nutrition Facts labels (dressings)

Ranch Dressing

Nutrition Facts	
Serving Size 1oz (25g)	
Serving Per Container about 16	
Amount Per Serving	
Calories 120	Calories from Fat 113
% Daily Value	
Total Fat 13g	22%
Saturated Fat 2g	10%
<i>Trans Fat</i> 0g	
Cholesterol 5mg	2%
Sodium 200mg	8%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Sugars 2g	
Protein 0g	
Vitamin A 0%	Vitamin C 1%
Calcium 0%	Iron 1%

Diet Mayo

Nutrition Facts	
Serving Size 1oz (25g)	
Serving Per Container about 16	
Amount Per Serving	
Calories 85	Calories from Fat 75
% Daily Value	
Total Fat 8g	13%
Saturated Fat 1g	5%
<i>Trans Fat</i> 0g	
Cholesterol 0mg	0%
Sodium 183mg	8%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Sugars 1g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

Oil & Vinegar

Nutrition Facts	
Serving Size 1oz (25g)	
Serving Per Container about 16	
Amount Per Serving	
Calories 112	Calories from Fat 112
% Daily Value	
Total Fat 13g	22%
Saturated Fat 2g	10%
<i>Trans Fat</i> 0g	
Cholesterol 0mg	1%
Sodium 130mg	5%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Sugars 2g	
Protein 0g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

3 stars		Nutrition Rating	4 stars		Nutrition Rating	3 stars	
High (red)	Red	Nutrition Tips rating - Total Fat	Med (yellow)	Yellow	Nutrition Tips rating - Total Fat	High (red)	Red
Med (yellow)	Yellow	Nutrition Tips rating - Saturated Fat	Low (green)	Green	Nutrition Tips rating - Saturated Fat	Med (yellow)	Yellow
Low (green)	Green	Nutrition Tips rating - Sugars	Low (green)	Green	Nutrition Tips rating - Sugars	Low (green)	Green
Med (yellow)	Yellow	Nutrition Tips rating - Sodium	Med (yellow)	Yellow	Nutrition Tips rating - Sodium	Low (green)	Green

Study 2 - Nutrition Facts labels (frozen meals)

Enchilada

Nutrition Facts	
Serving Size 325g	
Serving Per Container about 1	
Amount Per Serving	
Calories 300	Calories from Fat 108
% Daily Value	
Total Fat 14g	24%
Saturated Fat 5g	25%
<i>Trans Fat</i> 0g	
Cholesterol 30mg	9%
Sodium 600mg	25%
Total Carbohydrate 28g	10%
Dietary Fiber 5g	20%
Sugars 4g	
Protein 3g	
Vitamin A 25%	Vitamin C 10%
Calcium 4%	Iron 5%

Chicken Pot Pie

Nutrition Facts	
Serving Size 325g	
Serving Per Container about 1	
Amount Per Serving	
Calories 260	Calories from Fat 90
% Daily Value	
Total Fat 12g	20%
Saturated Fat 4g	20%
<i>Trans Fat</i> 0g	
Cholesterol 25mg	8%
Sodium 450mg	19%
Total Carbohydrate 22g	7%
Dietary Fiber 1g	4%
Sugars 3g	
Protein 7g	
Vitamin A 10%	Vitamin C 12%
Calcium 2%	Iron 6%

Steak Dinner

Nutrition Facts	
Serving Size 325g	
Serving Per Container about 1	
Amount Per Serving	
Calories 240	Calories from Fat 63
% Daily Value	
Total Fat 7g	11%
Saturated Fat 2g	10%
<i>Trans Fat</i> 0g	
Cholesterol 10mg	3%
Sodium 1170mg	49%
Total Carbohydrate 39g	13%
Dietary Fiber 2g	8%
Sugars 17g	
Protein 7g	
Vitamin A 6%	Vitamin C 15%
Calcium 4%	Iron 10%

3 stars		Nutrition Rating	4 stars		Nutrition Rating	3 stars	
High (red)	Red	Nutrition Tips rating - Total Fat	High (red)	Red	Nutrition Tips rating - Total Fat	Med (yellow)	Yellow
High (red)	Red	Nutrition Tips rating - Saturated Fat	High (red)	Red	Nutrition Tips rating - Saturated Fat	Med (yellow)	Yellow
Med (yellow)	Yellow	Nutrition Tips rating - Sugars	Low (green)	Green	Nutrition Tips rating - Sugars	High (red)	Red
High (red)	Red	Nutrition Tips rating - Sodium	Med (yellow)	Yellow	Nutrition Tips rating - Sodium	High (red)	Red

Study 2 - Nutrition Facts labels (snacks)

Corn Chips

Nutrition Facts	
Serving Size 1 Cup (28g)	
Serving Per Container about 3	
Amount Per Serving	
Calories 160	Calories from Fat 90
% Daily Value	
Total Fat 10g	15%
Saturated Fat 2g	8%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 16g	7%
Dietary Fiber 1g	4%
Sugars 2g	
Protein 0g	
Vitamin A 0%	• Vitamin C 0%
Calcium 2%	• Iron 0%

Cheese Puffs

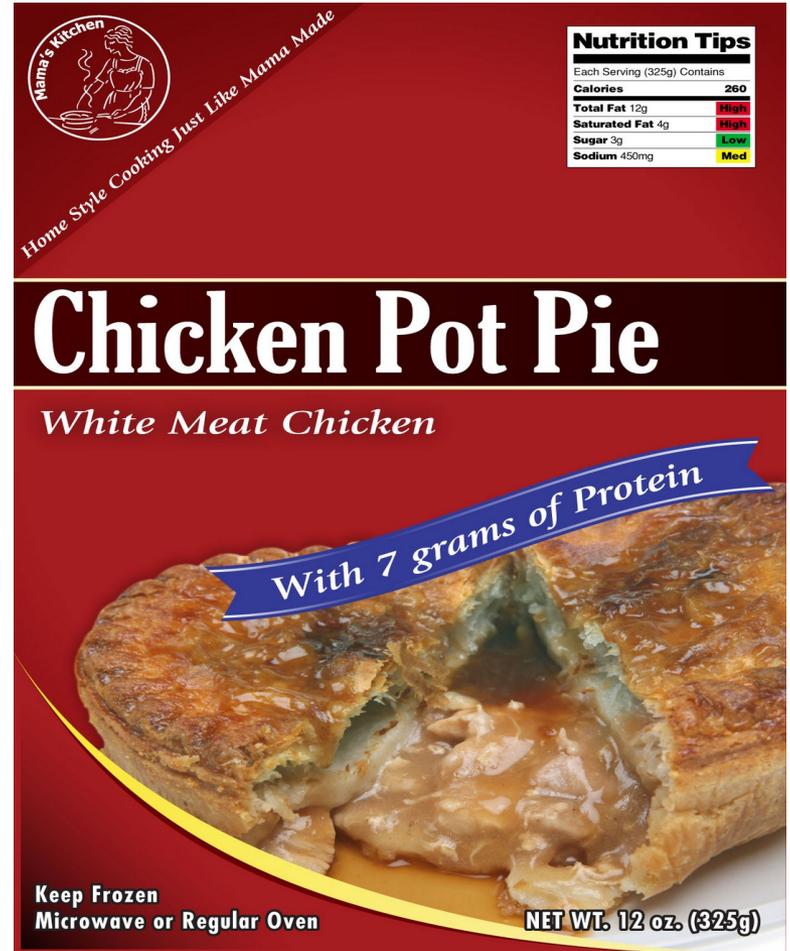
Nutrition Facts	
Serving Size 1 Cup (28g)	
Serving Per Container about 3	
Amount Per Serving	
Calories 120	Calories from Fat 30
% Daily Value	
Total Fat 3g	5%
Saturated Fat 1g	3%
<i>Trans</i> Fat 0g	
Cholesterol 0mg	0%
Sodium 360mg	15%
Total Carbohydrate 18g	8%
Dietary Fiber 3g	12%
Sugars 2g	
Protein 0g	
Vitamin A 1%	• Vitamin C 10%
Calcium 10%	• Iron 2%

Flavored Popcorn

Nutrition Facts	
Serving Size 1 Cup (28g)	
Serving Per Container about 3	
Amount Per Serving	
Calories 116	Calories from Fat 65
% Daily Value	
Total Fat 8g	12%
Saturated Fat 2g	8%
<i>Trans</i> Fat 0g	
Cholesterol 2mg	1%
Sodium 200mg	8%
Total Carbohydrate 13g	5%
Dietary Fiber 1g	4%
Sugars 0g	
Protein 0g	
Vitamin A 1%	• Vitamin C 0%
Calcium 1%	• Iron 1%

3 stars		Nutrition Rating	4 stars		Nutrition Rating		3 stars
Med (yellow)		Nutrition Tips rating - Total Fat	Low (green)		Nutrition Tips rating - Total Fat		Med (yellow)
Med (yellow)		Nutrition Tips rating - Saturated Fat	Low (green)		Nutrition Tips rating - Saturated Fat		Med (yellow)
Low (green)		Nutrition Tips rating - Sugars	Low (green)		Nutrition Tips rating - Sugars		Low (green)
Med (yellow)		Nutrition Tips rating - Sodium	Med yellow)		Nutrition Tips rating - Sodium		Med (yellow)

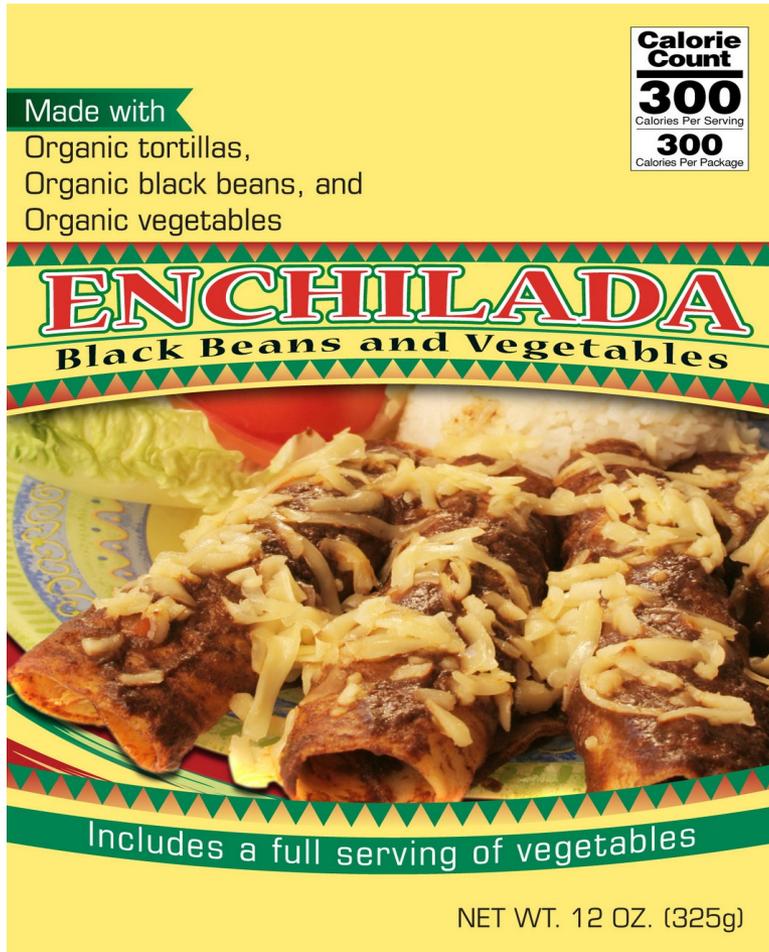
Study 2 – Examples of front labels



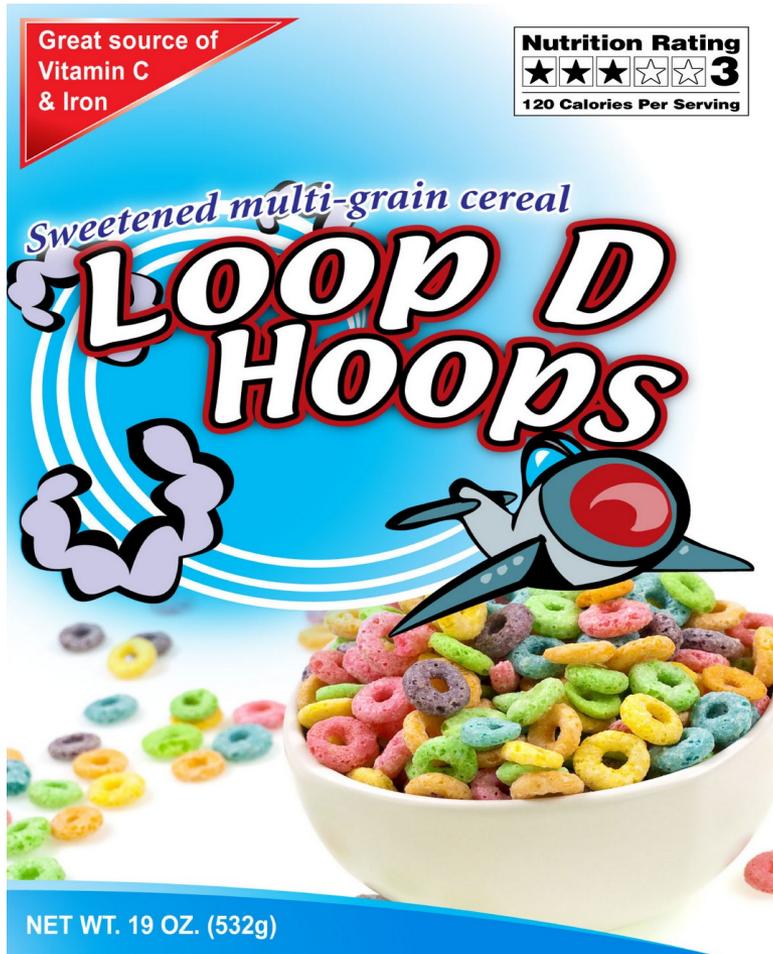
Study 2 – Examples of front labels



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