

EXPERIMENTAL STUDY OF NUTRITION FACTS LABEL FORMATS

Appendix D
Food Label Mock-ups (Soup A as an example)

Soup

| Nutrition Facts | |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Serving Size 1 cup (247g) | |
| Servings Per Container about 2 | |
| Amount Per Serving | |
| Calories 110 | Calories from Fat 15 |
| % Daily Value* | |
| Total Fat 2g | 3% |
| Saturated Fat 0.5g | 3% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 10mg | 3% |
| Sodium 480mg | 20% |
| Total Carbohydrate 18g | 6% |
| Dietary Fiber 4g | 16% |
| Sugars 3g | |
| Protein 7g | |
| Vitamin A | 20% |
| Vitamin C | 0% |
| Calcium | 4% |
| Iron | 8% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Calories per gram: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

1

Control

Soup

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|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Serving Size 1 cup (247g) | |
| Servings Per Container about 2 | |
| Amount Per Serving | |
| Calories | 110 |
| % Daily Value* | |
| Total Fat 2g | 3% |
| Saturated Fat 0.5g | 3% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 10mg | 3% |
| Sodium 480mg | 20% |
| Total Carbohydrate 18g | 6% |
| Dietary Fiber 4g | 16% |
| Sugars 3g | |
| Protein 7g | |
| Vitamin A | 20% |
| Vitamin C | 0% |
| Calcium | 4% |
| Iron | 8% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Calories per gram: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

2

Remove Calories from Fat

Soup

| Nutrition Facts | |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Serving Size 1 cup (247g) | |
| Servings Per Container about 2 | |
| Amount Per Serving | |
| Calories | 110 |
| % Daily Value* | |
| Total Fat 2g | 3% |
| Saturated Fat 0.5g | 3% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 10mg | 3% |
| Sodium 480mg | 20% |
| Total Carbohydrate 18g | 6% |
| Dietary Fiber 4g | 16% |
| Sugars 3g | |
| Protein 7g | |
| Vitamin A | 20% |
| Vitamin C | 0% |
| Calcium | 4% |
| Iron | 8% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Calories per gram: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

Soup

| Nutrition Facts | |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Serving Size 1 cup (247g) | |
| Servings Per Container about 2 | |
| Amount Per Serving | |
| Calories in 1 cup | 110 |
| | % Daily Value* |
| Total Fat 2g | 3% |
| Saturated Fat 0.5g | 3% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 10mg | 3% |
| Sodium 480mg | 20% |
| Total Carbohydrate 18g | 6% |
| Dietary Fiber 4g | 16% |
| Sugars 3g | |
| Protein 7g | |
| Vitamin A | 20% |
| Vitamin C | 0% |
| Calcium | 4% |
| Iron | 8% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Calories per gram: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

Soup

| Nutrition Facts | | | | |
|------------------------------------------------------------------------------------------------------------------------------------|----------------|------------|----------------|---------------|
| Serving Size 1 cup (247g) | | | | |
| Servings Per Container about 2 | | | | |
| | Per Serving | | Per Container | |
| Calories | 110 | | 220 | |
| Calories from Fat | 15 | | 30 | |
| | % Daily Value* | | % Daily Value* | |
| Total Fat | 2g | 3% | 4g | 6% |
| Saturated Fat | 0.5g | 3% | 1g | 6% |
| <i>Trans</i> Fat | 0g | | 0g | |
| Cholesterol | 10mg | 3% | 20mg | 6% |
| Sodium | 480mg | 20% | 960mg | 40% |
| Total Carbohydrate | 18g | 6% | 36g | 12% |
| Dietary Fiber | 4g | 16% | 8g | 32% |
| Sugars | 3g | | 6g | |
| Protein | 7g | | 14g | |
| Vitamin A | 20% | | 40% | |
| Vitamin C | 0% | | 0% | |
| Calcium | 4% | | 8% | |
| Iron | 8% | | 16% | |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | | | | |
| | Calories: | 2,000 | 2,500 | |
| Total Fat | Less than | 65g | 80g | |
| Sat Fat | Less than | 20g | 25g | |
| Cholesterol | Less than | 300mg | 300mg | |
| Sodium | Less than | 2,400mg | 2,400mg | |
| Total Carbohydrate | | 300g | 375g | |
| Dietary Fiber | | 25g | 30g | |
| Calories per gram: | | | | |
| Fat | 9 | • | Carbohydrate | 4 • Protein 4 |

EXPERIMENTAL STUDY OF NUTRITION FACTS LABEL FORMATS

Soup

| Nutrition Facts | | | | |
|---------------------------------------------------------------------------------------------------------------------------------------|----------------|------------|----------------|------------|
| Serving Size 1 cup (247g) | | | | |
| Servings Per Container about 2 | | | | |
| | Per Serving | | Per Container | |
| Calories | 110 | | 220 | |
| | % Daily Value* | | % Daily Value* | |
| Total Fat | 2g | 3% | 4g | 6% |
| Saturated Fat | 0.5g | 3% | 1g | 6% |
| <i>Trans</i> Fat | 0g | | 0g | |
| Cholesterol | 10mg | 3% | 20mg | 6% |
| Sodium | 480mg | 20% | 960mg | 40% |
| Total Carbohydrate | 18g | 6% | 36g | 12% |
| Dietary Fiber | 4g | 16% | 8g | 32% |
| Sugars | 3g | | 6g | |
| Protein | 7g | | 14g | |
| Vitamin A | 20% | | 40% | |
| Vitamin C | 0% | | 0% | |
| Calcium | 4% | | 8% | |
| Iron | 8% | | 16% | |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | | | | |
| | Calories: | 2,000 | 2,500 | |
| Total Fat | Less than | 65g | 80g | |
| Sat Fat | Less than | 20g | 25g | |
| Cholesterol | Less than | 300mg | 300mg | |
| Sodium | Less than | 2,400mg | 2,400mg | |
| Total Carbohydrate | | 300g | 375g | |
| Dietary Fiber | | 25g | 30g | |
| Calories per gram: | | | | |
| Fat 9 • Carbohydrate 4 • Protein 4 | | | | |

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Dual / No Calories from Fat (Cookie)

EXPERIMENTAL STUDY OF NUTRITION FACTS LABEL FORMATS

Soup

| Nutrition Facts | | |
|---------------------------------------------------------------------------------------------------------------------------------------|------------|----------------------|
| Serving Size 1 cup (247g) | | |
| Servings Per Container about 2 | | |
| Serving Container | | |
| Calories | 110 | 220 |
| % Daily Value* | | |
| Total Fat 2g, 4g | 3% | 6% |
| Saturated Fat 0.5g, 1g | 3% | 6% |
| <i>Trans</i> Fat 0g, 0g | | |
| Cholesterol 10mg, 20mg | 3% | 6% |
| Sodium 480mg, 960mg | 20% | 40% |
| Total Carbohydrate 18g, 36g | 6% | 12% |
| Dietary Fiber 4g, 8g | 16% | 32% |
| Sugars 3g, 6g | | |
| Protein 7g, 14g | | |
| Vitamin A | 20% | 40% |
| Vitamin C | 0% | 0% |
| Calcium | 4% | 8% |
| Iron | 8% | 16% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | | |
| | Calories: | 2,000 2,500 |
| Total Fat | Less than | 65g 80g |
| Sat Fat | Less than | 20g 25g |
| Cholesterol | Less than | 300mg 300mg |
| Sodium | Less than | 2,400mg 2,400mg |
| Total Carbohydrate | | 300g 375g |
| Dietary Fiber | | 25g 30g |
| Calories per gram: | | |
| Fat 9 • Carbohydrate 4 • Protein 4 | | |

7 Dual / Remove Calories from Fat (Doritos)

Soup

| Nutrition Facts | | | |
|---------------------------------------------------------------------------------------------------------------------------------------|-----------------------|--------------------------|---------|
| Serving Size 1 cup | | | |
| Servings Per Container about 2 | | | |
| Calories | | Serving Container | |
| | | 110 | 220 |
| Amount Per Serving | % Daily Value* | | |
| Total Fat | 2g | 3% | |
| Saturated Fat | 0.5g | 3% | |
| <i>Trans</i> Fat | 0g | | |
| Cholesterol | 10mg | 3% | |
| Sodium | 480mg | 20% | |
| Total Carbohydrate | 18g | 6% | |
| Dietary Fiber | 4g | 16% | |
| Sugars | 3g | | |
| Protein | 7g | | |
| Vitamin A | 20% | | |
| Vitamin C | 0% | | |
| Calcium | 4% | | |
| Iron | 8% | | |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | | | |
| | Calories: | 2,000 | 2,500 |
| Total Fat | Less than | 65g | 80g |
| Sat Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |
| Calories per gram: | | | |
| Fat 9 • Carbohydrate 4 • Protein 4 | | | |

Soup

| Nutrition Facts | |
|------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Serving Size 1 cup (247g) | |
| Servings Per Container 1 | |
| Amount Per Serving | |
| Calories | 220 |
| % Daily Value* | |
| Total Fat 4g | 6% |
| Saturated Fat 1g | 6% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 20mg | 6% |
| Sodium 960mg | 40% |
| Total Carbohydrate 36g | 12% |
| Dietary Fiber 8g | 32% |
| Sugars 6g | |
| Protein 14g | |
| Vitamin A | 40% |
| Vitamin C | 0% |
| Calcium | 8% |
| Iron | 16% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Calories per gram: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

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Remove Calories from Fat (1 serving)

Soup

| Nutrition Facts | |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| Serving Size 1 cup (247g) | |
| Servings Per Container 1 | |
| Amount Per Serving | |
| Calories | 220 |
| % Daily Value* | |
| Total Fat 4g | 6% |
| Saturated Fat 1g | 6% |
| <i>Trans</i> Fat 0g | |
| Cholesterol 20mg | 6% |
| Sodium 960mg | 40% |
| Total Carbohydrate 36g | 12% |
| Dietary Fiber 8g | 32% |
| Sugars 6g | |
| Protein 14g | |
| Vitamin A | 40% |
| Vitamin C | 0% |
| Calcium | 8% |
| Iron | 16% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Calories per gram: | |
| Fat 9 • Carbohydrate 4 • Protein 4 | |

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Enlarged Calories (1 serving)