

EXPERIMENTAL STUDY OF NUTRITION FACTS LABEL FORMATS

Appendix E
Food Label Profiles

Amount per serving	Chips A		Chips B		Soup A		Soup B		Entrée A		Entrée B	
	g or mg	%DV	g or mg	%DV	g or mg	%DV	g or mg	%DV	g or mg	%DV	g or mg	%DV
Calories	140		150		110		190		220		260	
Calories from fat	60		70		15		90		40		80	
Total Fat	7.5	10	8	12	2	3	10	15	4.5	7	9	13
Saturated Fat	1	5	1.7	7	0.5	3	2.5	11	2	10	4.5	23
Trans Fat	0		0		0		0		0		0	
Cholesterol (mg)	0	0	0	0	10	3	10	3	15	5	30	10
Sodium (mg)	120	5	180	7	480	20	890	37	500	21	700	30
Total Carbohydrate	19.5	7	17	6	18	6	20	7	35	12	28	9
Dietary Fiber	2.5	10	1	6	4		2		6		4	
Sugars	2		1		3		2		7		5	
Protein	2		2		7		6		9		17	
Vitamin A		0		0		20		2		50		4
Vitamin C		0		0		0		6		20		4
Calcium		0		2		4		2		20		15
Iron		2		0		8		6		8		6