

# 10 test label formats

## Entrée A “Healthier” example

<b>Nutrition Facts</b>			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
Amount Per Serving			
<b>Calories</b> 220	Calories from Fat 40		
% Daily Value*			
<b>Total Fat</b> 5g			<b>7%</b>
Saturated Fat 2g			<b>10%</b>
<i>Trans</i> Fat 0g			
<b>Cholesterol</b> 15mg			<b>5%</b>
<b>Sodium</b> 240mg			<b>10%</b>
<b>Total Carbohydrate</b> 35g			<b>12%</b>
Dietary Fiber 6g			<b>24%</b>
Sugars 7g			
<b>Protein</b> 9g			
Vitamin A			5%
Vitamin C			20%
Calcium			20%
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			

Control

1

<b>Nutrition Facts</b>			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
Amount Per Serving			
<b>Calories</b>	220		
% Daily Value*			
<b>Total Fat</b> 5g			<b>7%</b>
Saturated Fat 2g			<b>10%</b>
<i>Trans</i> Fat 0g			
<b>Cholesterol</b> 15mg			<b>5%</b>
<b>Sodium</b> 240mg			<b>10%</b>
<b>Total Carbohydrate</b> 35g			<b>12%</b>
Dietary Fiber 6g			<b>24%</b>
Sugars 7g			
<b>Protein</b> 9g			
Vitamin A			5%
Vitamin C			20%
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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			

Remove calories from fat

2

# 10 test label formats

## Entrée A “Healthier” example

<b>Nutrition Facts</b>	
Serving Size 1 cup (255g)	
Servings Per Container About 2	
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>220</b>
	<b>% Daily Value*</b>
<b>Total Fat</b> 5g	<b>7%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>12%</b>
Dietary Fiber 6g	<b>24%</b>
Sugars 7g	
<b>Protein</b> 9g	
Vitamin A	5%
Vitamin C	20%
Calcium	20%
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	

**Enlarge calories**

**3**

<b>Nutrition Facts</b>	
Serving Size 1 cup (255g)	
<b>Calories</b> in 1 cup serving <b>220</b>	
<b>2 Servings Per Container</b>	
<b>Amount Per Serving</b>	<b>% Daily Value*</b>
<b>Total Fat</b> 5g	<b>7%</b>
Saturated Fat 2g	<b>10%</b>
<i>Trans</i> Fat 0g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 240mg	<b>10%</b>
<b>Total Carbohydrate</b> 35g	<b>12%</b>
Dietary Fiber 6g	<b>24%</b>
Sugars 7g	
<b>Protein</b> 9g	
Vitamin A	5%
Vitamin C	20%
Calcium	20%
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	

**Change serving size**

**4**

# 10 test label formats

## Entrée A “Healthier” example

<b>Nutrition Facts</b>			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
	Per Serving		Per Container
<b>Calories</b>	220		440
Calories from Fat	40	80	
	% Daily Value*		% Daily Value*
<b>Total Fat</b>	5g	<b>7%</b>	10g <b>14%</b>
Saturated Fat	2g	<b>10%</b>	4g <b>20%</b>
<i>Trans</i> Fat	0g	0g	
<b>Cholesterol</b>	15mg	<b>5%</b>	30mg <b>10%</b>
<b>Sodium</b>	240mg	<b>10%</b>	480mg <b>20%</b>
<b>Total Carbohydrate</b>	35g	<b>12%</b>	70g <b>24%</b>
Dietary Fiber	6g	<b>24%</b>	12g <b>48%</b>
Sugars	7g	14g	
<b>Protein</b>	9g	18g	
Vitamin A	5%		10%
Vitamin C	20%		40%
Calcium	20%		40%
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			

1<sup>st</sup> Dual column design

<b>Nutrition Facts</b>			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
	Per Serving		Per Container
<b>Calories</b>	220		440
	% Daily Value*		% Daily Value*
<b>Total Fat</b>	5g	<b>7%</b>	10g <b>14%</b>
Saturated Fat	2g	<b>10%</b>	4g <b>20%</b>
<i>Trans</i> Fat	0g	0g	
<b>Cholesterol</b>	15mg	<b>5%</b>	30mg <b>10%</b>
<b>Sodium</b>	240mg	<b>10%</b>	480mg <b>20%</b>
<b>Total Carbohydrate</b>	35g	<b>12%</b>	70g <b>24%</b>
Dietary Fiber	6g	<b>24%</b>	12g <b>48%</b>
Sugars	7g	14g	
<b>Protein</b>	9g	18g	
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Vitamin C	20%		40%
Calcium	20%		40%
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			
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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<sup>st</sup> Dual column design  
Remove “Calories from fat”

# 10 test label formats

## Entrée A “Healthier” example

<b>Nutrition Facts</b>			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
	Serving	Container	
<b>Calories</b>	220	440	
<b>% Daily Value*</b>			
<b>Total Fat</b> 5g, 10g	<b>7%</b>	<b>14%</b>	
Saturated Fat 2g, 4g	<b>10%</b>	<b>20%</b>	
<i>Trans</i> Fat 0g, 0g			
<b>Cholesterol</b> 15mg, 30mg	<b>5%</b>	<b>10%</b>	
<b>Sodium</b> 240mg, 480mg	<b>10%</b>	<b>20%</b>	
<b>Total Carbohydrate</b> 35g, 70g	<b>12%</b>	<b>24%</b>	
Dietary Fiber 6g, 12g	<b>24%</b>	<b>48%</b>	
Sugars 7g, 14g			
<b>Protein</b> 9g, 18g			
Vitamin A	5%	10%	
Vitamin C	20%	40%	
Calcium	20%	40%	
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			
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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<sup>nd</sup> Dual column design

7

<b>Nutrition Facts</b>			
Serving Size 1 cup (255g)			
Servings Per Container About 2			
<b>Calories Per Serving</b>		<b>220</b>	
<b>Calories Per Container</b>		<b>440</b>	
Amount Per Serving	% Daily Value*		
<b>Total Fat</b> 5g	<b>7%</b>		
Saturated Fat 2g	<b>10%</b>		
<i>Trans</i> Fat 0g			
<b>Cholesterol</b> 15mg	<b>5%</b>		
<b>Sodium</b> 240mg	<b>10%</b>		
<b>Total Carbohydrate</b> 35g	<b>12%</b>		
Dietary Fiber 6g	<b>24%</b>		
Sugars 7g			
<b>Protein</b> 9g			
Vitamin A	5%		
Vitamin C	20%		
Calcium	20%		
Iron	8%		
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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			

Dual column for calories only

8

# 10 test label formats

## Entrée A “Healthier” example

<b>Nutrition Facts</b>			
Serving Size 2 cups (510g)			
Servings Per Container 1			
<b>Amount Per Serving</b>			
<b>Calories</b>	440		
<b>% Daily Value*</b>			
<b>Total Fat</b> 10g			<b>14%</b>
Saturated Fat 4g			<b>20%</b>
<i>Trans</i> Fat 0g			
<b>Cholesterol</b> 30mg			<b>10%</b>
<b>Sodium</b> 480mg			<b>20%</b>
<b>Total Carbohydrate</b> 70g			<b>24%</b>
Dietary Fiber 12g			<b>48%</b>
Sugars 14g			
<b>Protein</b> 18g			
Vitamin A			10%
Vitamin C			40%
Calcium			40%
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			

Single serving

9

<b>Nutrition Facts</b>			
Serving Size 2 cups (510g)			
Servings Per Container 1			
<b>Amount Per Serving</b>			
<b>Calories</b>	<b>440</b>		
<b>% Daily Value*</b>			
<b>Total Fat</b> 10g			<b>14%</b>
Saturated Fat 4g			<b>20%</b>
<i>Trans</i> Fat 0g			
<b>Cholesterol</b> 30mg			<b>10%</b>
<b>Sodium</b> 480mg			<b>20%</b>
<b>Total Carbohydrate</b> 70g			<b>24%</b>
Dietary Fiber 12g			<b>48%</b>
Sugars 14g			
<b>Protein</b> 18g			
Vitamin A			10%
Vitamin C			40%
Calcium			40%
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			

Single serving enlarge calories

10