

# EXPERIMENTAL STUDY OF NUTRITION FACTS LABEL FORMATS

## Appendix E Food Label Profiles

Amount per serving	Chips A		Chips B		Entrée A		Entrée B	
	g or mg	%DV	g or mg	%DV	g or mg	%DV	g or mg	%DV
Calories	140		180		220		300	
Calories from fat	60		80		40		80	
Total Fat	8	10	10	15	5	7	9	13
Saturated Fat	1	5	2	8	2	10	4.5	23
Trans Fat	0		0		0		0	
Cholesterol (mg)	0	0	0	0	15	5	30	10
Sodium (mg)	120	5	240	10	240	10	600	25
Total Carbohydrate	19	6	25	7	35	12	30	10
Dietary Fiber	3	10	1	6	6		4	
Sugars	2		3		7		8	
Protein	2		2		9		11	
Vitamin A		5		2		5		2
Vitamin C		0		0		20		4
Calcium		0		2		20		15
Iron		2		0		8		6