

## **Appendix D**

### **Experimental Study on Consumer Responses to Labeling Statements on Food Packages**

#### **Examples of Labels**

The following pages show examples of how various labeling statements will be positioned on a label.

The last two images are blank versions of the proposed mock-ups for the snack bar and snack chips products. The various labeling statements will be positioned on the snack bar and snack chips labels in a manner similar to that shown in the shredded wheat label examples.

# Shredded Wheat



High  
In  
Fiber

NET WT. 19 OZ. (532g)

# Shredded Wheat

**Supports  
Cardiovascular  
Functioning**



NET WT. 19 OZ. (532g)

# Shredded Wheat



*Supports the  
immune system*

NET WT. 19 OZ. (532g)

# Shredded Wheat

100%  
Natural



NET WT. 19 OZ. (532g)

PER SERVING

**110**  
CALORIES

**0g**  
SAT FAT  
0% DV

**0mg**  
SODIUM  
0% DV

**0g**  
SUGARS

**CALCIUM**  
12% DV

**VITAMIN  
A**  
12% DV

# Shredded Wheat



NET WT. 19 OZ. (532g)

PER SERVING

**110**  
CALORIES

**0g**  
SAT FAT  
0% DV

**0mg**  
SODIUM  
0% DV

**0g**  
SUGARS

# Shredded Wheat



NET WT. 19 OZ. (532g)

**110**  
calories  
per one cup



# Shredded Wheat



NET WT. 19 OZ. (532g)

# Shredded Wheat

**Supports  
Cardiovascular  
Functioning**

**High  
In  
Fiber**

**NET WT. 19 OZ. (532g)**

PER SERVING

**110**  
CALORIES

**0g**  
SAT FAT  
0% DV

**0mg**  
SODIUM  
0% DV

**0g**  
SUGARS

**CALCIUM**  
12% DV

**VITAMIN A**  
12% DV

# Shredded Wheat



**High  
In  
Fiber**

NET WT. 19 OZ. (532g)

**110**  
calories  
per one cup



# Shredded Wheat

**Supports  
Cardiovascular  
Functioning**



**NET WT. 19 OZ. (532g)**

# Shredded Wheat

**Supports  
Cardiovascular  
Functioning**

**100%  
Natural**

**Supports the  
immune system**

**NET WT. 19 OZ. (532g)**

PER SERVING

**110**  
CALORIES

**0g**  
SAT FAT  
0% DV

**0mg**  
SODIUM  
0% DV

**0g**  
SUGARS

# Shredded Wheat

**Supports  
Cardiovascular  
Functioning**

**100%  
Natural**



NET WT. 19 OZ. (532g)

# 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 5g      **20%**

Sugars 0g

**Protein** 3g

Vitamin A 12%      •      Vitamin C 0%

Calcium 15%      •      Iron 6%

**NET WT. 19 OZ. (532g)**



# Snack Bar

NET WT 1.4 OZ (40g)



# TORTILLA CHIPS

NET WT. 10 OZ (280g)