



Wellington House
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8 February 2013

Dear interested party,

**Front of Pack Nutrition Labelling: BRC consultation on proposed format.
Views sought by Wednesday 27 February 2013**

The British Retail Consortium (BRC) is leading a project, on behalf of the 4 Governments of the UK, developing guidance on the presentational design aspects of a hybrid Front of Pack (FoP) scheme. The BRC has been working closely with the Food & Drink Federation (FDF) and others, drawing upon appropriate expertise, to ensure that final format proposals are ones that can be used by all consumers and will be practicable for food businesses to adopt and deliver.

Officials in England, Scotland, Wales and Northern Ireland are grateful to the BRC and FDF for taking forward this work. It is based on the requirements of the EU Regulation 1169/2011 on the provision of food information to consumers (EU FIC), as well as the UK Health Ministers' stated preference for a hybrid FoP scheme, combining red, amber, green colours with %Guideline Daily Amounts/Reference Intakes. Officials in all countries are continuing to work on the detail of the technical basis for this scheme, which UK Health Ministers will announce in late spring/early summer 2013.

The BRC is now launching a short consultation in order to seek views their proposals. The BRC and FDF will then consider responses, before finalising and submitting them for consideration. The final Ministerial Recommendation, under Article 35 of the EUFIC, will include both the final advice on the presentation and format and the scheme detail, which is currently being finalised by the Department.

The draft guidance is available from the following link.

http://www.brc.org.uk/brc_home.asp

Responses and any queries should be sent, no later than Wednesday 27 February to the following address:

frontofpackconsultation@brc.org.uk

Yours faithfully,

Alette Addison

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