



FOP – Presentational aspects

15 December 2012

Background

- At the stakeholder's meeting of 25 October BRC and FDF agreed to draft a document considering presentational aspects of the future nutrition front of pack scheme
- Several design specialist have helped with their expertise
- A draft guidelines document, including examples will be produced

APPROACH

A hybrid approach combining Guideline Daily Amounts and traffic light labelling

The information will be presented in a series of lozenges

SERVING SUGGESTION

SERVES 2 - HALF PACK PROVIDES

CALS	SUGAR	FAT	SAT FAT	SALT
000	00.0g	00.0g	00.0g	0.00g
00%	00%	00%	00%	00%

OF YOUR GUIDELINE DAILY AMOUNT

Each 1/2 pack serving contains

MED	LOW	MED	HIGH	MED
Calories	Sugar	Fat	Sat Fat	Salt
353	0.9g	20.3g	10.8g	1.1g
18%	1%	29%	54%	18%

of your guideline daily amount

approx. per serving

Calories	Fat	Saturates	Sugars	Salt
290	16.0g	6.5g	14.3g	0.4g
	Med	High*	Low	Low
Serves	23%	32%	16%	7%
4	of your guideline daily amount			

The legislation provides two options for front of pack nutrition labelling;

1)energy only

2)energy, sugar, fat, saturated fat and salt.

Companies will use option 2 wherever possible

Horizontal vs. vertical

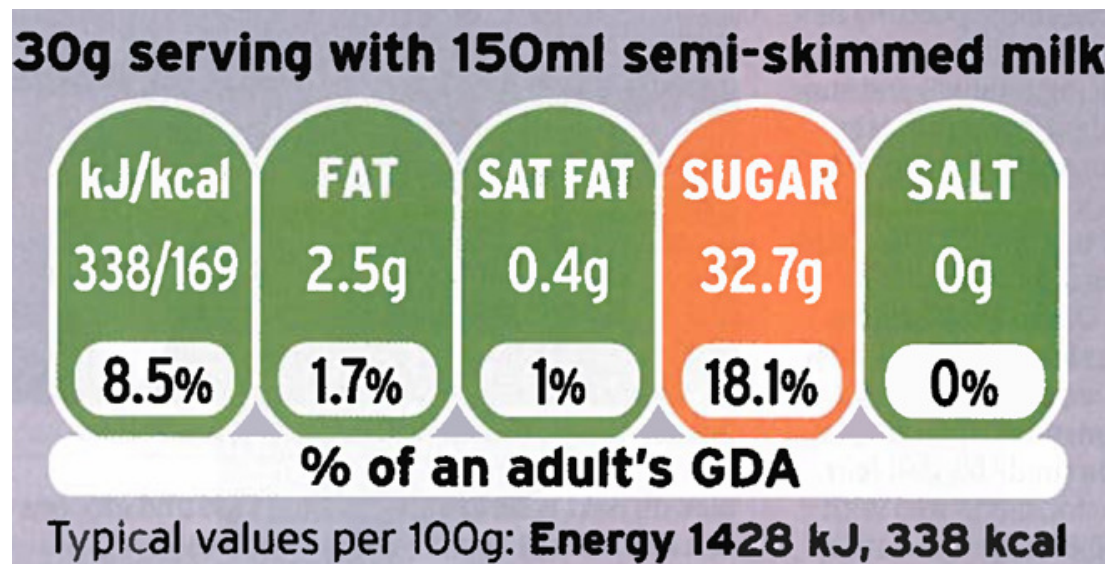
- For most products the information will be provided in a horizontal format
- However flexibility will be required enabling the use of a vertical approach where required
- In every case the front of pack scheme will need to look like a series of lozenges

per 100g	each pack contains				
energy 567 kJ 135 kcal	energy 2267 kJ 542 kcal	fat 20g	saturates 6.4g	sugars 7.6g	salt 2.4g
4%	27%	28%	32%	8%	42%
of an adult's guideline daily amount*					

per 100g	
energy 567 kJ 135 kcal	4%
each pack contains	
energy 2267 kJ 542 kcal	27%
fat 20g	28%
saturates 6.4g	32%
sugars 7.6g	8%
salt 2.4g	42%
of an adult's guideline daily amount*	

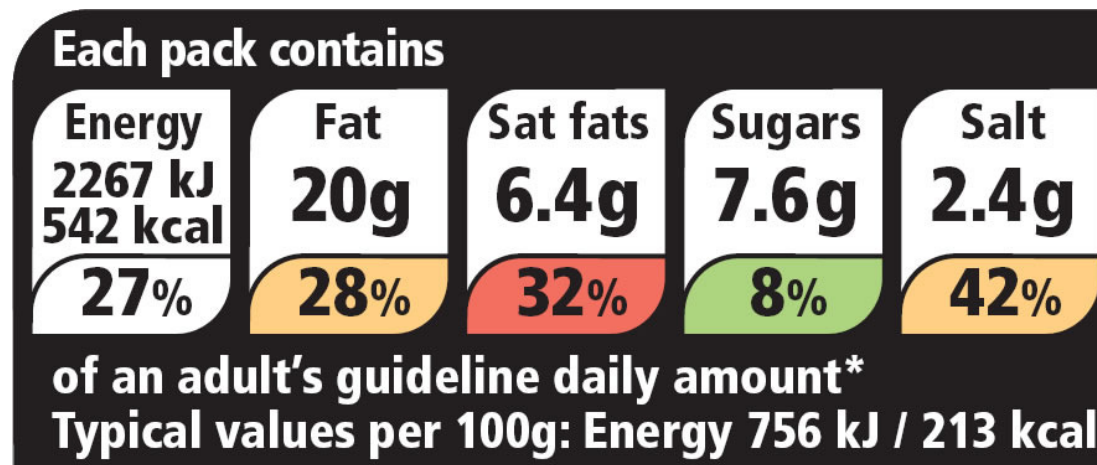
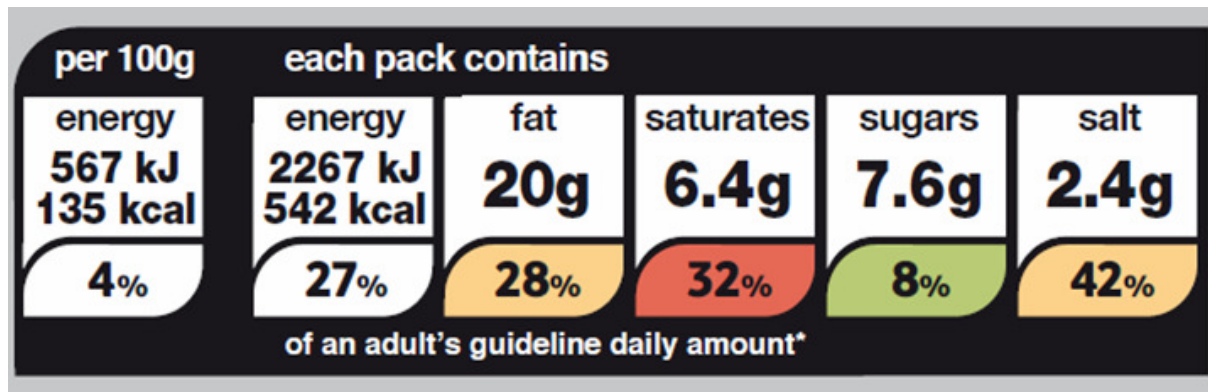
GDA vs. RI

Reference to Guidelines Daily Amounts (GDAs) will be provided on pack instead of Reference Intakes (RI)

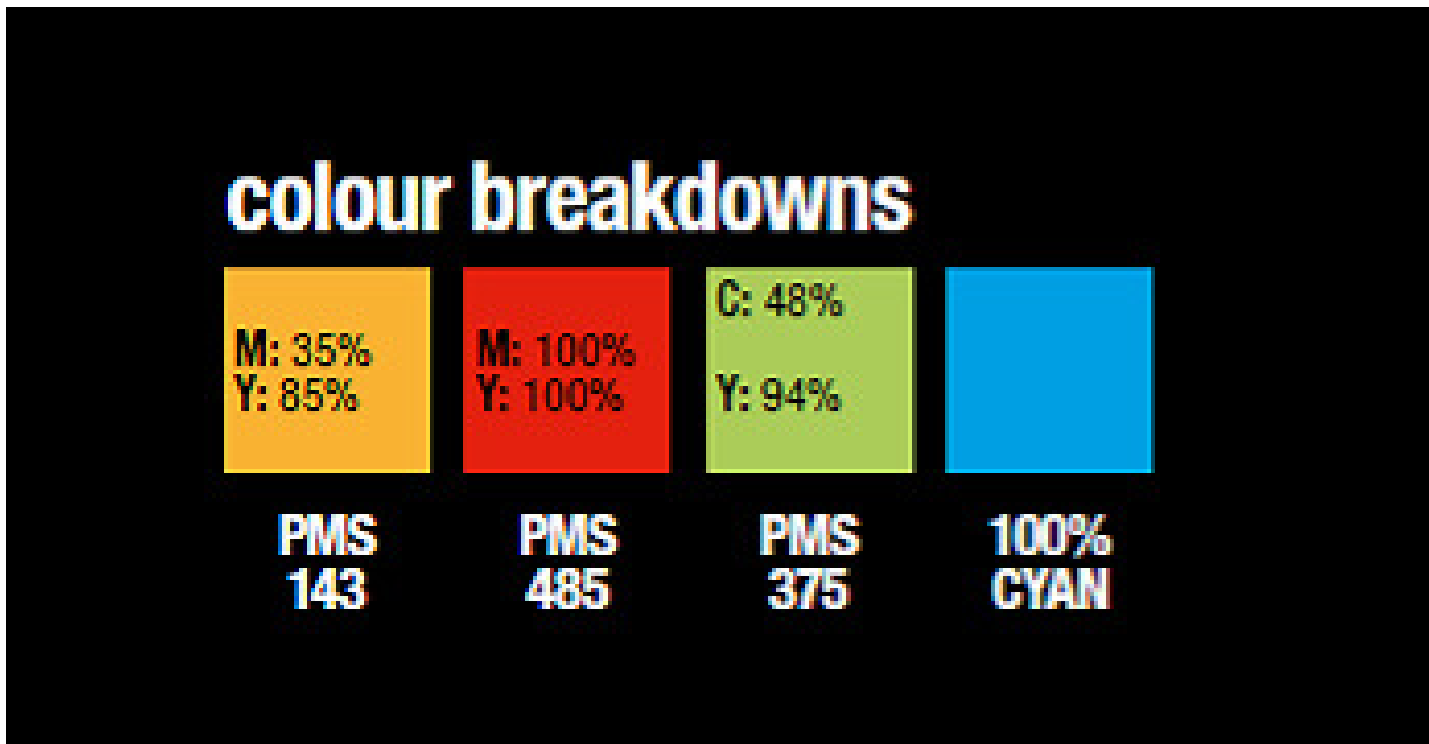


Per 100g information

Companies can choose to provide this information inside an additional lozenge, within one energy lozenge covering all energy information or underneath the 5 other lozenges



The colours and processes used will depend on the type of packaging material and other colours used on pack; however guidelines on pantones and process equivalents will be given



Quantity of colour

A block of colour will need to be included in the lozenge.

It would not be acceptable to use colour to surround the lozenge or to colour the numbers

Calories 370	Fat 8.4g	Saturates 4.3g	Sugars 10.4g	Salt 1.6g
approx. per pack				

CONTRAST

There should be clear contrast between the background and the colour used for the font (numbers). Examples of good contrast are:

- white font on colour background
- dark colour or black font on white background
- dark colour of black font on a traffic light colour background

The pantones or colour process used will deliver good contrast between the traffic light colours, especially the amber and red.

DELINEATION

There should be clear delineation between lozenges

SERVING SUGGESTION				
SERVES 2 - HALF PACK PROVIDES				
CALS 000	FAT 00.0g	SAT FAT 00.0g	SUGAR 00.0g	SALT 0.00g
00%	00%	00%	00%	00%
OF YOUR GUIDELINE DAILY AMOUNT				
Energy per 100g xxxkJ/xxxkcal				

approx. per ½ pizza				
Calories	Fat	Saturates	Sugars	Salt
585	88.8g High	88.8g Med	88.8g Low	88.8g High
Serves 2	15%	15%	15%	15%
of your guideline daily amount				

UNITS OF ENERGY

The units to be used for energy information will be kJ and Kcal.
Reference to "cal" will be avoided

energy	2267 kJ 542 kcal	27%
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HML TEXT

The use of this text will be optional

approx. per ½ pizza				
Calories 585	Fat 88.8g High	Saturates 88.8g Med	Sugars 88.8g Low	Salt 88.8g High
Serves 2	15%	15%	15%	15%
	of your guideline daily amount			

Each 1/2 pack serving contains

MED	LOW	MED	HIGH	MED
Calories	Sugar	Fat	Sat Fat	Salt
353	0.9g	20.3g	10.8g	1.1g
18%	1%	29%	54%	18%
of your guideline daily amount				

LOCATION

- Flexibility is required.
- The position of the information will be determined by brand position, additional information on pack, pack size and shape, ...
- The positioning of the information will be space and legibility dependent



LOCATION



FEEDBACK COLOUR BLINDNESS



- Good contrast between background and font
- Delineation between lozenges
- HML text was not mentioned as a key element

NEXT STEPS



- A draft guidelines document will be written including examples in the New Year
- The draft guidelines will be put out for consultation

Thank You