

Food Information for Consumers: Understanding the new regulations

Reference Intake of an average adult
RI information is voluntary, but where used must be per 100g

Each Cupcake (62g) contains:				
	Fat	Saturates	Sugars	Salt
per 100g	11.3g	5.6g	22.4g	0.4g
%RI	16%	28%	25%	6%

Reference intake of an average adult (8400 kJ/2000 kcal)
Cupcake Mix as sold 1727 kJ / 409 kcal

Date marks
Clearly show date related information

Directions for use
Identify directions for use e.g. cooking instructions

Allergens
Any ingredients containing an allergen must be emphasised

Origin and Place of Business
State place of origin or place of provenance and display company name and address

Communication
All of the above mandatory information can be communicated using GS1 standard data, referenced by the GTIN



Product name
Name the product clearly using a legal name or, where applicable, a customary or descriptive name

Storage
Show storage conditions



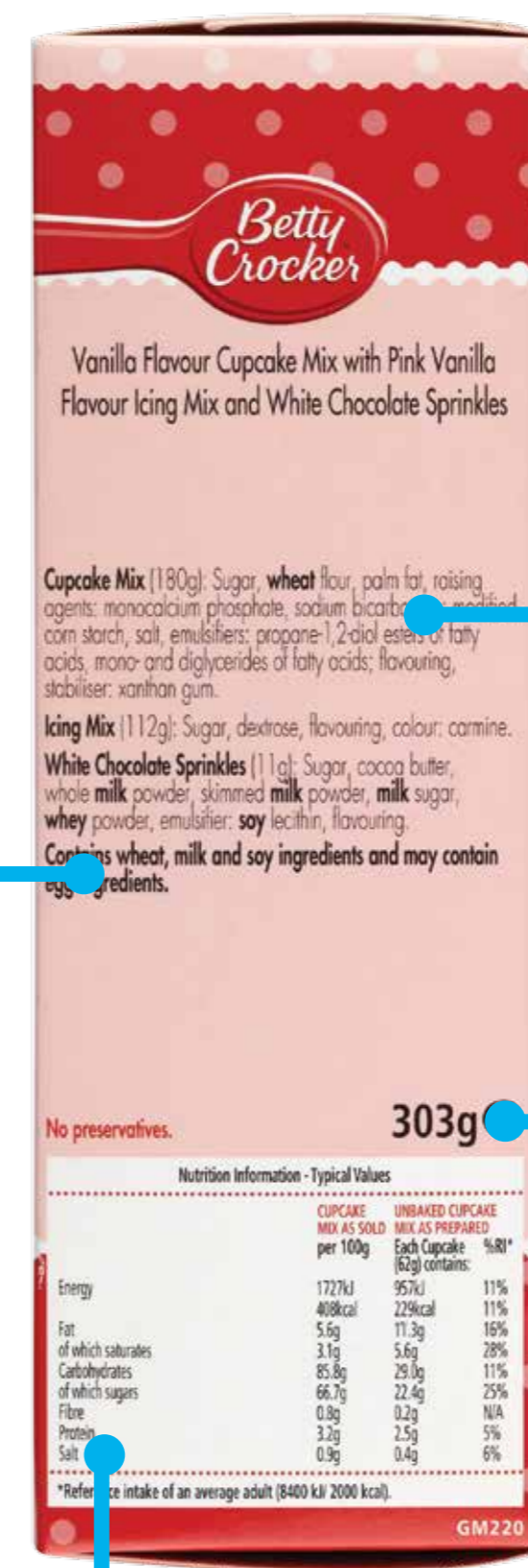
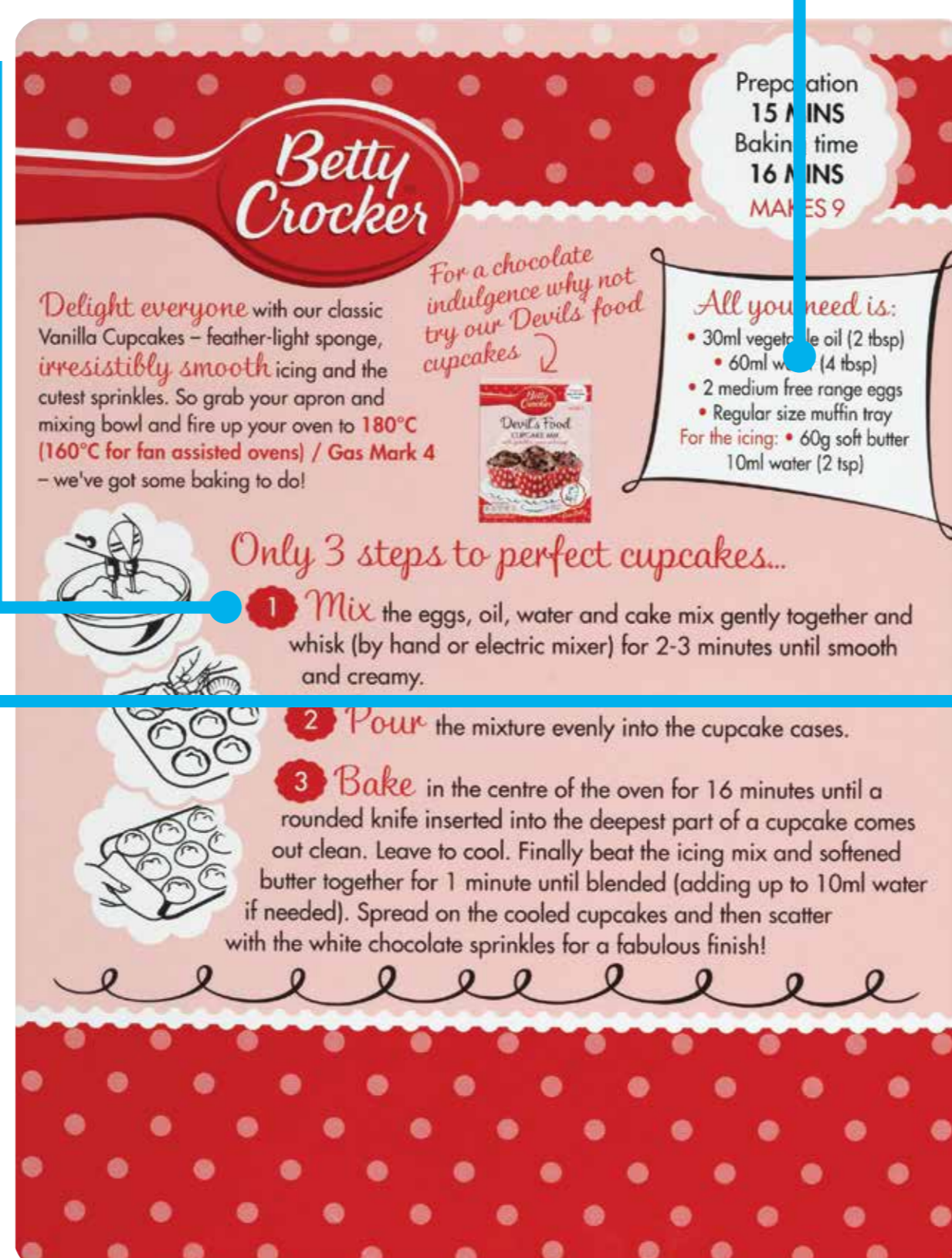
Font size
Font size must be at least 1.2mm for all mandatory information



Ingredients
Declare ingredients in quantity order

Net quantity
Show weight or volume in appropriate unit of measure

Nutrition*
Show all nutritional information in prescribed order using standard measures



Nutrition Information - Typical Values			
	UNBAKED CUPCAKE MIX AS SOLD per 100g	UNBAKED CUPCAKE MIX AS PREPARED Each Cupcake (62g) contains:	%RI*
Energy	1727kJ	957kJ	11%
	408kcal	229kcal	11%
Fat	5.6g	11.3g	16%
of which saturates	3.1g	5.6g	28%
Carbohydrates	85.8g	29.0g	11%
of which sugars	66.7g	22.4g	25%
Fibre	0.8g	0.2g	N/A
Protein	3.1g	2.5g	5%
Salt	0.3g	0.4g	6%

*Reference intake of an average adult (8400 kJ/2000 kcal)



* If companies already apply nutrition labelling, they must comply with the new nutrition labelling provisions by December 2014. As of December 2016 all companies must include nutrition labelling