

## Featuring Updated Nutritional Fact Labels In A Store Near You!

Have you noticed a change on some nutritional fact food labels in stores near you? The proposed nutritional facts label project, that was started by former first lady Michelle Obama, has been delayed by the advice of some food trade groups to the current administration. Nonetheless, there's been some noticeable influx of the updated Nutrifact labels by companies that agree with these new nutritional fact requirements as a benefit to consumers and their buying decisions. These companies felt better about putting the customer's needs first by voluntarily complying with the new updates before the deadlines.

The FDA provides nutritional fact guidance to food manufacturers to ensure that food labels include accurate dietary information for consumers to make educated food choices that will lead to better health. These labels have not changed in decades and the new nutritional food label is required to display a larger font size for calorie counts, a new callout for added sugars, and more realistic serving sizes. Additionally, the new label requires a revised definition for fiber which will now only include non-digestible carbs that have proven health benefits and many other changes on certain foods. \*

Watch for a major educational campaign on the new nutritional facts by the FDA starting with the upcoming compliance dates. This campaign will help consumers understand the new nutritional label on food products they buy and how it relates to their health.

For complete information on nutritional food fact requirements, visit [www.fda.gov](http://www.fda.gov). The FDA now recommends a compliance date of January 1, 2020 for large food manufacturers and January 1, 2021 for smaller food manufacturers with less than \$10 million in annual sales. The original deadline was July of this year.

If you want to move ahead of the competition with updated nutritional facts, Bollin Label Systems would love to help you design and print your labels.

Reach out to one of our account managers for a quote at **800-882-5104** or [www.bollin.com](http://www.bollin.com)

### SIDE-BY-SIDE COMPARISON

Original Label	New Label																																																																																														
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**Note:** The images above are meant for illustrative purposes to show how the new Nutrition Facts label might look compared to the old label. Both labels represent fictional products. When the original hypothetical label was developed in 2014 (the image on the left-hand side), added sugars was not yet proposed so the "original" label shows 1g of sugar as an example. The image created for the "new" label (shown on the right-hand side) lists 12g total sugar and 10g added sugar to give an example of how added sugars would be broken out with a % Daily Value.



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