

GDA Labelling Industry Style Guide

Revised March 2009

Guidelines for Companies using GDA Labelling

- FDF strongly recommends that members follow the style guide for promoting consumer understanding and effective use of the scheme.
- Visual consistency across the industry is imperative.
- The 'Be treatwise' icon labelling scheme provides an alternative, but visually consistent approach for chocolate and confectionery packs. For more information, visit www.betreatwise.org.uk
- This style guide applies only to food.
- A complementary style guide for drinks has been developed by the British Soft Drinks Association (BSDA).

Guidelines for Companies using Front of Pack GDA Labelling

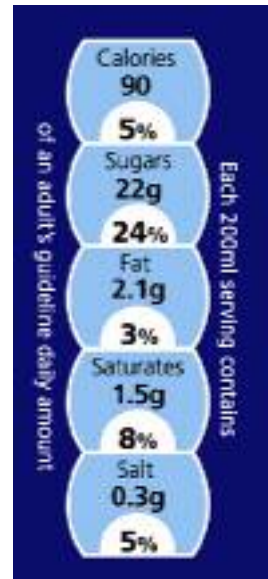
- The icon scheme is based on 'adult' Guideline Daily Amounts as established by The Institute of Grocery Distribution (IGD).
- GDAs for children should be used where the product is intended to be consumed mainly by children.
- The icon scheme shows Calories and nutrient values expressed in amounts and as a percentage of the GDA.
- Calories, sugars, fat, saturates and salt should be included in the five icon scheme.
- A table showing GDA values should be shown on pack, as appropriate, as a useful reference.

Position on Pack

Horizontal



Vertical



- The 'GDA icon system' should be applied to the front of the pack.
- The 'front' is defined as the principal face of the pack (usually the shopper would see this at point of purchase).
- The order of the five icons should be as shown; no other nutrients should be added.
- Positioning of the icons on pack should be horizontal, except where, due to the size and/or shape on the pack, vertical positioning provides clearer presentation of the information (e.g. a small sachet).

Number of Icons



- Large packs (i.e. >80cm² principal face) should have the five icon version on front of pack.
- Small packs (i.e. <80cm² principal face) may have the 'Calorie only' icon on front of pack (see page 8 for visual).
- Count lines may have the 'Calorie only' icon on single serve packs, regardless of size, to ensure consistency within category.
- For cylindrical packs, the printable area may be taken as approx. one third of the total curved surface area.

Wording – Five Icon

- The wording above the icon should state either ‘Each (amount) (portion) contains’, or ‘A (amount) (portion) contains’, for example:

‘Each 250ml serving contains’, ‘Each 50g bar contains’, ‘A 125g portion contains’, ‘A 25g pack contains’.
- The wording below the icons should state:

‘of an adult’s guideline daily amount’ (recommended) *OR* ‘of an adult’s GDA*’) where * should reference to ‘guideline daily amount’ in full.
- Adult GDAs should be used, except for products which are intended to be consumed mainly by children.
- For products intended to be consumed mainly by children, the wording below the icons should read:

‘of a 5 -10 year old’s guideline daily amount’ *OR* ‘of a child’s guideline daily amount’.

Note: If the latter statement is used, reference should be made on back of pack that this relates to 5 -10 year old.

Values – Five Icon

- Values should relate to the product as sold.

However, where the product is intended to be cooked and/or combined with other ingredients (including water) before consumption, **AND** provided that sufficiently detailed preparation instructions are give on-pack, values can relate to the product as consumed. For example, 'each xxml diluted* serving contains' with the * referenced in proximity to the panel '*diluted x times according to manufacturer's instructions' OR 'A 45g serving with 125ml semi-skimmed milk contains'.

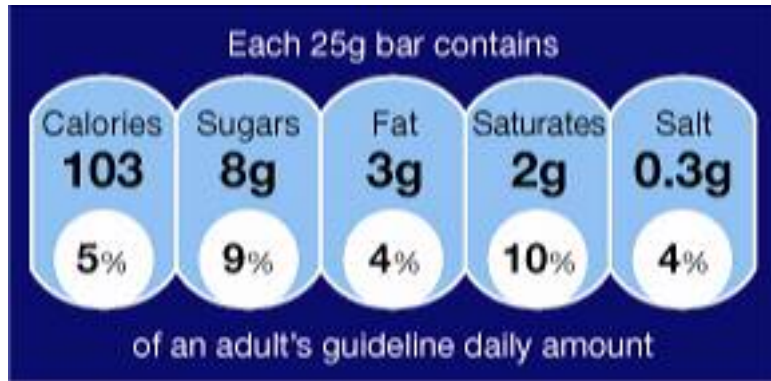
- Calories should be declared to the nearest whole number.
- Other nutrients should be declared to one decimal place, rounded up or down as appropriate.
- Percentage GDAs should be declared to the nearest whole number.
- Nutrients present in a portion at less than 1% of the GDA may be declared as '<1%' of GDA.
- Nutrients present at less than 0.1% of the product, may be declared as 'trace', in line with FSA guidance on nutrition labelling. This does not preclude a declaration of 'zero' where the nutrient is known to be absent e.g. '0%', '0.0g' OR '0g'.
- NOTE: In the case of variety multi-packs, a judgement will need to be made about the variety (or varieties) which should most appropriately feature on front of pack e.g. highest value of a specified nutrient.

Wording – ‘Calorie only’ Icon



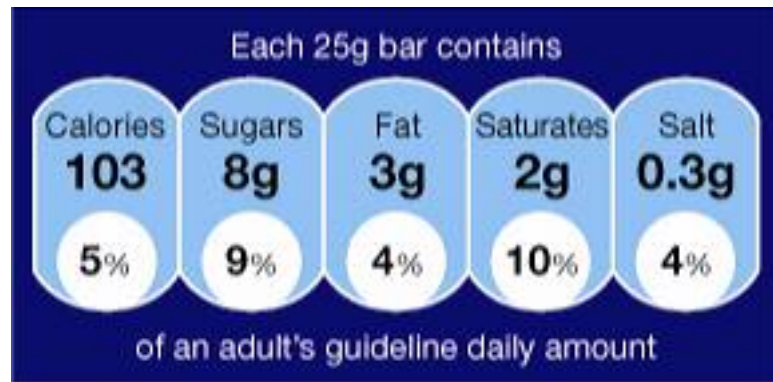
- Small packs (i.e. <math><80\text{cm}^2</math> principal face) may have the ‘Calorie only’ icon on front of pack.
- Count lines may have the ‘Calorie only’ icon on single serve packs, regardless of size, to ensure consistency within category.
- For single serve packs, the wording above the icon may be abbreviated to ‘Per portion (or bar/pack/serving)’ as appropriate. When the pack contains more than one portion, the portion should be quantified in the wording above the icon e.g. ‘Per 25g portion’.
- The wording below the icon may be abbreviated to ‘of adult/child GDA*’ as appropriate, where * should reference to ‘guideline daily amount’ in full.

Wording - Size



- The wording above and below the icon(s) should be at least eight point font size.
- The GDA icon for each nutrient should be at least 8mm wide and 12mm high.
- Where the principal face is too small to accommodate the minimum size, copy may be reduced provided that it is clearly legible.

Colour



- A single colour should be chosen for the icons.
- Red, green and amber should be avoided.
- To avoid additional colours being introduced into artworks, tonal values may be used – provided there is a significant contrast.
- Text within the icon should be black or darkest available pantone.
- Text above and below the icons should contrast with the background pack colour.
- Key line around the icon should be white.
- Background of % bubble should be white.
- Key line around the icon should be white unless the pack colour is white, in which case, the key line should contrast with the pack colour.

Guidelines for Displaying GDA Values on Back of Pack

Preferred Option:

- GDA information should be presented in the same box as the nutrition information.
- Where GDA information is presented in the same box as the nutrition information (as below), all eight GDA values should be shown to support the nutrition information.

NUTRITION INFORMATION			GUIDELINE DAILY AMOUNTS	
Typical Values	Per 100g	Per 170g serving (1/2 pizza)	ADULTS	CHILDREN 5-10
Energy – kcal (Calories)	900kJ 214kcal	1530kJ 364kcal	2000	1800
Protein	12.0g	20.4g	45g	24g
Carbohydrates	26.8g	45.6g	230g	220g
of which sugars	2.0g	3.3g	90g	85g
Fat	6.5g	11.1g	70g	70g
of which saturates	2.5g	4.3g	20g	20g
Fibre	2.7g	4.6g	24g	15g
Sodium *	0.2g	0.3g	2.4g	1.4g
* Equivalent as salt	0.5g	0.8g	6g	4g

GDAs are average values. Individual Requirements may vary.

Back of Pack GDA Values cont.

Alternative option – where space is limited:

- If space does not permit extending the box horizontally, GDA information may be presented in a separate box from the nutrition information. In this case, there are two options to display GDA values:

Option A (all eight GDA values):

GUIDELINE DAILY AMOUNTS		
	ADULTS	CHILDREN 5-10
Energy (Calories)	2000	1800
Protein	45g	24g
Carbohydrates	230g	220g
of which sugars	90g	85g
Fat	70g	70g
of which saturates	20g	20g
Fibre	24g	15g
Salt	6g	4g

GDA's are average values. Individual Requirements may vary.

Option B (five GDA values):

GUIDELINE DAILY AMOUNTS		
	ADULTS	CHILDREN 5-10
Energy (Calories)	2000	1800
of which sugars	90g	85g
Fat	70g	70g
of which saturates	20g	20g
Salt	6g	4g

GDA's are average values. Individual Requirements may vary.

Choice of Population Groupings

GDA information should be provided in one of the following groupings, as appropriate, depending on the space available on pack:

- GDAs for adults and children (5-10 years).
- GDAs for adults.
- GDAs for children (5-10 years).

On Pack Promotion of the What's Inside Guide (example one)



Do you know
what's inside
your food?

To help you choose what you are eating, you'll find a new label called the **What's Inside Guide** on the packaging of many of your favourite foods.

Each 40g serving contains



of an adult's guideline daily amount



Want to know the fat content?


← Look here for how much fat is in a serving of Kellogg's All-Bran.

← And here for what percentage that is of the Guideline Daily Amount (GDA).

For more details on how GDAs work and how they help you enjoy a balanced diet, just visit www.whatsinsideguide.com

On Pack Promotion of the What's Inside Guide (example two)

Guideline Daily Amounts (GDAs) explained



This is the amount of calories in one bowl/bar

This is the percentage of your daily calorie allowance that one bowl/bar will provide

What are the Guideline Daily Amounts?

CALORIES	2000
FAT	70 g
SATURATED FAT	20 g
SALT	6 g
SUGARS	90 g
FIBRE	25g

GDAs are a benchmark to show you the recommended daily levels and maximum daily levels of different nutrients for each day.

GDAs are a guide not a target. The GDAs shown are based on official recommendations. Active men in general will have higher requirements and younger children typically lower. Adults should aim to eat no more than 6 g of salt per day.

For more information see
www.kelloggs.co.uk - www.kelloggs.ie

Notes

- These recommendations are based on the IGD best practice guidance for presenting GDAs on back of pack. IGD guidance recommends showing both adult and children's GDAs on back of pack and for child-specific products, where space is limited, children's GDAs only.
- Members are encouraged to make reference to the what's inside guide website on pack.
 - For example: 'For more information on GDAs, visit: www.whatsinsideguide.com