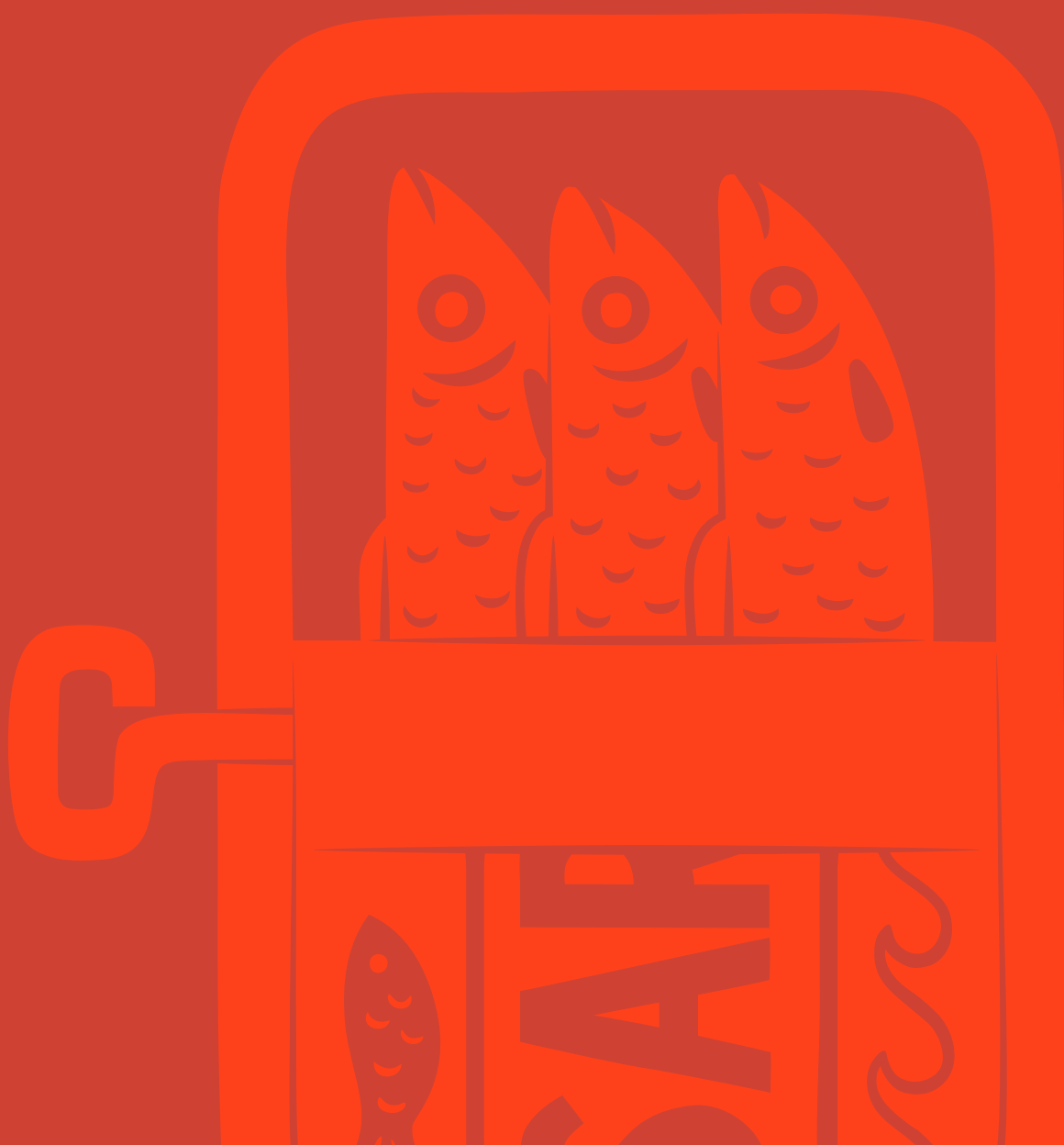


EU FOOD LABELING

VOL 1

AUG 2026



EU FOOD LABELING VOL 1
AUGUST 2026

COVERS NUTRITION CLAIMS OF EU
REGULATION (EC) NO 1924/2006

MIN KIM

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NUTRITION LABELING RULES

Regulation (EU) No 1169/2011 Article 30-35 >

What must you include on your nutrition declaration? The following poster includes information that is required as part of Mandatory Information for Prepackaged Foods.

Expression per 100 g or 100ml

In addition, per portion/per unit may be declared if:

- the portion/unit is quantified on the label
- the number of portions/unit in the package is stated

Article 32/33

Mandatory Declarations

Must always include

- Energy value
- Fat
- Saturates
- Carbohydrate
- Sugars
- Protein
- Salt

When appropriate, can include: "salt content is exclusively due to the presence of naturally occurring sodium"

Article 30 (1)

Nutritional value per 100 gram

energy	kJ/kcal
fat	g
of which	
- saturates,	g
- mono-unsaturates,	g
- polyunsaturates,	g
carbohydrate	g
of which	
- sugars,	g
- polyols,	g
- starch,	g
fibre	g
protein	g
salt	g
vitamins & minerals	

In this Order

In tabular format with the numbers aligned like shown. Where space does not permit, the declaration can appear in linear format.

Optional Information

- Mono-unsaturates
- Poly-unsaturates
- Polyols
- Starch
- Fibre
- Vitamins & minerals*

*Annex XII for daily intake

Article 30 (2)

Calculating Nutrition

Energy value calculated using conversion factors in Annex XIV (Table below)

Declared values are average values based on:

- manufacturer's analysis
- calculations from ingredients' known average value
- calculations from generally established/accepted data

Article 31

carbohydrate	17 kJ/g - 4 kcal/g
polyols	10 kJ/g - 2.4 kcal/g
protein	17 kJ/g - 4 kcal/g
fat	37 kJ/g - 9 kcal/g
salatrim	25 kJ/g - 6 kcal/g
alcohol (ethanol)	29 kJ/g - 7 kcal/g
organic acid	13 kJ/g - 3 kcal/g
fibre	8 kJ/g - 2 kcal/g
erythritol	0 kJ/g - 0 kcal/g

Optional Nutrition Expressions

Article 36



Based on scientific evidence



Are relevant, clear, reliable, and useful for consumers



Are easy to understand



Help consumers make informed food choices and follow a healthy diet



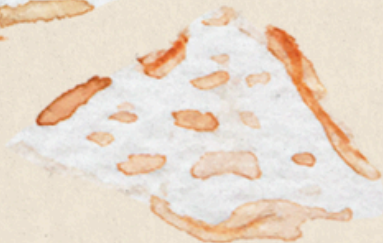
Do not mislead consumers

There's less than 5g sugar per 100g for solids.

LOW IN SUGAR



Less than 5g of sugar



What regulation says

"A claim that a food is low in sugar, and any claim likely to have the same meaning for the consumer, may only be made where the product contains no more than 5g of sugar per 100 g for solids or 2,5 g of sugar per 100 ml for liquids"

Consumer Perception

- Low sugar claim is often associated with low calorie.
- Sugar claims can create misunderstandings or a "health halo."

Tips

- Quantify the sugar claim.
- Communicate calorie implications.



0,12g or less

LOW SODIUM

0,12g or less of sodium per
100g or per 100ml



Tips: Keep the wording short and plain.
If the product has a sodium reduction, percentage
reduction seems easier to sell than absolute
sodium numbers and reduces halo effect.
“Low sodium” claims may help consumers understand
what constitutes low/high amounts of sodium more
than the nutrition panel.

Eat More Beans

High in Fiber

AT LEAST 6 G OF FIBRE PER 100 G OR
AT LEAST 3 G OF FIBRE PER 100 KCAL

Most consumers (80%) rely on food labels to identify fibre-rich products.

If high fibre is a selling point of your product, display the claim with the fibre value.

Help consumers understand how fibre helps with their diet through education on-pack or other touchpoints.

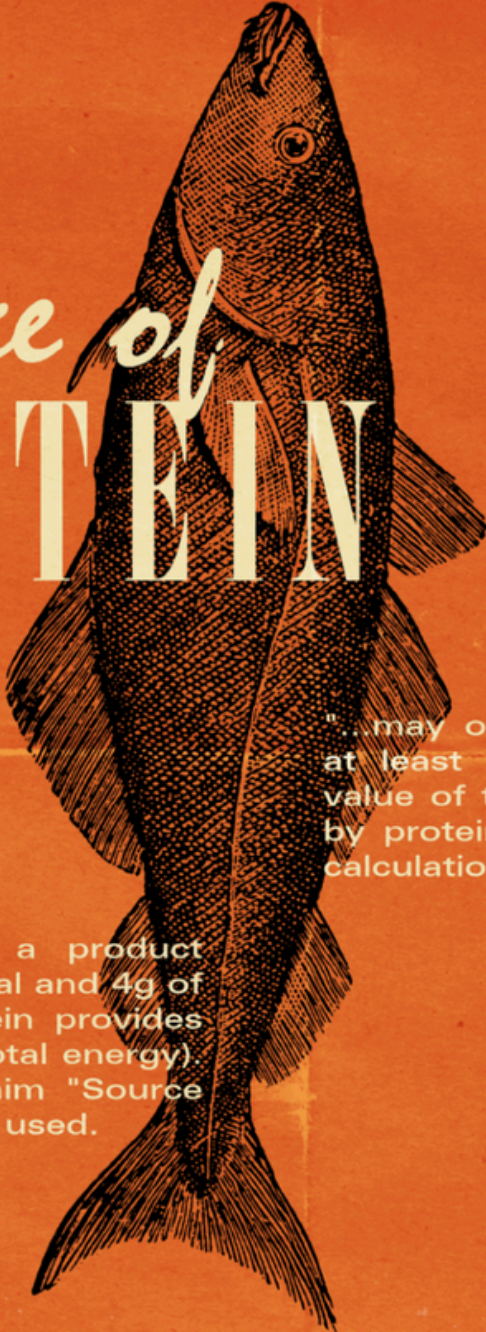
HIGH IN FIBRE
6G IN EACH BAR

SEE BACK FOR INFO ON THE IMPORTANCE OF FIBER

SOURCE OF PROTEIN

At least 12% of
total energy
value

Source of PROTEIN



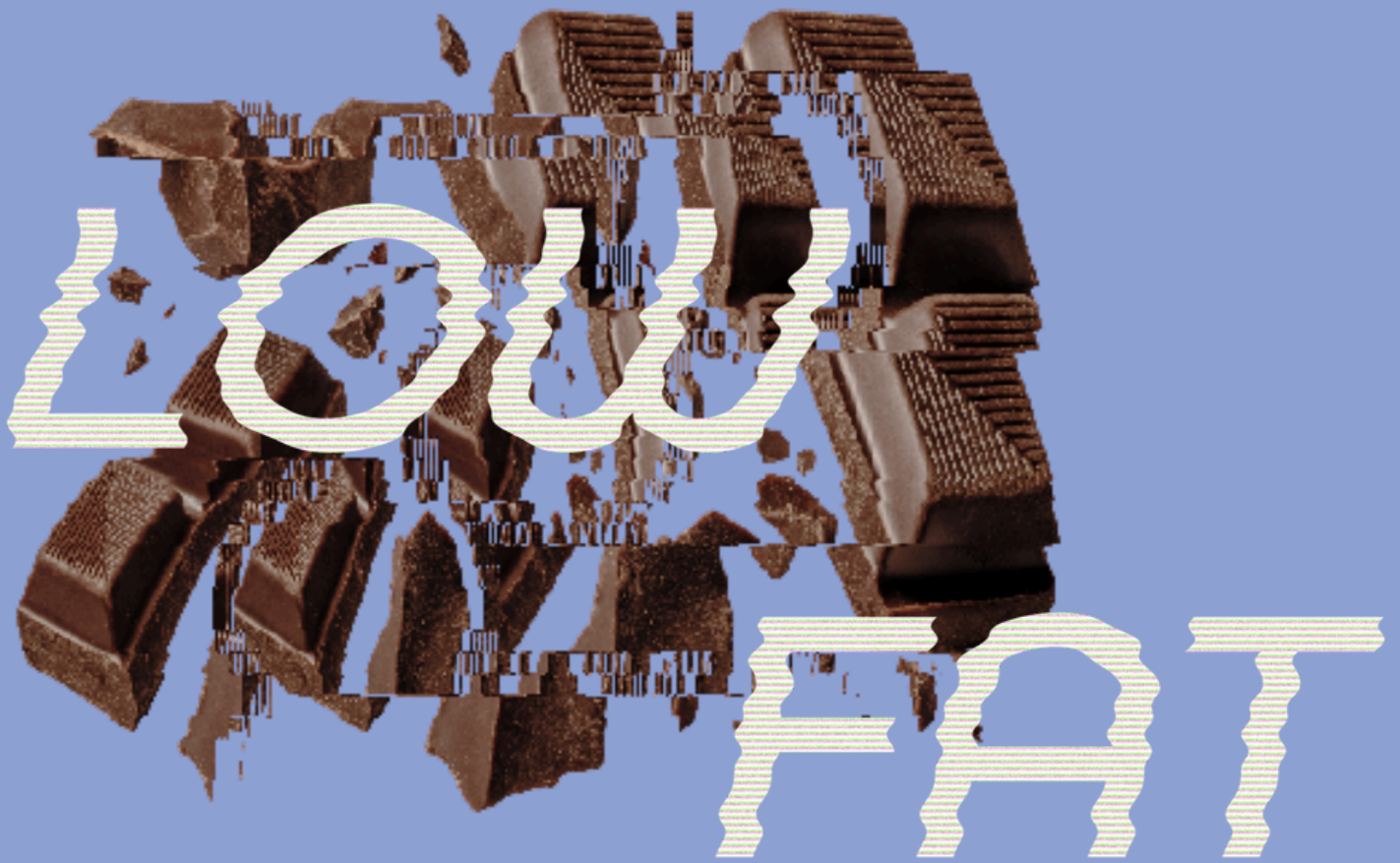
"... may only be made where
at least 12% of the energy
value of the food is provided
by protein." ... based on the
calculation of 4cal/g of protein

For example, in a product
containing 100 kcal and 4g of
protein, the protein provides
16 kcal (16% of total energy).
Therefore, the claim "Source
of protein" can be used.

TIPS: Quantify the amount of protein next to the claim.

LOW FAT

UP TO 3G OF FAT
PER100G



LOW FAT

Claim can be made when product contains no more than
3g of fat per 100g for solids or
1.5g of fat per 100ml for liquids.

Consumer tend to over-generalize the meaning of claims, perceiving a product as healthier than it is. If a consumer learns a product containing a 'low fat' claim has high sugar content, there can be a decrease in purchase intention. Consider avoiding adding this claim if the product is high in sugar content.

SOURCE OF

Vitamins / Minerals



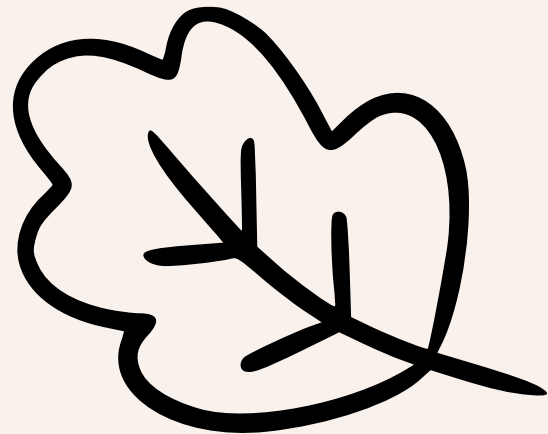
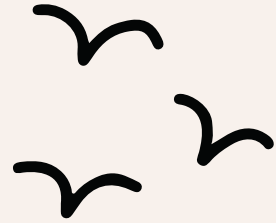
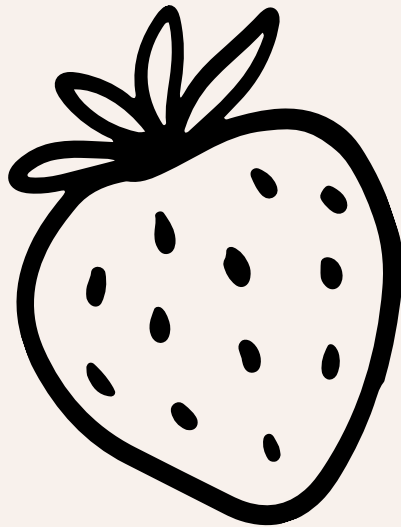
Product has at least 15% of the recommended allowance in 100 g, 100 ml, or per package if the package contains only a single portion.

RECOMMENDED ALLOWANCE: Vitamin A μg 800 • Vitamin D μg 5 • Vitamin E mg 10 • Vitamin C mg 60 • Thiamin mg 1,4 • Riboflavin mg 1,6 • Niacin mg 18 • Vitamin B6 mg 2 • Folacin μg 200 • Vitamin B12 μg 1 • Biotin mg 0,15 • Pantothenic acid mg 6 • Calcium mg 800 • Phosphorus mg 800 • Iron mg 14 • Magnesium mg 300 • Zinc mg 15 • Iodine μg 150

Educate consumers on daily recommended intake and health benefits. Use approved health claims.

LOW IN CALORIES/ENERGY

Product must have less than 40kcal per 100g



Low calorie labels can lead consumers to feel “licensed” to eat larger portions. A low-calorie indulgent product that remains free of additives invites skepticism from some consumers.

Tips

- Display the calorie value near the claim
- Avoid implying broader health benefits
- Thin typeface and lighter colors can reinforce “light” or healthy variants

Low Calories
35g in entire cup

REDUCED [NUTRITION]

At LEAST 30% LESS



Reduced [nutrient] → content cut by $\geq 30\%$ vs. a similar product category average (a range of competitor products including other brands)

Micronutrients → 10% difference vs. reference values

Sodium/salt → 25% difference vs. similar product category

Reduced saturated fat → sat+trans fat combined must be $\geq 30\%$ lower AND trans fat $\leq$ comparator

Reduced sugars → total energy must also be $\leq$ comparator

Comparator can be a single named product only if it's representative of the market (via sampling)

The claim must name what's reduced, the %/absolute value, and what it's compared to

REDUCED SALT
30% LESS SALT
THAN AVERAGE CHIPS

RECOMMENDATIONS

Reduction claims may trigger self-licensing effects and healthy = untasty intuition.

Clearly explain what the reduction is compared to as "average brands" may not be clear.

