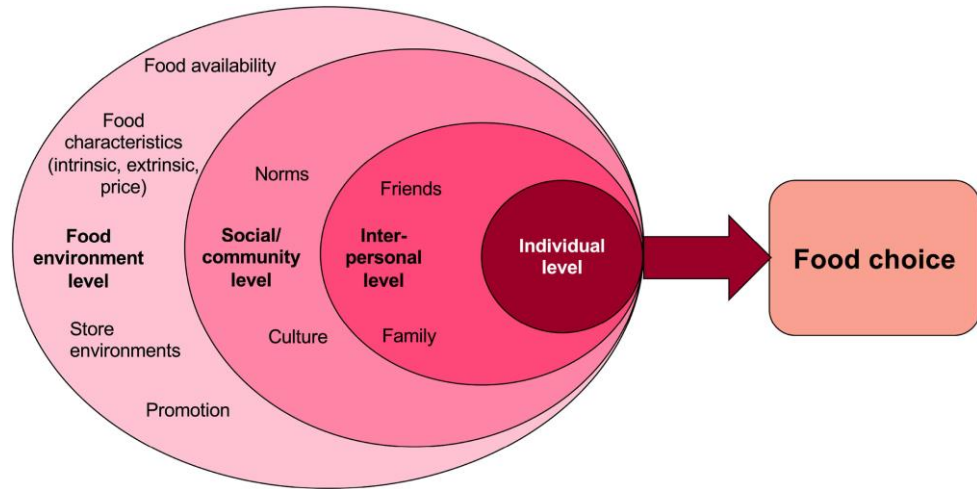


A close-up photograph of a woman with dark, curly hair, smiling and eating a golden-brown, textured snack bar. She is wearing a blue denim jacket over a white lace-trimmed top. The background is slightly blurred, showing what appears to be a kitchen or food preparation area.

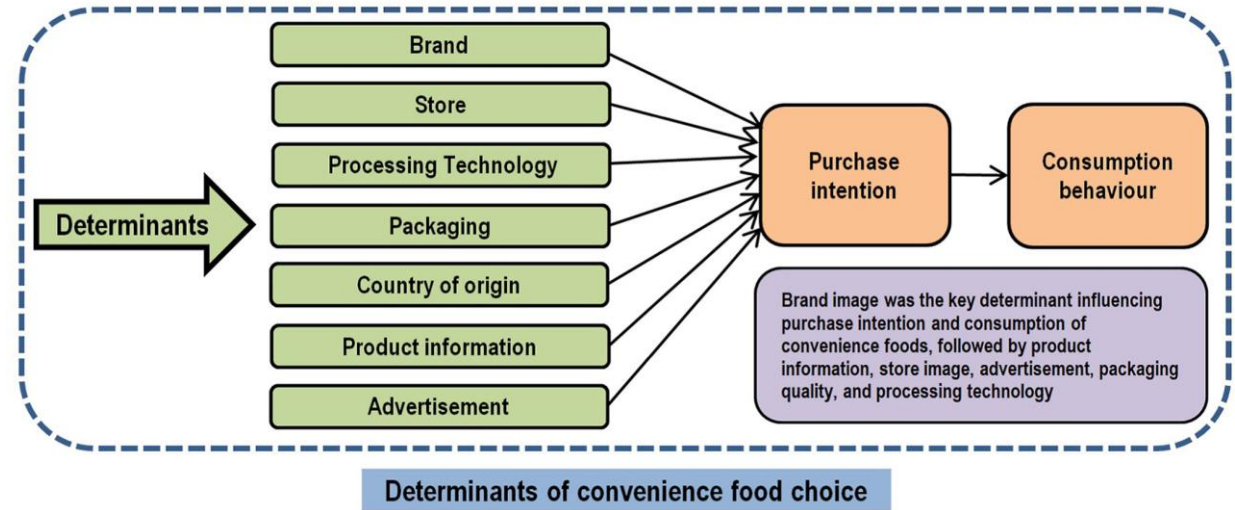
# UNDERSTANDING FOOD LABELS & SERVING SIZES IN PACKAGED FOODS

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# DECODING LABELS: CONSUMER LENS



Ref.: Fredrik Fernqvist, Sara Spendrup, Richard Tellström, *Understanding food choice: A systematic review of reviews*, *Heliyon*, Volume 10, Issue 12, 2024 ([Understanding food choice: A systematic review of reviews – ScienceDirect](#))



Ref. : *Understanding Consumer's purchase intention and consumption of convenience food in an emerging economy: Role of marketing and commercial determinants*, *Journal of Agriculture and Food Research*, Volume 10, 2022 [Understanding Consumer's purchase intention and consumption of convenience food in an emerging economy: Role of marketing and commercial determinants - ScienceDirect](#)

# PRODUCT INFORMATION RESPONSIBILITY

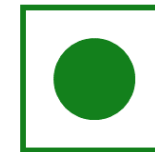
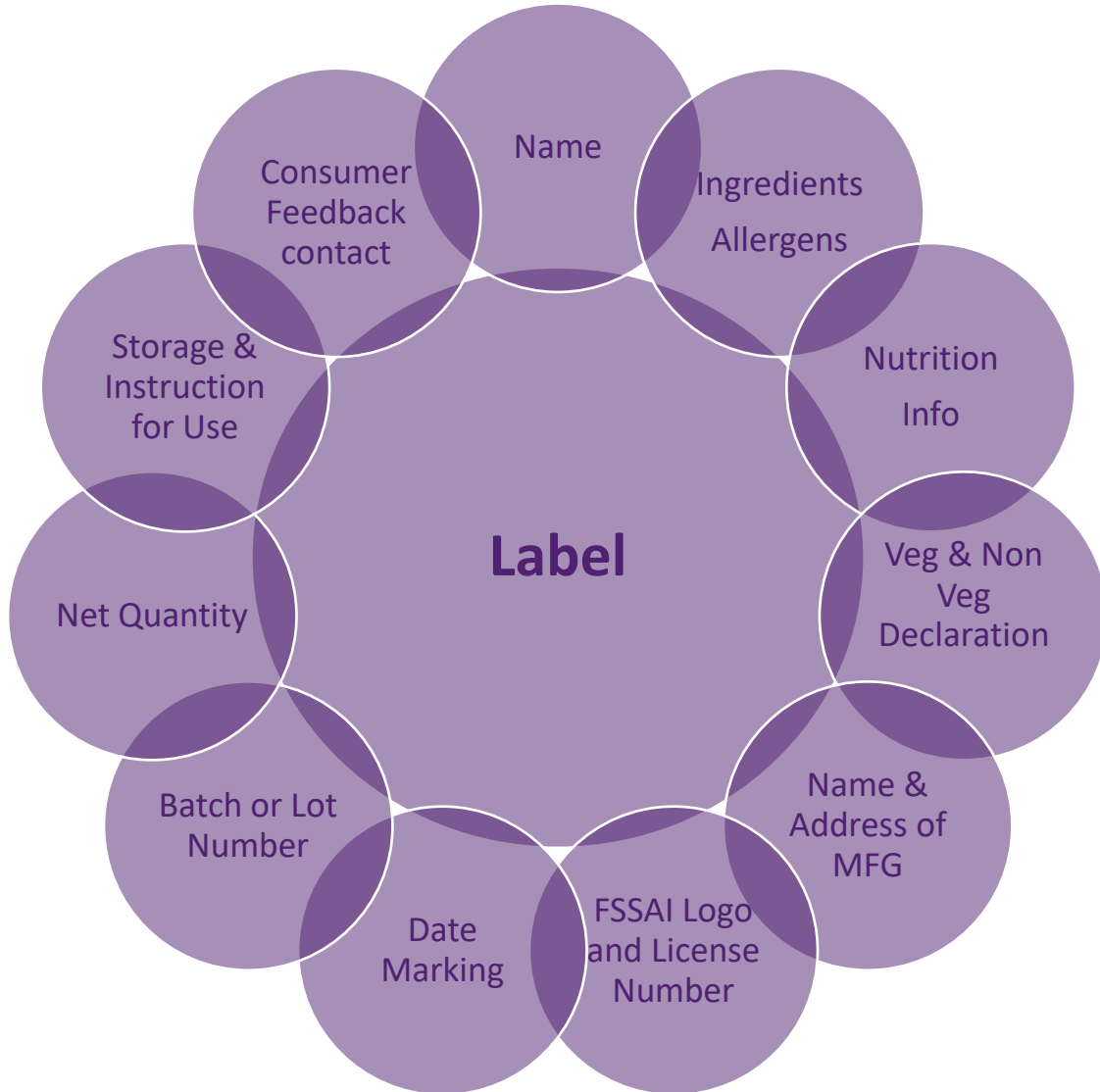


It is the responsibility of REGULATORS and there are regulations in place to ensure consumers are getting relevant information.



It is the responsibility of organizations to provide information for making an informed choice.

# DECODING LABELS: REGULATORY ASSURANCE POINTS



*“Labelling” means any written, printed or graphic matter that is present on the label, accompanies the food or is displayed near the food;*

# DECODING LABEL: INGREDIENTS & ALLERGENS



valid in select geographies.

**INGREDIENTS:** Potato, Edible Vegetable Oil (Palmolein Oil), \*Seasoning (Sugar, Iodised Salt, Milk Solids, \*\*Spices & Condiments, Maltodextrin, Flavour (Natural and Nature Identical Flavouring Substances), Cheese Powder, Hydrolysed Vegetable Protein, Flavour Enhancers (627, 631), Edible Vegetable Oil (Palm, Coconut), Anticaking agent (551).  
\*As flavouring agent. \*\*Contains Onion

**ALLERGEN ADVICE:** Contains Soy, Milk  
May Contain Sulphite

Centre Filled Biscuit. Ingredients: Choco Filling (37%\*) (Sugar, Fractionated Fat, Cocoa Solids (5%\*), Milk Solids, Cocoa Butter, Emulsifier (322), Artificial Flavouring substances (Vanilla & Chocolate)), Refined Wheat Flour (Maida), Sugar, Fractionated Fat, Invert Sugar, Cocoa Solids, Raising Agents (500(ii), 503(ii), 450(i)), Iodised Salt, Emulsifier (322), Natural Flavouring substances.

Allergen Information: Contains Milk, Wheat, Soy.  
May Contain Treenuts, Oats.

**INGREDIENTS:** WHEAT FLOUR (ATTA) (63%), REFINED PALM OIL, SUGAR, WHEAT BRAN (4.7%), LIQUID GLUCOSE, MILK SOLIDS, MALTODEXTRIN, RAISING AGENTS [500(ii) & 503(iii)], IODISED SALT, EMULSIFIERS [322(i), 471 & 472e], NATURAL, NATURE IDENTICAL & ARTIFICIAL (VANILLA) FLAVOURING SUBSTANCES, MALT EXTRACT AND DOUGH CONDITIONER (223).  
(Numbers in brackets as per International Numbering System)  
CONTAINS WHEAT, MILK, SOYA, BARLEY AND SULPHITE.

**1 Ingredient list:** This lists all the ingredients that are used in the manufacture of food in descending order of their composition by weight or volume.

**2** FSSAI sets food product standards and usage of additives into different food categories along with its maximum limit. Additives safety assessment is mandated by scientific bodies like Codex- JECFA/ EFSA.

**3** JECFA evaluates the safety of food additives basis Risk assessment/ safety evaluation , exposure assessment.

**4** FSSAI mandates to declare the 8 major ingredients that trigger food allergies. These are- Cereals containing gluten -Crustacean -Milk -Egg - Fish -Peanuts and tree-nuts -Soyabeans and sulphite.

**5** Additional Declaration for ingredients Polyols, sweeteners, Polydextrose etc.

# DECODING LABEL: NUTRITIONAL INFORMATION

- The labelling regulation has been reviewed in 2020 and an elaborated N.I. requirements are set by authority for foods.
- Nutrition labels provide important information about the calorie content, macronutrients and micronutrient content of the food product.
- Nutritional information is decided basis internal robust processes by organization.
- By reading nutrition labels, consumers can make informed choices.

<b>Nutritional facts</b> approx values <b>No. of Servings per pack: 10</b>	per 100g	40g serving	%RDA per serv.*
Energy (Kcal)	418	167	8.4
Protein (g)	13.0	5.2	8.7
Carbohydrates (g)	70.0	28.0	21.5
Added Sugar** (g)	4.8	1.9	
Dietary Fibre (g)	7.4	3.0	7.4
Fat (g)	9.5	3.8	12.7
Saturated fatty acids (g)	1.9	0.8	
Monounsaturated fatty acids (g)	3.1	1.2	
Polyunsaturated fatty acids (g)	4.5	1.8	
Omega-3 (Alpha linolenic†) (g)	1.3	0.5	
Transfat (g)	0.0	0.0	
Cholesterol (mg)	0.0	0.0	
Sodium (mg)	61.2	24.5	1.2

\*As per Recommended Dietary Allowances (RDA) by ICMR.  
[Energy, Protein, Sodium, Fibre, Carbs, Fat and Sat. Fat] are % RDA per serve based on a 2000 kcal diet. \*\* Sucrose.  
†Alpha Linolenic Acid (ALA) contributes to the maintenance of normal blood cholesterol levels.

# DECODING LABEL: SERVE SIZE N.I.

## Authority ensures

- Information about serving size nutritional information is also on the label
- Serve size nutrients and its relevance to RDA requirement is also given to make informed choices.

*Serve Size: means an amount of food customarily consumed per eating occasion or as defined on the label which is expressed in metric unit.*

*“Recommended dietary allowances (RDA)” means the average daily dietary nutrient intake level sufficient to meet the nutrient requirement of nearly all (97 to 98 per cent.) healthy individuals in a particular life stage and gender group.”*

*Per serve percentage (%) contribution to Recommended Dietary Allowance calculated on the basis of 2000kcal energy, 67 g total fat, 22 g saturated fat, 2 g trans fat, 50 g added sugar and 2000 mg of sodium (5 g salt) requirement for average adult per day.*

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# DECODING LABEL: CLAIMS ARE REGULATED

Claim: assertion that something is true. Claims serve as a means of communication between manufacturers and consumers, helping buyers make informed choices about the foods they purchase.

FSSAI



## Food Safety and Standards (Advertising and Claims) Regulations, 2018

Advertising and Claims regulations are aimed at establishing fairness in claims and advertisements of food products.

Make FBO accountable for such claims /advertisements to protect consumer interests.

Has set criteria for the different claims\*

Misleading advertisement not complying with these regulations would be penalised with a fine extending up to Rs ten lakh, as per Section 53 of the Food Safety and Standards Act 2006.

ASCI



## Advertising Standards Council of India

A voluntary self-regulatory council to promote responsible advertising & to enhance public confidence in advertisements.

To ensure Advertisements are not offensive to generally accepted standards of public decency.

To safeguard against the indiscriminate use of advertising for the promotion of products regarded as hazardous to society or to individuals.

Advertisements observe fairness in competition so as to inform the consumer on choices in the marketplace while observing the canons of generally accepted competitive behaviour in business.

CCPA



उपभोक्ता मामले विभाग  
DEPARTMENT OF  
CONSUMER AFFAIRS

## Consumer Protection Act, 2019

An Act to provide for protection of the interests of consumers and for the said purpose, to establish authorities for timely and effective administration and settlement of consumers' disputes and for matters connected therewith or incidental thereto.

In general , the consumer rights in India are listed below,

Right to safety, Right to Informed, Right to Choose, Right to be Heard, Right to seek redressal , Right to consumer Education

# DECODING LABEL: CLAIMS ARE REGULATED

*General Principles: Advertisements in respect of a food product that undermines the importance of healthy lifestyles or portrays the food product as a complete replacement of normal meal are not permitted. Further, food businesses are also prohibited to advertise or make claim undermining the products of other manufacturer so as to promote their own food products or influence consumer behaviour.*

## CLEAR DEFINITIONS

### ADVERTISEMENT

*“advertisement” means any audio or visual publicity, representation or pronouncement made by means of any light, sound, smoke, gas, print, electronic media, internet or website and includes any notice, circular, label, wrapper, or other documents*

### CLAIMS

*“claim” means any representation which is printed, oral, audio or visual and states, suggests, or implies that a food has particular qualities relating to its origin, nutritional properties, nature, processing, composition or otherwise*

## SET CRITERIA

**Nutrient Content Claim** – Describes the level of nutrient content (*Vitamins & minerals 15%RDA*)

**Nutrient Comparative Claim** – Compares the nutrient level of 2 or more foods (*difference in content is at least 25% compared to a similar product*)

**Equivalence Claims** – Describes that food contains same amount of nutrient or equivalent source of nutrient or the nutrient in the food is same level as the naturally occurring reference food nutrient.

**Non – addition claims** which covers non-addition of sugars, non addition of sodium salts and non addition of additives.

**Health claims** – Nutrient Function claim – promotion of normal growth/development  
Other function claim – modifying/preserving health. Reduction of disease risk claims – Significantly altering major risk factors.

## CHECK POINTS

### FBOs making claims need to assure:

The claim that a food has certain nutritional or health attributes shall be scientifically substantiated by validated methods of characterising or quantifying the ingredient or substance that is the basis for the claim

### Validation of claims:

- By product construct, Relevant testing, Scientific & Technical substantiation
- Information gets updated as and when required with evolving science.



# KEY TAKE AWAY



Label Information



Empowering  
Consumers to  
make right  
choices

Simplification of consumer centric  
information on label



**THANK YOU**