

Facts Up Front: Nutrition Facts Panel Simplified

According to extensive consumer research, shoppers want factual information about the products they purchase in an easy-to-read and easy-to-find format. They prefer to be trusted and empowered to decide for themselves what to eat and what to limit. Further, the Nutrition Facts Panel is a credible, government-regulated source of nutrition information.

Facts Up Front is a voluntary label used by an increasing number of food manufacturers and retailers. Facts Up Front takes the most important information from the Nutrition Facts Panel and places it on the front of the package, allowing consumers to access the information they need quickly and easily.

- Facts Up Front shows calories per serving and information on three nutrients to limit in the diet: saturated fat, sodium and sugar.
- Facts Up Front labels may also have information on one or two nutrients that should be consumed as part of a healthy diet. These “encouraged” nutrients will only appear on a package if the product contains more than 10 percent of the daily value per serving of the nutrient and meets the FDA requirements for a “good source.”

For more information about Facts Up Front, including consumer resources and an interactive label, visit www.FactsUpFront.org.

| Nutrition Facts | |
|---|------------------------------|
| Serving Size 1 cup (244g) | |
| Amount Per Serving | |
| Calories 140 | Calories from Fat 45 |
| %Daily Value* | |
| Total Fat 5g | 8% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 30mg | 10% |
| Sodium 410mg | 17% |
| Potassium 1,000mg | 29% |
| Total Carbohydrate 15g | 5% |
| Dietary Fiber 2g | 8% |
| Sugars 5g | |
| Protein 9g | |
| Vitamin A 20% | Vitamin C 0% |
| Calcium 20% | Iron 0% |
| * Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs: | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carb | 300g 375g |
| Dietary Fiber | 25g 30g |

