

READ B4 U EAT

FOOD LABEL READING INFORMATION KIT



NATIONAL INSTITUTE OF NUTRITION

(Indian Council of Medical Research)

Ministry of Health and Family Welfare

Govt. of India,

Tarnaka, Hyderabad

Developed under project:

**Effect of school based communication intervention on
reading of food labels among urban adolescents**

READ B4 U EAT

Read label to know what's inside the pack

Label tells you about the ingredients, nutrients, shelf life, manufacturer's details and much more



You are what you eat!
CHOOSE WISELY



OBESITY AND HEALTH PROBLEMS



When the balance is not right...

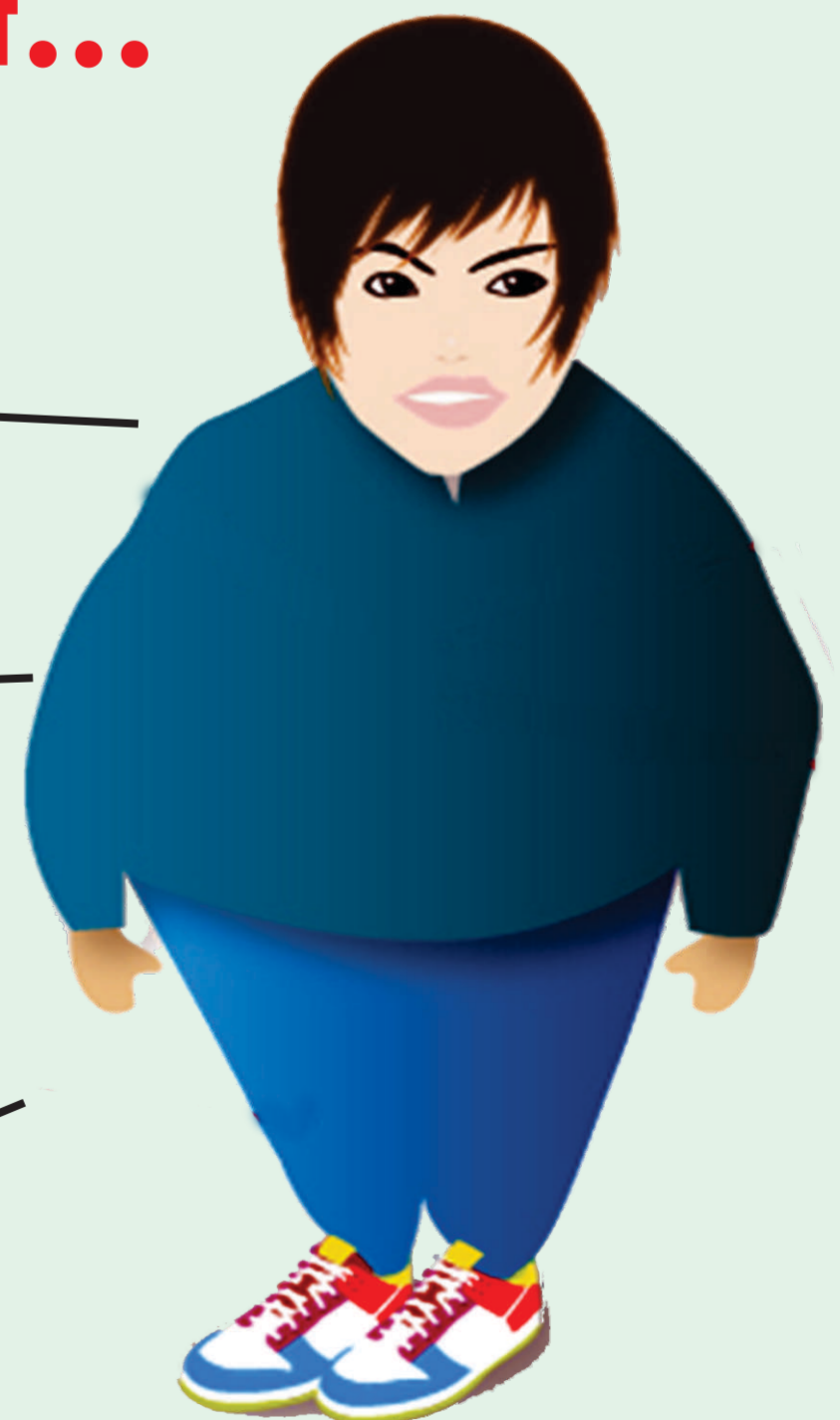
Hypertension

Heart Disease

Diabetes

Cancer

Fat esp. saturated fatty acid, trans fat, Sodium and free sugars can be major causes of such diseases



THE FRONT OF PACK LABELLING

Brand Name



Product image

**Vegetarian/
Non-veg.
symbol**

Specific claims



KNOW WHAT ELSE IS THERE ON THE LABEL

Weight ←

Price ←

Manufacturing date ←

Manufacturing Address & customer care details ←

NUTRITIONAL INFORMATION	(After popping)	Quantity (Approx.) per 100g
Energy (kcal)		520
Protein (g)		5
Carbohydrate (g)		61
Sugar (g)		0
Dietary Fibre (g)		11
Fat (g)		28
Saturated Fatty Acids (g)		13
Unsaturated Fatty Acids (g)		4
Trans Fatty Acid (g)		11
Cholesterol (mg)		0
Sodium (g)		1.0

2 Minutes to Great Taste

Good to know
MAGGI Magical Masala Noodles provides 18% RDA* of Calcium. It is a source of fibre and contains real vegetables.

Good to remember
Make your noodles more nutritious and delicious by adding fresh vegetables / paneer.

Good to talk
Nestlé Consumer Services
P.O. Bag No.2, New Delhi - 1 Call: 0124 4121212
Email: ConsumerServices@in.nestle.com

NUTRITIONAL COMPASS™
*Reg. Trademark of Société des Produits Nestlé S.A.
*RDA of Adult sedentary male as per *Nutrient Requirement and Recommended Dietary Allowances for Indians™, ICMR 2010

Shelf life
Best before date
After which Nutrient or taste or flavour may get compromised

Expiry date
After which food becomes unsafe for consumption

Allergen Information
May contain traces of milk, mustard, nuts, soya, egg etc. that could cause allergy to some people.

Storage Details
How to store the food to retain its quality

Cooking Methods
How to cook the food

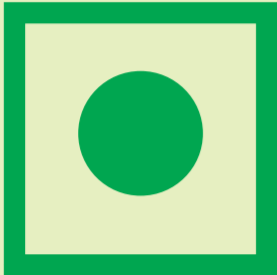
COOKING INSTRUCTIONS

- Empty the contents into a deep, thick - bottomed pan or pressure cooker.
- Cover with a lid. LEAVE A SMALL GAP FACING AWAY FROM YOU. ALLOW STEAM TO ESCAPE.
- Cook on medium flame. Shake utensil until popping slows down to 1-2 secs. between pops.
- Hot 'n' Fresh Popcorn ready in just 3 minutes! Empty utensil immediately after popping. Enjoy!

FOOD LABELLING SYMBOLS YOU MUST KNOW

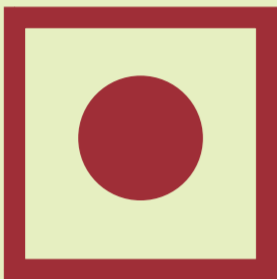
Mandatory Symbols

What they mean?



Vegetarian food

The food is vegetarian in nature



Non-vegetarian food

The food is non-vegetarian in nature. Contain atleast one ingredient from animal source.

Quality Symbols

On which foods we can see them?



AGMARK

**Agricultural products like masalas, spices and ghee
It's not a mandatory or compulsory labelling**

APPROVED BY :



Indian Standard Institute

Quality symbol for certain foods but mandatory for bottled water



Lic No: 1241300XXXXXXX

Look for this symbol to know whether the manufacturer is licensed or not



National Institute of Nutrition (ICMR)
Hyderabad

KNOW WHAT YOUR FOOD IS MADE OF

CHECK INGREDIENTS

Cross check the claim with ingredients

Foods displayed on the pack should be mentioned in the ingredients

Also see information related to additives in food (Colour, preservatives etc.)



Mfd. By: PEPSICO INDIA HOLDINGS PVT. LTD.
(Frito-Lay Division)

ADDRESS: C-5, MIDC, Ranjangaon, Taluka Shirur,
Pune – 412 220, MAHARASHTRA

INGREDIENTS: Potato flakes (47%), Wheat flour,
Edible starch, Edible Vegetable oil, Sugar, **Spices &
Condiments (Onion Powder, Paprika extract, Chilli
powder, Garlic powder, Cinnamon powder, Ginger
powder, Clove powder), Salt, Antioxidant (322), Tomato
powder (0.6%), Citric acid, Natural colours (160b,150c)

**CONTAINS PERMITTED NATURAL COLOURS AND
ADDED FLAVOUR (NATURAL AND NATURE
IDENTICAL FLAVOURING SUBSTANCES)**

** Used as natural flavouring agent.

"TOMATO FLAVOUR POTATO CRISPS"
(PROPRIETARY FOOD)

**PROPRIETARY FOOD
Instant Noodles with
TASTEMAKER®**

INGREDIENTS:
NOODLES: Wheat flour, Edible vegetable oil, Salt,
Wheat gluten, Mineral (Calcium carbonate) and Guar gum.
TASTEMAKER®: Sugar, Carrot (14.1%), Hydrolysed
groundnut protein, Fried noodle bits {(9% (Wheat flour,
Edible vegetable oil, Salt, Wheat gluten, Mineral (Calcium
carbonate) and Guar gum)}, Salt, Cabbage (7.0%),
Noodle powder {(6.5% (Wheat flour, Edible vegetable
oil, Salt, Wheat gluten, Mineral (Calcium carbonate) and
Guar gum)}, Mixed spices {(5.9% of which Red chilli
(3.4%), Paprika (1.1%), Fenugreek, Turmeric, Kasuri
methi leaves (0.3%), Star anise and Oregano (0.1%)},
Onion powder (5%), Edible starch, Garlic powder (3.5%),
Mineral (Potassium chloride), Edible vegetable oil,
Spinach (1.1%), Green onion (1.1%), Flavour enhancer
(635), Softening agent 500(ii) and Soyabeans.

**CONTAINS ADDED NATURE
IDENTICAL AND ARTIFICIAL SAVOURY
FLAVOURING SUBSTANCES.**

Marketed By: BRITANNIA INDUSTRIES LTD., 5/1A HUNGERFORD STREET, KOLKATA 700 017
(A WADIA Enterprise)

Contact: Executive, Consumer Care Cell. Ph: 1-800-4254449 (Toll Free) @ Britannia Gardens, Old
Airport Road, Vimanapura, Bangalore - 560017. Visit us: <http://www.britannia.co.in/talktous.htm>

For Mfg. unit address, read the last two characters of the "LOT No." and see address panel.
12 - INDIAN FOODS PVT. LTD., RIVERSIDE, TIRUPPUVANAM 630 611 • 38 - INTERNATIONAL BAKERY PRODUCTS LTD.,
P.O.: T.C. BALAM 605 111 • 85 - BADAMI FOODS, SURVEY NO. 74 & 75, MADHUBAN COLONY ROAD, KATTEDAN, HYDERABAD 500 077
91 - BRITANNIA INDUSTRIES LTD., 15, TARATOLA ROAD, KOLKATA 700 088 • D0 - PARAMOUNT NUTRITIONS
INDIA PRIVATE LTD., No. 22 A AND 22 B, BIDADI INDUSTRIAL AREA, RAMANAGARA TALUK 562 109 • H0 - MANNA FOODS PVT. LTD.,
NAGARI, AYYANKOTTAI PO., TANNICHAM (VIA), MADURAI 625 221

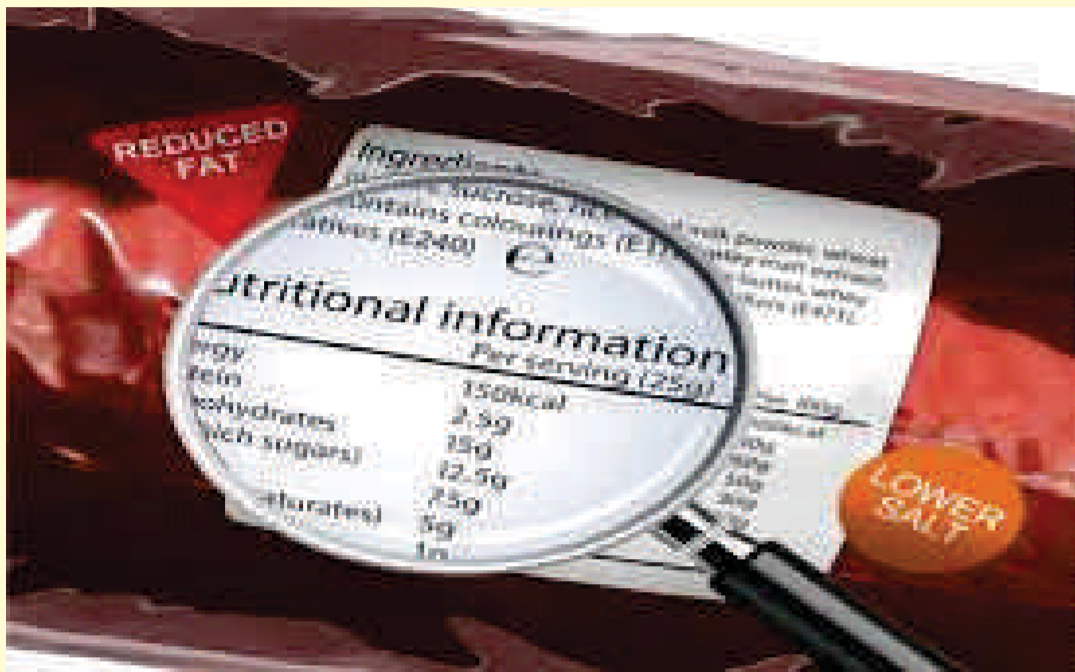
INGREDIENTS: REFINED WHEAT FLOUR (56%), SUGAR, EDIBLE VEGETABLE OIL, MILK SOLIDS (2.0%), INVERT SYRUP, RAISING
AGENTS [500(ii), 503(ii)], SALT, EMULSIFIERS (322, 471), CALCIUM SALT, FERROUS SALT, VITAMINS AND POTASSIUM IODATE.
(Numbers in brackets as per International Numbering System)
CONTAINS ADDED FLAVOURS (ARTIFICIAL FLAVOURING SUBSTANCES - BUTTER & VANILLA)

BEST BEFORE 6 MONTHS FROM PACKAGING

LOT No. 15/03/14
PKD. A031485



KNOW IMPORTANT NUTRITION INFORMATION



NUTRIENT DECLARATION

Nutrition information is provided as per 100gm or per 100ml or per serving.

Nutritional Information

Carbohydrate

Fat

Protein

Total saturated fat

(if content is $>0.5\%$)

NUTRITIONAL INFORMATION (After popping)	Quantity (Approx.) per 100g
Energy (Kcal)	530
Protein (g)	6
Carbohydrate (g)	59
- Sugar (g)	0
- Dietary Fibre (g)	12
Fat (g)	30
- Saturated Fatty Acids (g)	16
- Poly unsaturated Fatty Acids (g)	4
- Mono unsaturated Fatty Acids (g)	10
- Trans Fatty Acid (g)	0
Cholesterol (mg)	0
Sodium (g)	0.6

NUTRITIONAL INFORMATION (APPROX.):		
		Per 100g
Energy	kcal	459
Protein	g	7.4
Carbohydrate	g	72.7
Sugars	g	8.7
Fat	g	15.4

Information on sodium content is not mandatory but knowledge of its presence helps

Nutritional Information PER 100g	
Energy (kcal)	399
Protein (g)	9.0
Carbohydrate (g)	58.9
Sugar (g)	1.6
Fat (g)	14.2
Calcium (mg)	150.0
Potassium (mg)	278.3
Dietary Fibre (g)	3.1

HEALTH CLAIMS

Health claim means any claim that suggests relationship exists between a food and health.

Health claims can be of three types:

- Nutrient function claims
- Disease risk reduction claim
- Other function claims



NUTRITION CLAIMS

Nutrition claim means any claim which shows that a food has particular nutritional properties.

Nutrition comparative claims

Nutrition content claims



100 gms of Milk Bikis contains	You would find the same in
Vitamin B1	400g Papaya
Vitamin B6	100g Raisins
Vitamin B12	100ml Cow's Milk
Vitamin D	100ml Cow's Milk
Iron	500g Spinach

ENERGY 4 BISCUITS ≈ GLASS OF MILK **ENERGY**

^1 glass (175 ml) cow's milk
Reference NIN, 2007

Nutrition comparison can be done with only similar foods in similar amounts

IT'S ALL IN THE LABEL

Brand Name

Vegetarian symbol

Price

Manufacturing date

Weight

Cooking methods

Best before date

Product image

Nutrition Information

3 minutes Hot 'n' Fresh Popcorn

NO. 1 IN THE WORLD

POPCORN

CHILLI SURPRISE

Rs. 10/-

Net Wt: 35 g

B. No: 35319250 MFD: 07SEP2013

Instant Popcorn: Ready to Cook Corn Product
A PROPRIETARY FOOD
ACT II and movie marquee logo are registered trademarks of ConAgra Brands Inc., USA.

BEST BEFORE EIGHT MONTHS FROM MANUFACTURE

8 901512 540409

See top panel for: MRP (inclusive of all taxes), Net Quantity (in g), Batch No. and Date of Manufacture

For Suggestions/Complaints, contact Consumer Care Cell, Agro Tech Foods Ltd., 31, S.D. Road, Secunderabad: 500003 (AP), India or e-mail us at feedback@atfoods.com or call 1800 425 2903/0 99595 52903 or visit our website www.atfoods.com

Manufactured for: Agro Tech Foods Ltd. an affiliate of:

ConAgra Foods
Food you love

31, Sarojini Devi Road, Secunderabad: 500 003 (AP).

For Manufacturing and Packaging unit address, please read the first two or three characters of the Batch Code as applicable with reference to below:

AJ / 353 } Agro Tech Foods Ltd., Khasra 66/1, Narain Nagar Ind. Estate, Hempur Ismail (V), Bazpur Road, Kashipur: 244713 (UK).
AK } Rukvkeer Food Products, Plot # 51-53, 56-58, Nandigaon (V), Shadnagar (M), Kothur: 509210 (AP).
381 } Rukvkeer Food Products Pvt. Ltd., Plot # 51-53, 56-58, Nandigaon (V), Shadnagar (M), Kothur: 509210 (AP).
106 } Agro Tech Foods Ltd., Plot No. 902/2, GIDC, Jhagadia: 393110, Dist. Bharuch, Gujarat.

COOKING INSTRUCTIONS

1. Empty the contents into a deep, thick-bottomed pan or pressure cooker.
2. Cover with a lid. LEAVE A SMALL GAP FACING AWAY FROM YOU. ALLOW STEAM TO ESCAPE.
3. Cook on medium flame. Shake utensil until popping slows down to 1-2 secs. between pops.
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- Sugar (g)	0
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Fat (g)	30
- Saturated Fatty Acids (g)	16
- Polyunsaturated Fatty Acids (g)	4
- Mono unsaturated Fatty Acids (g)	10
- Trans Fatty Acid (g)	0
Cholesterol (mg)	0
Sodium (g)	0.6

INGREDIENTS: Popping Corn, Edible Vegetable Oil, Iodised Salt, Spices and Condiments.

KNOW WHY FOOD LABELS ARE IMPORTANT

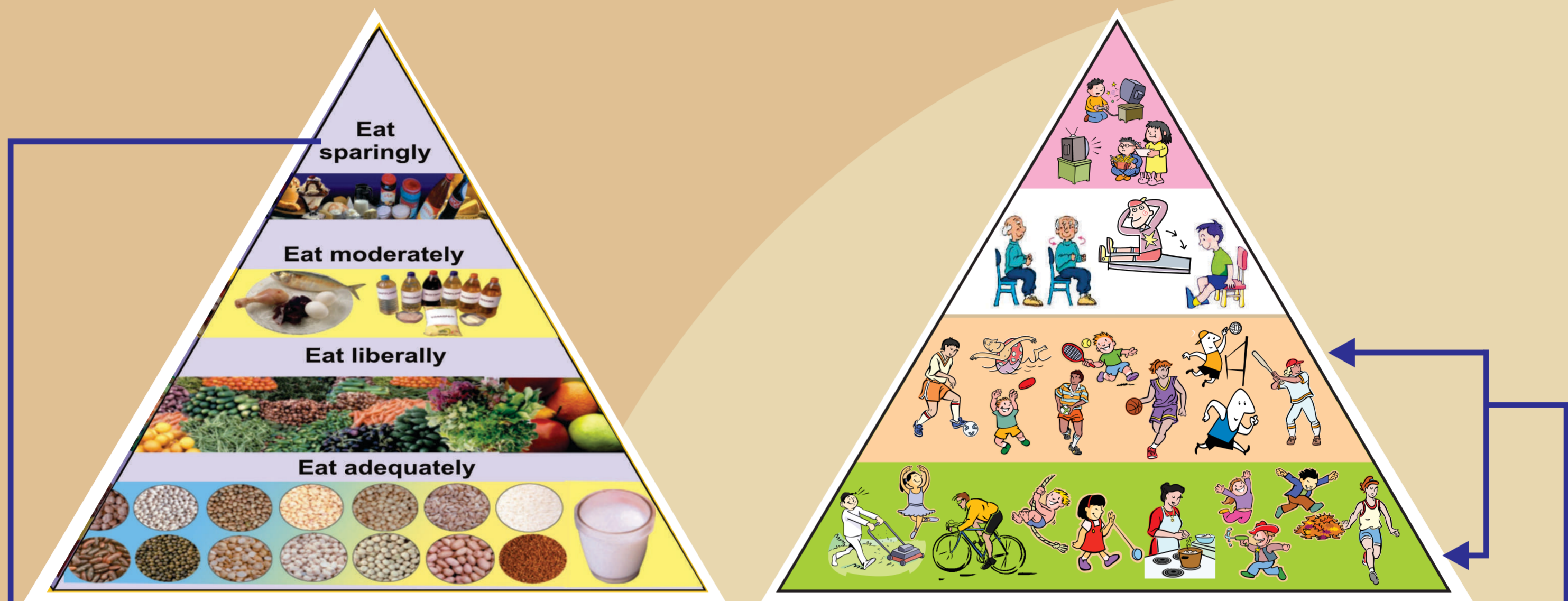
**We all consume packed foods.
Imagine them without any
information on their packs**



Will you know what's inside?



KNOW WHAT TO EAT & HOW TO SPEND ENERGY



→ Say **NO** to **H**igh **F**at **S**odium **S**ugar foods



Be **Physically Active** →