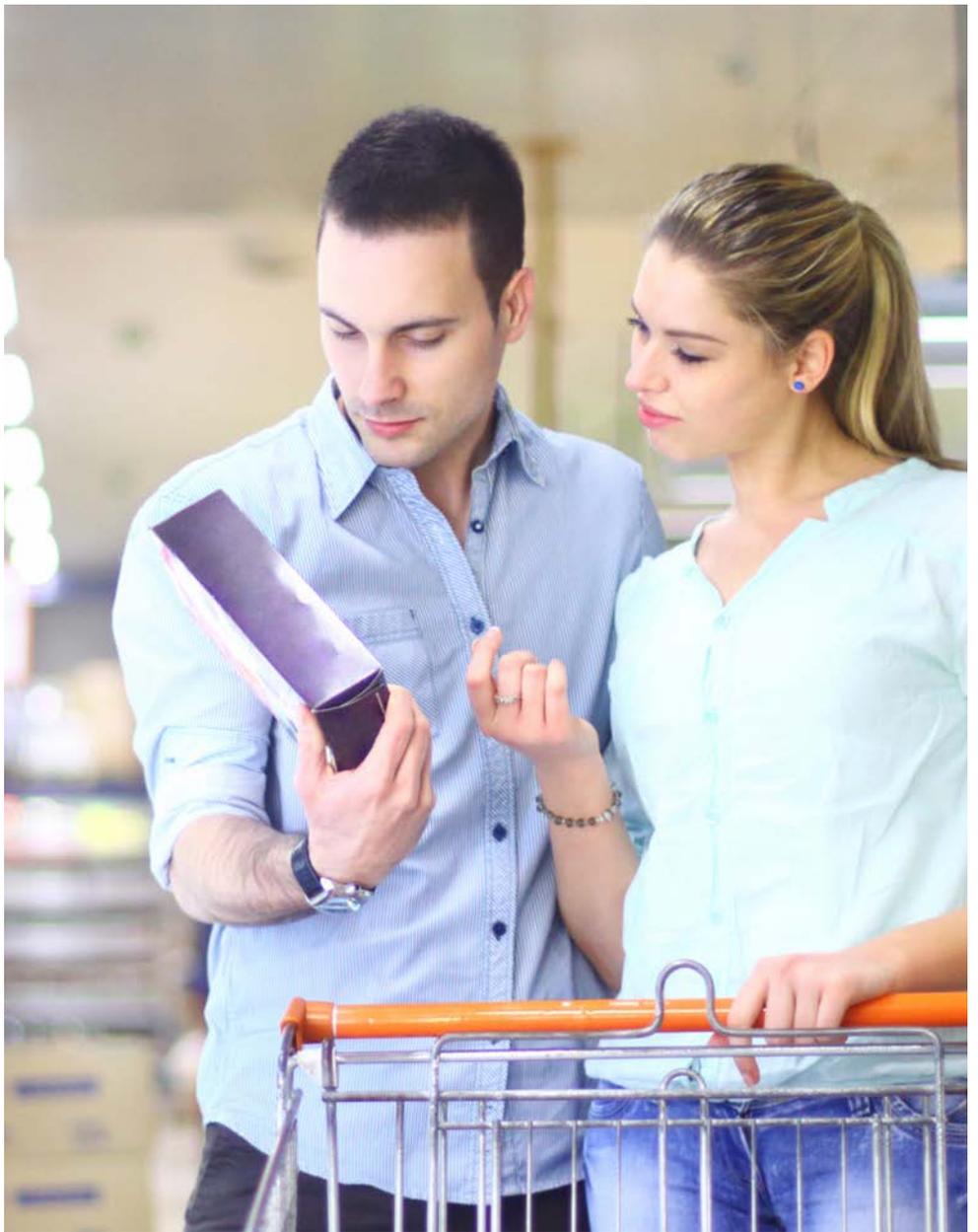


Kellogg's



**A FRESH
LOOK
FOR FOOD
LABELS**



The background of the page features a wooden surface. In the top right, there is a white bowl filled with dark brown ground coffee. In the bottom right, there is a light-colored bowl filled with fresh raspberries. On the left side, there is a bowl containing a mix of cereal, including bran flakes and clusters, topped with several fresh raspberries.

Understanding the New Nutrition Facts Label

The Nutrition Facts label has recently received its most substantial update in two decades. At first glance, the new label may not seem all that different, but if you look closely you'll notice that it's been improved to provide more helpful nutrition information that realistically reflects the way we eat today.

As these labels are phased in by 2018 you can expect to see more user-friendly labels appearing on food packages everywhere. The new labels will have a greater focus on calories and serving size, new information indicating how much sugar is added, as well as an increased focus on nutrients that many Americans need more of.

At Kellogg's[®], we would like to help you navigate these changes as you help people make the healthiest, most nutritious food choices possible.

NEW LABEL

Serving Per Container

Because estimating the number of servings in a package can be confusing for people, servings per container has been moved up to the very top of the label and is displayed in larger type. This is illustrated here on the label for *Kellogg's Raisin Bran*® cereal.

Serving Size

Serving size has been overhauled with easier-to-read, bigger, bolder type. To better reflect what people actually eat, serving sizes for some foods, such as bagels, muffins and cereal, have also been revamped. There are three allowable serving sizes for ready-to-eat cereal, depending on its density.

Calories

Most people know that keeping calories in check is key for maintaining a healthy body weight. A larger font and bolder type makes the updated calorie figure more prominent and simpler to read. Research indicates that the kind of fat we eat is more important than the total amount.¹ (FDA) As a result, calories from fat has been removed.

Vitamins and Minerals

Two new mandatory nutrients, Vitamin D and potassium, have been added as consumers fall short of both of these nutrients. Vitamins A and C are no longer mandatory to be listed.

Nutrition Facts

About 9 servings per container	
Serving size	1 Cup (59g)
Amount per serving	
Calories	190
	% Daily Value*
Total Fat 1g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 210mg	9%
Total Carbohydrate 46g	17%
Dietary Fiber 7g	25%
Total Sugars 18g	
Includes 9g Added Sugars	18%
Protein 5g	
Vitamin D 4mcg	20%
Calcium 25mg	0%
Iron 4.4mg	20%
Potassium 390mg	8%
Thiamin	10%
Riboflavin	10%
Niacin	10%
Vitamin B ₆	10%
Folate 80mcg DFE (48mcg folic acid)	20%
Vitamin B ₁₂	10%
Phosphorus	20%
Magnesium	20%
Zinc	10%
Copper	10%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Updated Daily Values

The Daily Values for nutrients like sodium, fiber and vitamin D have all been updated to reflect either current recommendations or recent scientific research. For example, the Daily Value for sodium has decreased slightly from 2,400 milligrams to 2,300 milligrams.

Dietary Fiber

The Daily Value for fiber has increased from 25 to 28 grams. There is also a new definition for fiber and only fiber meeting the new definition may be included in grams on the label.

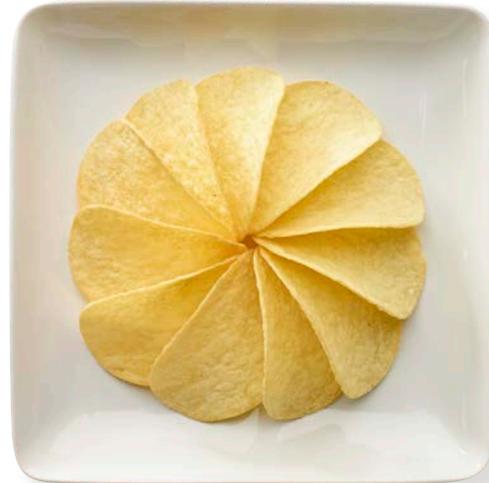
Total and Added Sugars

Sugar can be naturally present in foods such as raisins, while other times it's functionally added to provide taste, color or texture. The new label includes added sugars under the total sugars figure to give people more information to manage their food choices.

It's helpful to remember that added sugars can be part of a balanced diet. In fact, the Food and Drug Administration has acknowledged that some foods, including yogurt and cereal contain significant amounts of beneficial nutrients, as well as added sugar. Right now the typical American consumes about 13% of their calories from added sugars, while dietary guidelines recommends less than 10% of calories from added sugar.

Better Clarity on Package Size

Even though we might not realize it, the size of a food's package can influence how much we eat or drink. For some smaller packages of food, it can be easy to consume the entire package in one sitting. Small packages of food that contain up to two times the standard serving size will now be labeled as a single serving. In addition, packages containing between two and three times the standard serving size will feature an additional column of nutrition information to show the nutrient content for both the standard serving size and the entire package.



Nutrition Facts				
Approx. 16 crisps				
Serving size			1 oz. (28g)	
	Per serving		Per can	
Calories	150		360	
	% DV*		% DV*	
Total Fat	9g	12%	22g	28%
Saturated Fat	2.5g	13%	6g	30%
Trans Fat	0g		0g	
Cholesterol	0mg	0%	0mg	0%
Sodium	160mg	7%	370mg	16%
Total Carb.	16g	6%	37g	13%
Dietary Fiber	<1g	3%	2g	7%
Total Sugars	0g		1g	
Incl. Added Sugars	0g	0%	0g	0%
Protein	1g		3g	
Vitamin D	0mcg	0%	0mcg	0%
Calcium	0mg	0%	7mg	0%
Iron	0.1mg	0%	0.4mg	2%
Potassium	125mg	2%	300mg	6%

Single
Serving

Entire
Package

1. U.S. Food and Drug Administration. "Final Rules to Update the Nutrition Facts Label." <http://www.fda.gov/downloads/Food/NewsEvents/WorkshopsMeetingsConferences/UCM508389.pdf>

2. U.S. Food and Drug Administration. "The New and Improved Nutrition Facts Label – Key Changes." <http://www.fda.gov/downloads/Food/IngredientsPackagingLabeling/LabelingNutrition/UCM511646.pdf>

3. U.S. Food and Drug Administration. "Changes to the Nutrition Facts Label." <http://www.fda.gov/Food/GuidanceRegulation/GuidanceDocumentsRegulatoryInformation/LabelingNutrition/ucm385663.htm>