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# Food labels

## Food and Nutrition



### FOOD LABELLING: COLOUR-CODING EXPLAINED

Amount of each nutrient in 100g of food

	HIGH	MEDIUM	LOW
(TOTAL) SUGARS	over 22.5g (over 27g/portion*)	between 5g and 22.5g	5g and below
FAT	over 17.5g (over 21g/portion*)	between 3g and 17.5g	3g and below
SATURATES	over 5g (over 6g/portion*)	between 1.5g and 5g	1.5g and below
SALT	over 1.5g (over 1.8g/portion*)	between 0.3g and 1.5g	0.3g and below

\*Used when suggested portion size is greater than 100g

# Contents

- **Food Labels**
- **Understanding Food Labelling Claims**
- **Understanding Price Labels**



# Food Labels

There are different types of nutrition information included on packaging.

**Nutrition tables** – found on all pre-packaged food and drink, usually on the side or back of the packaging.

**Ingredients** – listed in order of amount (by weight), from highest to lowest.

**Front-of-pack labels** – simplified nutrition information found on the front of packaging. These are voluntary, but the Government is trying to get food manufacturers to use the same design as much as possible.

Some companies may choose to include a traffic light label on the front of the pack. This can make it easier to see if a food is a healthier choice. You can use them to compare products at a glance. The labels usually include traffic light colours which show you if the product is high (red), medium (amber) or low (green) in fat, saturates, sugar and salt.

Why do you think some companies may not choose to include these labels?

## TRAFFIC LIGHTS EXPLAINED:

### RED – EAT OCCASIONALLY

The more reds on a front-of-pack label, the less healthy the food or drink is likely to be. Try to have these less often or only in small amounts.

### AMBER – EAT SOMETIMES

Amber means a food or drink is neither especially high nor low in a nutrient (fat, saturates, sugar or salt) so you can have foods and drinks with all, or mostly, ambers quite often.

### GREEN – EAT REGULARLY

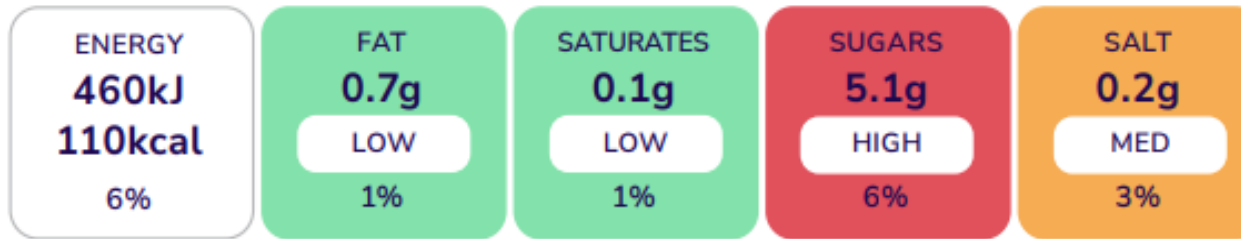
If a food or drink has all or mostly greens, it's likely to be a healthier choice and you can have it more often or in larger amounts.

# Food Labels – front of pack

## AT A GLANCE: MAKING SENSE OF FOOD AND DRINK LABELLING

Front-of-pack nutrition label (example)

Each serving (30g) of cereal contains



% of adult's reference intake.


Typical values per 100g: Energy 1530kJ/360kcal

Always remember to check the serving size these values are for.  
They may not be for the amount you usually eat or drink.

Check out this example of a front of pack label and how to use it: [Understanding food labels | World Cancer Research Fund](#)

The 'reference intake' tells you how much energy, fat, saturates, sugar and salt a food or drink has compared to what is recommended for a **typical adult** following a healthy, balanced diet. The reference intake will vary by age group.

# Food Labels – back of pack



**FOOD LABELLING: COLOUR-CODING EXPLAINED**  
 Amount of each nutrient in 100g of food

	HIGH	MEDIUM	LOW
(TOTAL) SUGARS	over 22.5g (over 27g/portion*)	between 5g and 22.5g	5g and below
FAT	over 17.5g (over 21g/portion*)	between 3g and 17.5g	3g and below
SATURATES	over 5g (over 6g/portion*)	between 1.5g and 5g	1.5g and below
SALT	over 1.5g (over 1.8g/portion*)	between 0.3g and 1.5g	0.3g and below

\*Used when suggested portion size is greater than 100g

Check out an example of a back of pack label and how to use it: [Food labels - NHS](#)



If the label doesn't include traffic light labelling, you can check the amount of each nutrient in 100g (100ml for drinks).

# Understanding Food Labelling Claims

Products that are high in sugar are sometimes marketed at children as being healthy, even if they are not particularly nutritious, by highlighting certain ingredients or using terms like "**source of calcium and vitamin D**". All yoghurts will be a source of calcium and vitamin D, however the amount of sugar added and the way products are marketed can vary massively.

**Reduced fat** means that the product has at least 30% less fat than the original version of the product. It's important to remember even if it says reduced fat, it could still be high in fat if it has more than 17.5g of fat per 100g of food or per 100ml of drink.

**Low fat** means that the product contains no more than 3g of fat per 100g of food or per 100ml of drink.



# Understanding Food Labelling Claims

'No added sugar' means that manufacturers haven't added any sugar to the food or drink. But this doesn't mean that there is no sugar. For example, fruit contains natural sugars, meaning that dried fruit and fruit juices may have amber or even red labels for sugar.

You can check if sugar has been added by reading the ingredients list. As well as 'sugar', look out for syrup, honey and words ending in '-ose' (for example, sucrose, glucose and fructose) as these can be other words for sugar. Ingredients are listed in weight order, so if any of these appear near the top of the list, the product is likely to be very sugary.

A front of packet traffic light label was not provided on these smoothies. Can you use the nutritional information provided and the information tools on slide 5 to work out what colour this product would score for 'sugar'.

Always remember to check the serving size these values are for. They may not be for the amount you usually eat or drink.

## Nutritional Values

Typical values	per: 100ml
Energy	210kJ 50kcal
Fat	<0.5g
(of which saturates)	<0.1g
Carbohydrate	12g
(of which sugars)	10g
Fibre	0.6g
Protein	<0.5g
Salt	<0.01g
Vitamin C	24mg (29%*)

\* % Reference Intake of adults

Contains only sugars found naturally in fruit

150ml = 1 serving



# Understanding Price Labels

## How Price Labels Work in UK Stores?

**Cost Per Weight:** Shops in the UK need to show how much a product costs per weight, like per 100 grams. This helps shoppers make better choices.

**Why It's Important:** Knowing the cost per weight makes it easier to compare prices between different brands and sizes of products.

## How Does This Impact Advertising and Marketing?

**Honest Advertising:** Companies need to be clear about their prices, so they can't trick you with fancy packaging.

**Better Choices:** You can pick the best deal, not just the one that looks the most fun or has the coolest ad.

## Example:

If you see two bags of raisins, one costing £1 for 100 grams and another costing £1.50 for 200 grams, the price label helps you see which one is cheaper per 100 grams.

Remember, always check the price labels to make smart shopping choices!



Tesco Seedless Raisins 12 Pack 168G

£1.40 **£8.33/kg**



Tesco Seedless Raisins 500G

£1.85 **£3.70/kg**



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