

Appendix D
Food Label Mock-ups (Soup A as an example)

Soup

Nutrition Facts	
Serving Size 1 cup (247g)	
Servings Per Container about 2	
Amount Per Serving	
Calories 110	Calories from Fat 15
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
<i>Trans</i> Fat 0g	
Cholesterol 10mg	3%
Sodium 480mg	20%
Total Carbohydrate 18g	6%
Dietary Fiber 4g	16%
Sugars 3g	
Protein 7g	
Vitamin A	20%
Vitamin C	0%
Calcium	4%
Iron	8%
* 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 Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Soup

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Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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Remove Calories from Fat

Soup

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Servings Per Container about 2	
Amount Per Serving	
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% Daily Value*	
Total Fat 2g	3%
Saturated Fat 0.5g	3%
<i>Trans</i> Fat 0g	
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Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Soup

Nutrition Facts	
Serving Size 1 cup (247g)	
Servings Per Container about 2	
Amount Per Serving	
Calories in 1 cup	110
	% Daily Value*
Total Fat 2g	3%
Saturated Fat 0.5g	3%
<i>Trans</i> Fat 0g	
Cholesterol 10mg	3%
Sodium 480mg	20%
Total Carbohydrate 18g	6%
Dietary Fiber 4g	16%
Sugars 3g	
Protein 7g	
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Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

Soup

Nutrition Facts				
Serving Size 1 cup (247g)				
Servings Per Container about 2				
	Per Serving		Per Container	
Calories	110		220	
Calories from Fat	15		30	
	% Daily Value*		% Daily Value*	
Total Fat	2g	3%	4g	6%
Saturated Fat	0.5g	3%	1g	6%
<i>Trans</i> Fat	0g		0g	
Cholesterol	10mg	3%	20mg	6%
Sodium	480mg	20%	960mg	40%
Total Carbohydrate	18g	6%	36g	12%
Dietary Fiber	4g	16%	8g	32%
Sugars	3g		6g	
Protein	7g		14g	
Vitamin A	20%		40%	
Vitamin C	0%		0%	
Calcium	4%		8%	
Iron	8%		16%	
* 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 Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	
Calories per gram:				
Fat	9	•	Carbohydrate	4 • Protein 4

Soup

Nutrition Facts				
Serving Size 1 cup (247g)				
Servings Per Container about 2				
	Per Serving		Per Container	
Calories	110		220	
	% Daily Value*		% Daily Value*	
Total Fat	2g	3%	4g	6%
Saturated Fat	0.5g	3%	1g	6%
<i>Trans</i> Fat	0g		0g	
Cholesterol	10mg	3%	20mg	6%
Sodium	480mg	20%	960mg	40%
Total Carbohydrate	18g	6%	36g	12%
Dietary Fiber	4g	16%	8g	32%
Sugars	3g		6g	
Protein	7g		14g	
Vitamin A	20%		40%	
Vitamin C	0%		0%	
Calcium	4%		8%	
Iron	8%		16%	
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	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 Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	
Calories per gram:				
Fat 9 • Carbohydrate 4 • Protein 4				

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Dual / No Calories from Fat (Cookie)

Soup

Nutrition Facts		
Serving Size 1 cup (247g)		
Servings Per Container about 2		
Serving Container		
Calories	110	220
% Daily Value*		
Total Fat 2g, 4g	3%	6%
Saturated Fat 0.5g, 1g	3%	6%
<i>Trans</i> Fat 0g, 0g		
Cholesterol 10mg, 20mg	3%	6%
Sodium 480mg, 960mg	20%	40%
Total Carbohydrate 18g, 36g	6%	12%
Dietary Fiber 4g, 8g	16%	32%
Sugars 3g, 6g		
Protein 7g, 14g		
Vitamin A	20%	40%
Vitamin C	0%	0%
Calcium	4%	8%
Iron	8%	16%
* 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 Carbohydrate		300g 375g
Dietary Fiber		25g 30g
Calories per gram:		
Fat 9 • Carbohydrate 4 • Protein 4		

7 Dual / Remove Calories from Fat (Doritos)

Soup

Nutrition Facts			
Serving Size 1 cup			
Servings Per Container about 2			
Calories		Serving Container	
		110	220
Amount Per Serving	% Daily Value*		
Total Fat	2g	3%	
Saturated Fat	0.5g	3%	
<i>Trans</i> Fat	0g		
Cholesterol	10mg	3%	
Sodium	480mg	20%	
Total Carbohydrate	18g	6%	
Dietary Fiber	4g	16%	
Sugars	3g		
Protein	7g		
Vitamin A	20%		
Vitamin C	0%		
Calcium	4%		
Iron	8%		
* 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 Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat 9 • Carbohydrate 4 • Protein 4			

Soup

Nutrition Facts	
Serving Size 1 cup (247g)	
Servings Per Container 1	
Amount Per Serving	
Calories	220
% Daily Value*	
Total Fat 4g	6%
Saturated Fat 1g	6%
<i>Trans</i> Fat 0g	
Cholesterol 20mg	6%
Sodium 960mg	40%
Total Carbohydrate 36g	12%
Dietary Fiber 8g	32%
Sugars 6g	
Protein 14g	
Vitamin A	40%
Vitamin C	0%
Calcium	8%
Iron	16%
* 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 Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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Remove Calories from Fat (1 serving)

Soup

Nutrition Facts	
Serving Size 1 cup (247g)	
Servings Per Container 1	
Amount Per Serving	
Calories	220
% Daily Value*	
Total Fat 4g	6%
Saturated Fat 1g	6%
<i>Trans</i> Fat 0g	
Cholesterol 20mg	6%
Sodium 960mg	40%
Total Carbohydrate 36g	12%
Dietary Fiber 8g	32%
Sugars 6g	
Protein 14g	
Vitamin A	40%
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	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 Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	

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Enlarged Calories (1 serving)