

Know Your Way around a Food Label

A label on a food package is divided into different portions, based on the design of the package.

The portion of the package that is most visible to the consumer is known as the Primary Display Panel (PDP). The PDP is usually the front of the package. By law, the PDP must show the name of the product and the net contents of the container. The size of the PDP will also dictate the allowable character size and type style allowed on the package. If the package is designed in a way in which there might be two or more sections that are suitable to be the PDP, one of the surfaces will be known as the Alternative Principle Display Panel (think about a cereal box).

The information panel is the portion of the label directly to the right of the PDP as you face the product. The information panel should contain the list of ingredients, the name and address of the food manufacturer, and the nutrition facts label. If allergens are included in the food product, they should be listed here as well.

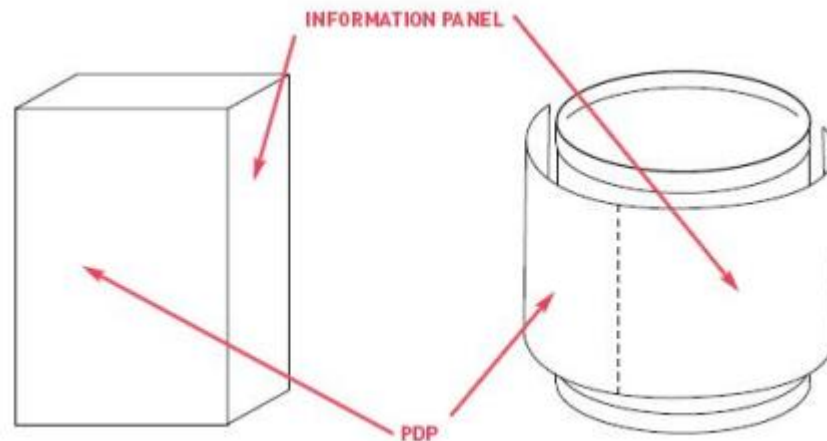


Diagram displaying locations of Principle Display Panels (PDPs) and information panels on different package shapes.