

Accentuating Calories (Muffin)

Possible changes

Nutrition Facts	
Serving Size 1/2 muffin (57g)	
Servings Per Container 2	
Amount Per Serving	
Calories 220	Calories from Fat 100
	% Daily Value*
Total Fat 11g	17%
<input type="checkbox"/> Saturated Fat 3g	15%
<input type="checkbox"/> Trans Fat 4g	
Cholesterol 40mg	13%
Sodium 200mg	8%
Total Carbohydrate 24g	8%
<input type="checkbox"/> Dietary Fiber 1g	4%
<input type="checkbox"/> Sugars 17g	
Protein 3g	
Vitamin A 0%	Vitamin C 4%
Calcium 2%	Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet	

Current Label

Nutrition Facts	
Serving Size 1/2 muffin (57g)	
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Calcium 2%	Iron 4%
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Larger font size for calories.
New %DV for calories.
Eliminate "Calories from Fat" line.

Labeling example for a 20 oz. soda

Current Label

Proposed Label

Nutrition Facts	
Serving Size 8 fl oz (240 mL)	
Servings Per Container about 2.5	
Amount Per Serving	
Calories 110	
	% Daily Value*
Total Fat 0g	0%
Sodium 70mg	3%
Total Carbohydrate 31g	10%
Sugars 30g	
Protein 0g	

*Percent Daily Values are based on a 2,000 calorie diet

Nutrition Facts	
Serving Size 1 bottle (600 mL)	
Servings Per Container 1	
Amount Per Serving	
	% Daily Value*
Calories 275	14%
Total Fat 0g	0%
Sodium 175mg	7%
Total Carbohydrate 78g	26%
Sugars 75g	
Protein 0g	

*Percent Daily Values are based on a 2,000 calorie diet

Notice the difference in calories when entire container is labeled as one serving.