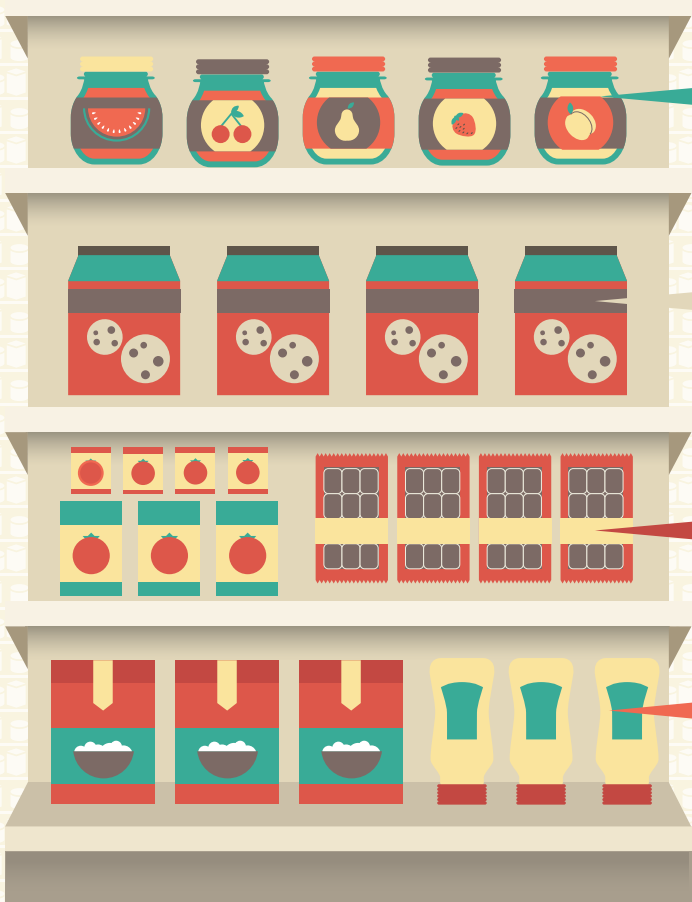


NEW EU FOOD LABELLING RULES

from 13th December 2014

Giving consumers better access to clear, comprehensive and reliable food information

1 Prepacked food



EASIER TO READ

Voluntary information shall not be displayed to the detriment of space available for mandatory information.

Information on ALLERGENS

in the list of ingredients and emphasised (for example by *font*, *style* or *background colour*)

Information on engineered NANOMATERIALS

in the list of ingredients. To be followed by the word 'nano' in brackets.

Information on specific VEGETABLE ORIGIN OF REFINED OIL AND FATS

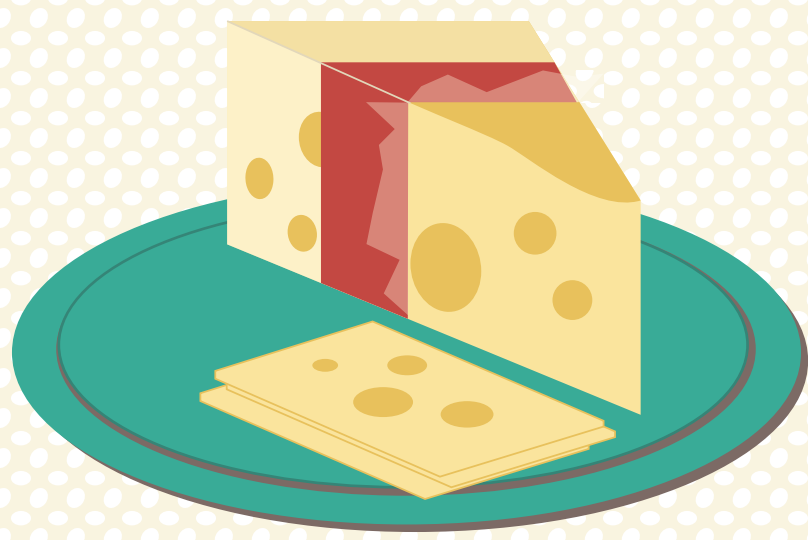
Fully or partly hydrogenated should also be indicated.

2 Non-prepacked food / prepacked for direct sale / packed on the premises upon consumer request



Mandatory allergen information

3 Prepacked 'imitation' foods



When an ingredient that consumers normally expect to be present in food has been substituted, the ingredient that has been used for partial or whole substitution should be clearly indicated in close proximity to the name of the food

4 Prepacked Foods - Specific Information

Information accompanying the name of the food

Added water

When this exceeds 5% of the weight of the finished product

For meat products / preparations
Fishery products / prepared fishery products which have the appearance of a cut / joint / sliced portion of meat or fish

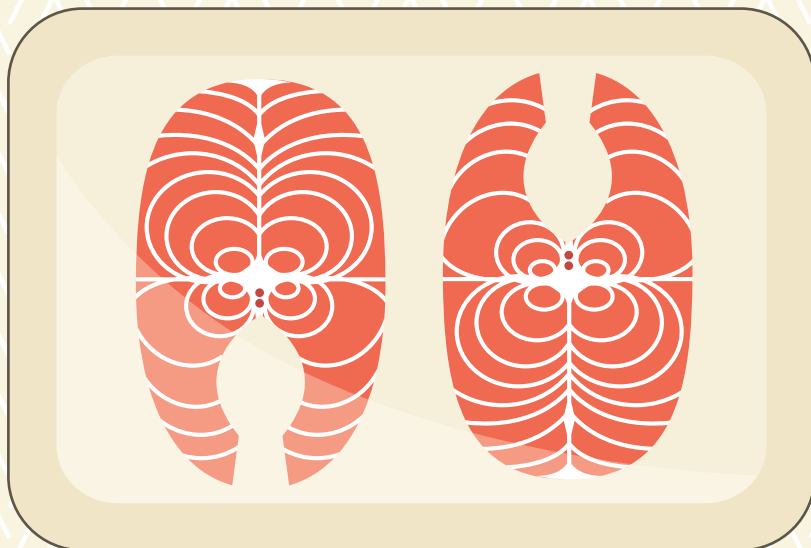
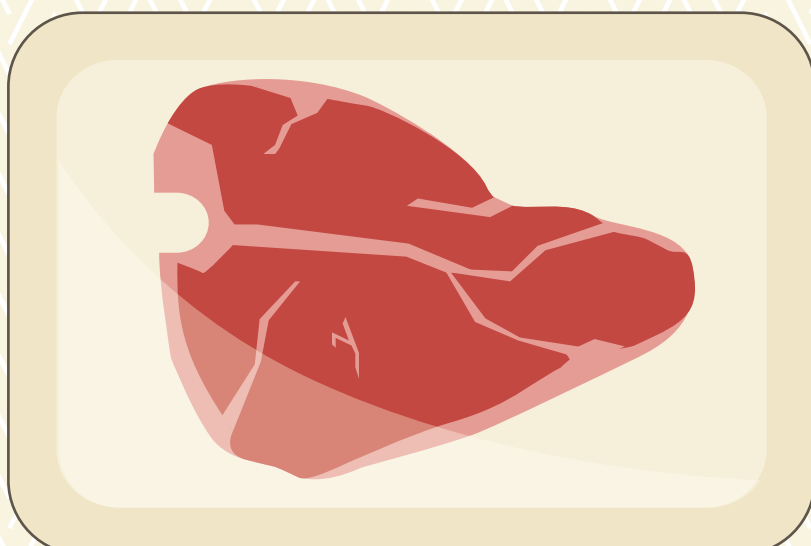
"Formed meat" / "Formed fish"

For meat products / meat preparations and fishery products which give the impression that they are made of a whole piece of meat / fish but actually consist of different pieces combined together

Added proteins

Indication of the presence of added proteins as such and their origin, when they are different from the animal origin of the product

For meat products / meat preparations and fishery products



Mandatory origin labelling for meat from pig, sheep, goat and poultry

Date of freezing or first freezing

eg. frozen on 23/10/2014

For frozen meat / meat preparations
Frozen unprocessed fishery products

Defrosted to accompany the name of the food which has been previously frozen and sold defrosted

5 Distance selling: same information available online



Ensuring that the same food information you can find in the store is available online