

# A fresh look at food labeling



## Ingredients

A list of the ingredients used in making the product – the ingredients are listed in a descending order of weight, so the ingredient present in the largest amount is at the top of the list and the others are in descending order.

## Nutritional Information

The break-down of nutrition information of the product. This is a guide to the approximate nutritional content of the food per 100 grams and per serving.

## Energy

The amount of energy provided in a food is shown as kJ (kilojoules). 1 calorie is equivalent to 4.2kJ.

## Allergens

People can be allergic to or intolerant of almost any food, but the most common food allergies are dairy, eggs, wheat, soy, peanuts, tree nuts and fish.

## Warnings

This product may contain nuts as a result of the product being manufactured in a factory using nuts.

The **sell by date** of a food product refers to the last date that a product is allowed to be on the shelf in the store.

The **best before date** refers to the date that the product must be eaten to ensure that it is still the best quality.

The **use by date** refers to the date that the product must be eaten so as to ensure the safety of it.

INGREDIENTS	
Rolled Oats, Invert Sugar, Oatbran, Caramel Pieces (6.5%), (sucrose, vegetable fat, maltodextrin, soya powder, soya lecithin, low fat cocoa powder, colourants, nature identical flavourants, salt), Beverage Whitener [glucose syrup solids, non hydrogenated palm oil, acidity regulator, casein [milk], emulsifier, stabiliser, free flowing agent, colourant [beta carotene and riboflavin]], Milk Powder, Salt, Nature Identical Flavourants, Guar Gum.	
ALLERGENS	
Soya, Milk, Gluten.	
WARNINGS	
May be unavoidably contaminated by all nuts.	
STORAGE INSTRUCTIONS	
Store in a cool, dry place and use within best before date. Once opened, transfer to a sealable airtight container to retain freshness.	
COOKING INSTRUCTIONS	
<b>To Microwave:</b> Empty one sachet into a microwaveable container, add 180 ml of milk and heat as per table below. Stir halfway through cooking time.	
> 800 Watt Oven	1 ½ minutes on 100 % power
< 800 Watt Oven	2 minutes on 100 % power
Stir and microwave for a further 45 seconds to a minute. Stir and allow to stand for 1 minute before serving.	
<b>Conventional:</b> Empty one sachet into a bowl. Add 150 ml of boiling water (amount of water would vary for desired texture). Stir briskly until well blended. For a thicker consistency, place in microwave for 30 seconds. Allow to stand for 30 seconds before serving. Add milk and sugar as desired.	

  

NUTRITIONAL INFORMATION			
Typical Values	per 100 g (as packed)	per 45 g serving (as packed)	% MDR* per 40 g serving
Energy	398 kJ	179 kJ	2.7 %
Protein	3.4 g	1.5 g	
Carbohydrate of which sugar	18.3 g	8.2 g	
Total Fat	2.8 g	1.3 g	
saturated fat	0.8 g	0.4 g	
trans fat	0.4 g	0.2 g	
monounsaturated fat	<0.01 g	<0.01 g	
polyunsaturated fat	0.2 g	0.09 g	
Cholesterol	0.2 g	0.09 g	
Total Dietary Fibre	1.5 mg	0.7 mg	
Sodium	2.7 g	1.2 g	
	78 mg	35 mg	

\* Minimum Daily Requirement (MDR) for individuals 4 years and older.

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Raymond Ackerman

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## Protein

The total protein content will be measured in grams

## Carbohydrate

The total amount of carbohydrate in the food, measured in grams. It can be further broken down into 'of which sugars', which shows how much of the total carbohydrate comes from sugars.

## Fat

The total amount of fat in a food, measured in grams. Total fat may be further divided into saturated, polyunsaturated and monounsaturated fat, the different types of fat found in food.