NEW EU FOOD LABELLING RULES from 13th December 2014

1 Prepacked food

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

2 Prepacked ©imitation© foods

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 this name of the food

Added water

Defrosted is accompanying the name of the food which has been previously frozen and sold defrosted

‘Formed meat’ / ‘Formed fish’

Date of freezing or first freezing

For frozen meat / meat preparations

Frozen unprocessed fishery products

Added proteins

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

Added water

Information accompanying the name of the food

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

5 Distance selling: same information available online

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

EASIER TO READ

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

Minimum font size for mandatory information.

Information on specific: VEGETABLE ORIGIN OF REFINED OIL AND FATS

Vegetable oils (sunflower oil, corn oil)

Information on engineered NANOMATERIALS in the list of ingredients.

To be followed by the word ‘nano’ in brackets.

Information on ALLERGENS

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

For meat products / meat preparations

Indication of the presence of added proteins that are of different origin, when it is not obvious from the final product

Added proteins

For meat products / meat preparations

For fish products / prepared fishery products

Defrosted

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

‘Formed meat’ / ‘Formed fish’