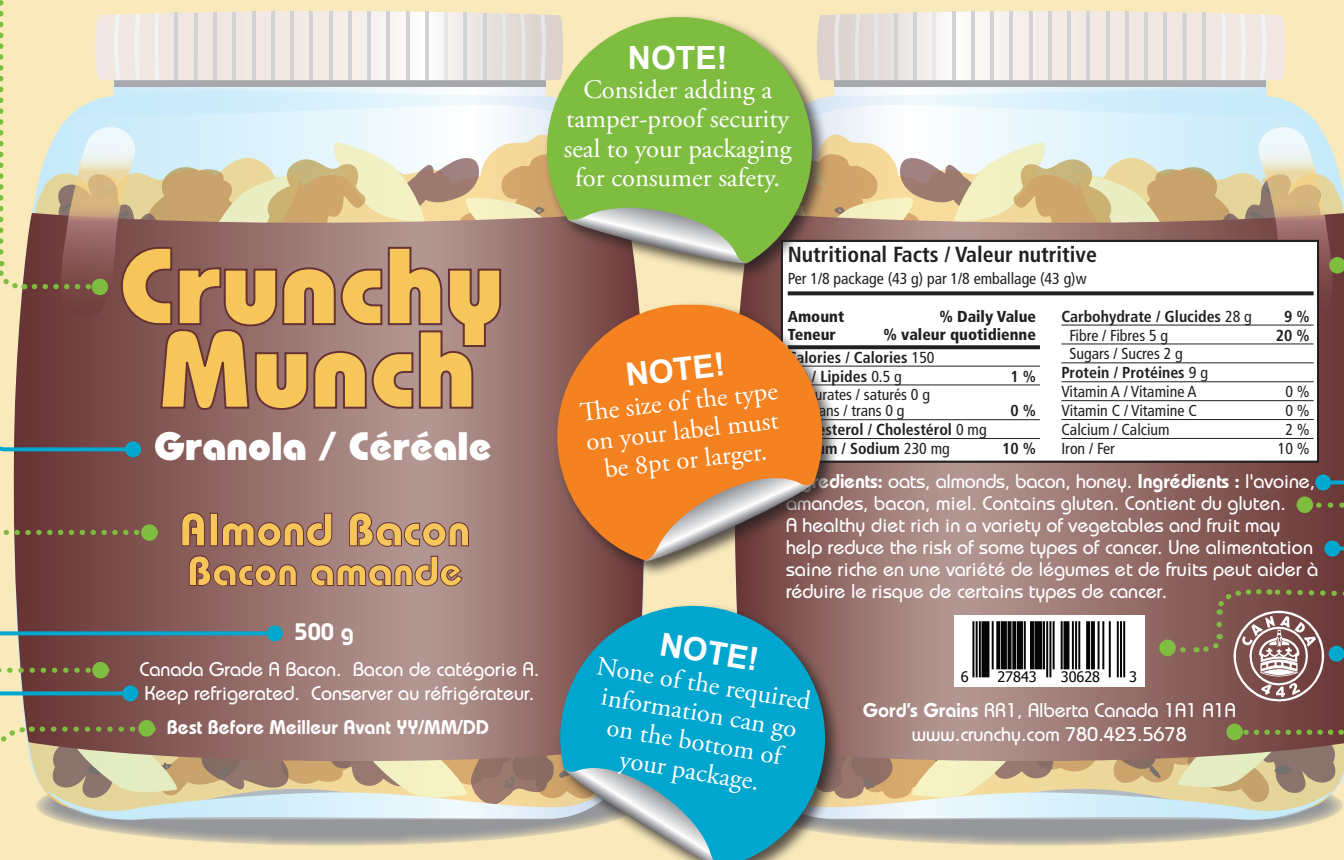


Labelling Your Food Product

Ensure your label meets the federal requirements for all food labels in Canada.



NOTE!
Consider adding a tamper-proof security seal to your packaging for consumer safety.

NOTE!
The size of the type on your label must be 8pt or larger.

NOTE!
None of the required information can go on the bottom of your package.

After you have addressed all of these requirements, if you have room on your label, consider adding:

- Cooking/preparation instructions, if required.
- Your company and/or product story.
- A description of the experience consumers will have when they eat your product.
- Facebook, Pinterest, Twitter logos.

¹⁻⁶For more detailed information regarding the elements required on your packaging, visit <http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/eng/1383607266489/1383607344939>

To watch an interactive video about correct labelling, visit http://active.inspection.gc.ca/video/label_eng.html

⁷To obtain a UPC code, visit www.gs1ca.org

- 1 Brand name**
Crunchy Munch is the corporate brand (like Kraft) and as such, does not require translation.
- 2 Common name descriptor**
The common name of your product (Granola) must be included in both English and French.
- 3 Product name**
The name of your product (Almond Bacon) must be included in both English and French.
- 4 Net quantity**
By weight (in grams) or volume (in milliliters).
- 5 Grading standards¹**
If applicable (i.e.: Canada Grade A) in English and French.
- 6 Storage instructions**
If different than normal room storage conditions, i.e.: refrigerate after opening, keep refrigerated or keep frozen, in English and French.
- 7 Best before date²**
In English and French. This item can also be stamped on the package rather than printed on your label, and may include a lot or batch number.

- 8 Nutrition facts table³**
Showing calorie content and 13 nutrients in a standardized format in English and French.
- 9 List of ingredients⁴**
In descending order based on weight, and in English and French.
- 10 List of known allergens⁵**
In English and French. Some common allergens: eggs, sesame seeds, milk, soy, mustard, sulphites, peanuts, tree nuts, seafood, grains containing gluten.
- 11 Notice of any CFIA health claims⁶**
In English and French.
- 12 Registered UPC code⁷**
Available through GS1Canada, so retailers can scan your product at checkout.
- 13 Where's the meat?**
If your product contains any meat, you must also include the Canadian meat inspection symbol with certification number.
- 14 Contact information**
Your company name and address identifies the responsible party and provides contact details.