

General Packaging Checklist - Food Labels

Brand Messaging

- ☐ Include company “Reasons to Believe” - what are the top 3 key differentiator for this product
- ☐ Maintain company brand voice - fun, educational or logical - what ever you have determined as your brand voice and personality remain true and connected
- ☐ Include rational and emotional benefits to encourage purchase
 - ☐ Tastes good and nutrient-dense
 - ☐ Baked by science or consumer testimonials
 - ☐ Include trust factors

FDA Requirements

- ☐ Weight is listed accurately on the front panel and is 1/8” tall
 - ☐ Oz and Grams
- ☐ [FDA Food labeling guidelines](#)
- ☐ The FDA warning “Always consult with a healthcare professional.....might have a health problem” appears under the ingredients and “distributed by” info.
- ☐ The FDA warning “These statements have not been.....prevent any disease” appears at bottom of the back panel
 - ☐ Corresponding daggers are placed after each claim on the side panel
- ☐ Allergen statement appears right after ingredients
- ☐ [Nutrition versus Supplement panel](#)
- ☐ Confirm where ingredients go - in or out of the supplement/nutrition panel

Product Information

- ☐ Trademark for company logo
- ☐ “Formulated by” statement appears on the side panel
- ☐ Directions on how to use appear on the side or back panel
- ☐ “Made Without” statement appears on the side panel
- ☐ Certification logos
 - ☐ USDA Organic, Non GMO, Gluten Free, Fair Trade, etc.
- ☐ Flavor
- ☐ Double-check UPC.
 - ☐ Connected to company sku
 - ☐ UPC matches product info
 - ☐ Is it large enough to scan?
- ☐ Double-check nutritional or supplement panel
- ☐ Double-check all copy for typos
- ☐ Trademarked ingredients - in panel + logo
- ☐ Sizing
 - ☐ Single - Serving Size
 - ☐ Size and quantity of multi-pack

Distributed or Manufactured By

- ☐ Company name
- ☐ City and zip code
- ☐ Website address

Substantiation Docs

- ☐ Create a folder “Product Development Substantiation” for each product. Every products gets a folder to hold all substantiation documentation
 - ☐ Ex: documentation for probiotics, benefits of ingredients, ingredient manufacturer proof points, 3rd party ingredient studies
 - ☐ Generally Recognized As Safe (GRAS) documentation
 - ☐ Proof of “made without” statement

Legal Review

- ☐ Label with substantiation documentation sent to Lawyer
- ☐ Create documentation and steps for making changes or approval
- ☐ Documentation included in product folders