

Nutrition Facts Style Guide

Prime Label Consultants has prepared this helpful style guide along with examples of different label formats for illustrative purposes only. NFP format selection and the proper use of product claims is complex and must meet demanding regulatory laws for compliance.

To learn more about our company, please visit PrimeLabel.com.

Nutrition Facts		
17 servings per container		← Spans entire block Minimum 16 point font
Serving size	3/4 cup (33g)	← Right justify Minimum 10 point font †
Amount per serving		
Calories	140	← Minimum 22 point font
	% Daily Value*	← Minimum 6 point font
Total Fat 1.5g	2%	
Saturated Fat 0g	0%	← Exterior hairline: 1/2 point rule 3 points of text
<i>Trans</i> Fat 0g		
Cholesterol 0mg	0%	
Sodium 160mg	7%	← Interior hairline: 1/4 point rule centered 2 points leading above 2 points leading below
Total Carbohydrate 22g	8%	
Dietary Fiber 2g	7%	
Total Sugars 9g		
Includes 8g Added Sugars	16%	
Protein 9g		← 7 point rule
Vitamin D 2mcg	10%	
Calcium 130mg	10%	
Iron 4.5mg	25%	
Potassium 120mg	2%	← 3 point rule
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.		
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4		← Always optional

Minimum 10 point font †

7 point rule

Minimum 6 point font

Minimum 16 point font

3 point rule

Minimum 8 point font

Indent text & top hairline

Minimum 6 point font
1 point leading between text

- Regular font
- Bold or ExtraBold
- Italic (optional)

† If using 10 point for the serving size declaration causes the NFP to be wider than required to accommodate all other elements of the NFP, then a font as small as 8 point may be used instead.

Standard Formats

Nutrition Facts	
17 servings per container	
Serving size 3/4 cup (33g)	
Amount per serving	
Calories	140
% Daily Value*	
Total Fat 1.5g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0.5g	
Monounsaturated Fat 0.5g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 22g	8%
Dietary Fiber 2g	7%
Soluble Fiber <1g	
Insoluble Fiber 1g	
Total Sugars 9g	
Includes 8g Added Sugars	16%
Protein 9g	
Vitamin D 2mcg (80 IU)	10%
Calcium 130mg	10%
Iron 4.5mg	25%
Potassium 120mg	2%
Vitamin A 90mcg	10%
Vitamin C 9mg	10%
Thiamin 0.3mg	25%
Riboflavin 0.3mg	25%
Niacin 4mg	25%
Vitamin B ₆ 4mg	240%
Folate 200mcg DFE (120mcg folic acid)	50%
Vitamin B ₁₂ 0.6mcg	25%
Phosphorus 100mg	8%
Magnesium 25mg	6%
Zinc 3mg	25%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	
Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4	

Nutrition Facts	
Serving size 1 bottle	
Amount per serving	
Calories	140
% Daily Value	
Total Fat 0g	0%
Sodium 30mg	1%
Total Carbohydrate 35g	13%
Total Sugars 35g	
Includes 35g Added Sugars	70%
Protein 0g	

Nutrition Facts		Amount/serving		% Daily Value*		Amount/serving		% Daily Value*	
3.5 servings per container		Total Fat 14g	18%	Total Carbohydrate 23g	8%	*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.			
Serving size 1/4 cup (40g)		Saturated Fat 2g	10%	Dietary Fiber 2g	7%				
Amount per serving		Trans Fat 0g		Total Sugars 12g					
Calories 210		Cholesterol 0mg	0%	Includes 7g Added Sugars	14%				
per serving		Sodium 15mg	1%	Protein 1g					
		Vitamin D 0mcg 0%	• Calcium 0mg 0%	• Iron 1.2mg 6%	• Potassium 190mg 4%				

Nutrition Facts	
3.5 servings per container	
Serving size 1/4 cup (40g)	
Amount per serving	
Calories	210
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 23g	8%
Dietary Fiber 2g	7%
Total Sugars 12g	
Includes 7g Added Sugars	14%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 1.2mg	6%
Potassium 190mg	4%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Nutrition Facts	
3.5 servings per container	
Serving size 1/4 cup (40g)	
Amount per serving	
Calories	210
% Daily Value*	
Total Fat 14g	18%
Saturated Fat 2g	10%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 23g	8%
Dietary Fiber 2g	7%
Total Sugars 12g	
Includes 7g Added Sugars	14%
Protein 1g	
Vit D 0mcg 0%	• Calcium 0mg 0%
Iron 1.2mg 6%	• Potas 190mg 4%
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Nutrition Facts / Datos De Nutrición	
3.5 servings per container / raciones por envase	
Serving size / Tamaño por ración 1/4 cup / taza (40g)	
Amount per serving / Cantidad por ración	
Calories / Calorías	210
% Daily Value / % Valor Diario*	
Total Fat / Grasa Total 14g	18%
Saturated Fat / Grasa Saturada 2g	10%
Trans Fat / Grasa Trans 0g	
Cholesterol / Colesterol 0mg	0%
Sodium / Sodio 15mg	1%
Total Carbohydrate / Carbohidrato Total 23g	8%
Dietary Fiber / Fibra Dietética 2g	7%
Total Sugars / Azúcares Totales 12g	
Includes / Incluye 7g Added Sugars / Azúcares Añadidos	14%
Protein / Proteína 1g	
Vitamin D / Vitamina D 0mcg	0%
Calcium / Calcio 0mg	0%
Iron / Hierro 1.2mg	6%
Potassium / Potasio 190mg	4%
* El % Valor Diario (VD) indica cuánto un nutriente en un ración de alimentos contribuye a una dieta diaria. 2,000 calorías al día son usadas para el consejo de la nutrición general.	

For use only on packages with 40 square inches or less of available space.

Nutrition Facts	
Servings: 3.5, Serv size: 1/4 cup (40g),	
Amount per serving: Calories 210 , Total Fat 14g (18% DV) , Sat Fat 2g (10% DV) , Trans Fat 0g , Cholest 0mg (0% DV) , Sodium 15mg (1% DV) , Total Carb 23g (8% DV) , Fiber 2g (7% DV) , Total Sugars 12g (Incl 7g Added Sugars 14% DV) , Protein 1g , Vit D (0% DV) , Calcium (0% DV) , Iron (6% DV) , Potas (4% DV) .	

Nutrition Facts		Amount/serving		% DV		Amount/serving		% DV	
3.5 servings		Total Fat 14g	18%	Total Carb 23g	8%				
Serv size 1/4 cup (40g)		Sat Fat 2g	10%	Fiber 2g	7%				
Amount per serving		Trans Fat 0g		Total Sugars 12g					
Calories 210		Cholest 0mg	0%	Incl 7g Added Sugars	14%				
per serving		Sodium 15mg	1%	Protein 1g					
		Vit D 0% • Calcium 0%	• Iron 6%	• Potas 4%					

Dual-Column

Two forms of the same food

Nutrition Facts		Per 1/4 cup dry mix		Per baked portion	
12 servings per container		Serving size 1/4 cup dry mix (44g)		Serving size 1 cup (255g)	
Amount per serving		Calories 170		300	
% Daily Value*		% DV*		% DV*	
Total Fat	1.5g	2%	16g	21%	
Saturated Fat	1g	5%	5g	25%	
Trans Fat	0g		0g		
Cholesterol	0mg	0%	60mg	20%	
Sodium	300mg	13%	380mg	17%	
Total Carb.	36g	13%	36g	13%	
Dietary Fiber	<1g	3%	<1g	3%	
Total Sugars	18g		18g		
Incl. Added Sugars	18g	36%	18g	36%	
Protein	2g		3g		
Vitamin D	0mcg	0%	0mcg	0%	
Calcium	100mg	8%	100mg	8%	
Iron	1mg	6%	1mg	6%	
Potassium	50mg	0%	50mg	0%	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.					

Per Serving / Per Container

Nutrition Facts		Per serving		Per container	
2 servings per container		Serving size 1/4 cup (40g)		Serving size 1 cup (255g)	
Amount per serving		Calories 220		440	
% Daily Value*		% DV*		% DV*	
Total Fat	5g	6%	10g	13%	
Saturated Fat	2g	10%	4g	20%	
Trans Fat	0g		0g		
Cholesterol	15mg	5%	30mg	10%	
Sodium	240mg	10%	480mg	21%	
Total Carb.	35g	13%	70g	25%	
Dietary Fiber	6g	21%	12g	43%	
Total Sugars	7g		14g		
Incl. Added Sugars	4g	8%	8g	16%	
Protein	9g		18g		
Vitamin D	5mcg	25%	10mcg	50%	
Calcium	195mg	15%	390mg	30%	
Iron	1.1mg	6%	2.2mg	10%	
Potassium	470mg	10%	940mg	20%	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.					

Small-Pack

Nutrition Facts	
3.5 servings	
Serving size 1/4 cup (40g)	
Amount per serving	
Calories	210
% Daily Value*	
Total Fat 14g	18%
Sat Fat 2g	10%
Trans Fat 0g	
Sodium 15mg	1%
Total Carb 23g	8%
Fiber 2g	7%
Total Sugars 12g	
Incl 7g Added Sugars	14%
Protein 1g	
Iron 1.2mg 6%	• Potas 190mg 4%
Not a significant source of cholest, vit D, and calcium.	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

Per Serving / Per Unit

Nutrition Facts		Per 1/2 muffin		Per 1 muffin	
12 servings per container		Serving size 1/2 muffin (114g)		Serving size 1 muffin (228g)	
Amount per serving		Calories 380		760	
% Daily Value*		% DV*		% DV*	
Total Fat	16g	21%	32g	41%	
Saturated Fat	3g	15%	6g	30%	
Trans Fat	0g		0g		
Cholesterol	50mg	17%	100mg	33%	
Sodium	480mg	21%	960mg	42%	
Total Carb.	56g	20%	112g	41%	
Dietary Fiber	2g	7%	4g	14%	
Total Sugars	32g		64g		
Incl. Added Sugars	30g	60%	60g	120%	
Protein	3g		6g		
Vitamin D	0.1mcg	0%	0.2mcg	0%	
Calcium	40mg	4%	80mg	6%	
Iron	2mg	10%	4mg	20%	
Potassium	190mg	4%	380mg	8%	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.					

Examples of some of the most common nutrition facts panels are shown here for illustrative purpose only. Scale and font have been reduced to less than FDA regulations permit.



Panel Format is contingent upon specific interdependent factors per the U.S. Food & Drug Administration 21 CFR101.9 effective July 26, 2016. © Prime Label Consultants

Nutrition Facts		Per serving		Per container	
3 servings per container		Serving size 1/4 cup (40g)		Serving size 1 cup (120g)	
Amount per serving		Calories 210		630	
% Daily Value*		% DV*		% DV*	
Total Fat	14g	18%	41g	53%	
Saturated Fat	2g	10%	6g	30%	
Trans Fat	0g		0g		
Cholesterol	0mg	0%	0mg	0%	
Sodium	15mg	1%	50mg	2%	
Vitamin D	0mcg	0%	0mcg	0%	
Iron	1.2mg	6%	3.6mg	20%	

Nutrition Facts		Per serving		Per container	
3 servings per container		Serving size 1/4 cup (40g)		Serving size 1 cup (120g)	
Amount per serving		Calories 210		630	
% Daily Value*		% DV*		% DV*	
Total Carb	23g	8%	70g	25%	
Dietary Fiber	2g	7%	6g	21%	
Total Sugars	12g		36g		
Incl Added Sugars	7g	14%	21g	42%	
Protein	1g		4g		
Calcium	10mg	0%	30mg	2%	
Potassium	190mg	4%	570mg	10%	

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.