

Voluntary Report – Voluntary - Public Distribution

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Report Name: Draft National Food Safety Standard General Principles for the Labeling of Prepackaged Foods is Open for Comments

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Report Highlights:

On January 19, 2024, China's Food Safety Standards Monitoring and Evaluation Department of the National Health Commission (NHC) released a letter soliciting public comments in China on four National Food Safety Standards, including Draft National Food Safety Standard General Principles for the Labeling of Prepackaged Foods. This report contains an unofficial translation of the draft National Food Safety Standard General Principles for the Labeling of Prepackaged Foods. Stakeholders should conduct their own review of the regulation. Written comments must be submitted via the National Food Safety Standards Information Management System by February 29, 2024.

Report Summary:

On January 19, 2024, the NHC released a “[Letter from the Secretariat of the National Food Safety Standard Review Committee on Soliciting Public Comments on Four National Food Safety Standards Including the General Principles for the Labeling of Prepackaged Foods](#) (link in Chinese).”

The draft National Food Safety Standards open for comments include:

- General Principles for the Labeling of Prepackaged Foods (revised)
- Nutrition Supplements of Complementary Foods (revised)
- General Rules for Formula Foods for Special Medical Purposes (revised)
- Food Nutritional Supplement Vitamin K₂ (synthetic method) (new)

The General Principles for the Labeling of Prepackaged Foods is a mandatory national food safety standard that provides basic requirements for the labeling of domestic and imported prepackaged foods of all categories. China notified the WTO of the draft standard on May 11, 2020 under [G/SPS/N/CHN/1153](#) and [G/TBT/N/CHN/1420](#), please see FAS GAIN Report [CH 2020-0061](#) for the translation of the notified document. Please see FAS GAIN Report [CH 2011-2541](#) for the translation of current standard for the Labeling of Prepackaged Foods (GB 7718-2011).

In comparison with the WTO’s notification in 2020, the **major changes of the draft currently open for comments includes:**

- Digital labeling recommendations;
- Requirements regarding food claims;
- Clarifications on production dates and shelf-life markings; and,
- Formats for net content on label declarations.

For imported products, requirements such as including China registration numbers or manufacturer registration numbers issued by foreign country authorities on labels and clarifications on country of origin labeling and subpackaging or filling places are added. Please refer to FAS GAIN Report [CH 2023-0191](#) for more information and guidance on registration of foreign manufacturers with General Administration for Customs of China (GACC).

This report contains an unofficial translation of the draft National Food Safety Standard General Principles for the Labeling of Prepackaged Foods calling for comments. Stakeholders should conduct their own review of the regulation. Written comments must be submitted via the National Food Safety Standards Information Management System (https://sppt.cfsa.net.cn:8086/cfsa_aiguo) by February 29, 2024.

BEGIN UNOFFICIAL TRANSLATION

National Food Safety Standard General Principles for the Labelling of Prepackaged Foods (Draft for Comments)

Preface

This standard replaces the *National Food Safety Standard General Principles for the Labelling of Prepackaged Foods* (GB 7718-2011).

Compared with GB 7718-2011, main changes of this standard are as follows:

- Moves part of the texts in the standard to the appendix and adjusts the order of chapters;
- Extends the scope of application to foods that are prepackaged or prepared in packaging materials and containers and sold in measured quantities;
- Modifies the basic requirements for food labeling;
- Adds the definition of attribute name of foods, digital labeling, food claims, shelf life, revises definitions of prepackaged foods, shelf life, and configurations, and deletes the definition of the principal display side;
- Makes further clarification of the declaration methods for food names and dates;
- Modifies the declaration requirements for list of ingredients, makes further clarification of the declaration methods for food additives, modifies the declaration requirements for the class names of ingredients, and modifies the requirements for quantitative ingredients declaration;
- Modifies the requirements on the minimum height of characters, symbols, and numbers in the mandatory declarations, as well as the requirements on the largest surface area of packages or containers;
- Modifies the declaration requirements for information of manufacturer and operator, and production license number;
- Modifies the declaration requirements for foods that contains allergens;
- Adds the declaration requirements for imported foods;
- Adds the digital labeling requirements;
- Adds requirements for food claims;

- Adds the new Appendix A “Requirements for Net Content in Labels of Prepackaged Foods and the Formats of Some Labelling Items”; merges the former Appendix C into the new Appendix A; changes the former Appendix A “Calculation Methods for the Largest Surface Area of the Package or Container of Prepackaged Foods” to Appendix C, which further clarifies the calculation methods for the largest surface area of packages in irregular shapes; adds the Appendix D “Methods for Declaring Allergens in Food Labels”, and the Appendix E “General Principles for Common Claims”.

National Food Safety Standard
General Principles for the Labelling of Prepackaged Foods

1. Scope

This standard applies to the labelling of prepackaged foods to be offered directly or indirectly as such to consumers.

This standard does not apply to the labelling of packages that provide protection to prepackaged foods during storage and transportation, nor does it apply to the labelling of foods in bulk, and foods that are made and sold on the same spot.

2. Terms and Definitions

2.1 Prepackaged foods

Foods packaged or made up in a package or a container, including foods packaged in advance with a pre-determined quantity, and foods made up with a pre-determined quantity in a package and container that have unified weight, volume, and length within certain ranges; also include foods packaged or made up in advance in a package and a container that are sold by weight.

2.2 Food labels

Any characters, graphics, symbols, or descriptive matters shown on food packaging.

2.3 Digital labels

Food labels displayed on food packaging using information technology such as QR codes.

2.4 Attribute name

The special name reflecting the inherent or the explained characteristics of the foods, including descriptions of one or more exclusive attributes of the foods, such as characteristics of the foods or ingredients, the production techniques, and the food category.

2.5 Ingredients

Any substance used in the manufacture or processing of a food, which presents in the food (including in a modified form), including food additives (including food nutrition fortifiers).

2.6 Date of production (date of manufacture)

The date on which the food becomes the finished product, including packaging and filling date; that is, the date the food is placed into (filled into) the package or container and becomes the final selling unit.

2.7 Shelf life (best before date)

The date which signifies the end of the period under any stated storage conditions during which the product will retain qualities.

2.8 Expiration date

The date or period during which prepackaged food can remain safe for consumption after the shelf life has expired under the storage conditions specified on the food label.

2.9 Configuration

The descriptions of the relationship between net content and the units in the package when the package contains more than one unit of prepackaged food with a pre-determined weight.

2.10 Foods Claims

Characteristic description of foods, food ingredients, or components in terms of nutrition, quality, technology, origin, source, sensory, function, etc.

3. Basic Requirements

- 3.1** It shall comply with provisions by laws and regulations, and corresponding food safety standards.
- 3.2** It shall be clear, prominent, lasting, and legible to customers in purchase. Food labels shall not be separated from the foods or their packages (containers).
- 3.3** It shall be easy to understand and science-based; any indications which are unscientific, violating public order and good practice, disparaging other products, and superstitious shall not be declared.
- 3.4** It shall be true and accurate; it shall not use false or exaggerating deceptive words, graphics, symbols, or audios and videos to introduce the foods; it shall not create an erroneous impression by means of different font size, color contrast, or display layout design which mislead consumers to confuse the purchased food or its certain property with any other product.
- 3.5** It shall not be expressed or implied by words, graphics, or symbols that the food, or certain content, or certain ingredient has the function of prevention or treating diseases; foods other than health foods shall not state or imply health functions.
- 3.6** It shall use standard Chinese characters (except for trademarks); the traditional Chinese characters, Chinese pinyin, characters of the ethnic minorities, and foreign characters could be used at the same time. The use of traditional Chinese characters, Chinese pinyin, characters of the ethnic minorities, and foreign characters shall ensure the mandatory declaration information is consistent with the meaning of the standard Chinese characters (except for the trademark, the name and address of the overseas manufacturer and operator of imported foods, and websites). The height of the characters and their use requirements should follow provisions in Appendix A.

3.7 When the packaging of a sales unit contains different varieties of prepackaged foods in multiple independent packaging, the content of mandatory labeling of each individually packaged food should be marked separately on the outer packaging of the sales unit, and common information can be marked uniformly. If the independently packaged foods within a sales unit are not sold individually, then they are exempted from marking the corresponding contents on the individual packages. Where the mandatory declaration information on the inner package (or container) is legible through the outer wrapper, the same declaration information need not be repeated on the outer wrapper.

4. Labelling Content of Prepackaged Foods Directly Offered to Consumers

4.1 General provisions

Labels of prepackaged foods domestically produced, processed, and distributed shall contain name of the foods, list of ingredients, nutrition facts, net content and configuration, name, address, and contact information of manufacturers and/or operators, date of manufacture and shelf life, storage conditions, food production licensing number, number of the implemented product standard, warning of allergens, and other necessary contents, except for contents that are exempted from laws, regulations, and national food safety standards.

4.2 Name of foods

4.2.1 The same font, size, and color should be used to indicate the attribute name of the foods in a prominent position on the food label.

4.2.1.1 Where a name or several names have been established or used for a food by national standards, industry standards, local standards, regulations, or public announcements related to the foods naming issued from relevant departments of the State Council, one of these names, or the name presenting the same meaning or with the same nature can be selected as the attribute name.

4.2.1.2 Where the national standards, industry standards, local standards, regulations, or public announcements of relevant departments of the State Council did not establish or use a name presenting the same meaning or with the same nature for a food product, the name which can fully describe the true attributes of the food and is not misleading or confusing to the consumers could be used as the attribute name.

4.2.2 Descriptive words about the production techniques or methods, instructions for use, or purpose of use, physical condition of the food, sensory, flavor, shape, and other characteristics could be added before or after the food's attribute name.

4.2.3 The “coined”, “fanciful”, “transliterated”, “dialect”, or “trademark” name of the food can be marked on the same display side of the attribute name at the same time. When such name contains characters or words that may mislead or confuse consumers about the food attribute, such characters or words shall be marked in font not taller than the attribute name, and in the same color of the attribute name at the same display side near to the attribute name.

4.3 List of ingredients

4.3.1 A list of ingredients shall be declared on the label of prepackaged foods (including single-ingredient foods). Ingredients in the list of ingredients shall declare their attribute names and names of food additives should be declared following provisions in 4.3.5 of this standard.

4.3.2 The list of ingredients shall be headed or preceded by the word “Ingredients” or “List of Ingredients”. If the ingredients used during processing have converted into other components (for example fermented products such as wine, soy sauce, vinegar), the word “Raw Materials” or “Raw Materials and Auxiliary Materials” could be used to replace “Ingredients” and “List of Ingredients”.

4.3.3 All ingredients shall be listed in descending order of ingoing volume (in terms of weight) at the time of the manufacturing or processing of the food; those ingredients with ingoing volume of less than 2% are not required to be listed in descending order. Ingredients volatilized or removed during processing do not need to be declared in the list of ingredients.

4.3.4 Where an ingredient added directly to food is the compound ingredients made of two or more ingredients or raw materials (excluding blended food additives), name of the compound ingredients shall be declared in the list of ingredients, which is immediately accompanied by a list in brackets, of its original ingredients according to requirements of 4.3.3 of this standard. Where national, industry, or local standard exists for a compound ingredient, and the ingoing volume of the compound ingredient constitutes less than 25% of the food weight, the original ingredients of the compound ingredient do not need to be declared. Compound ingredients added to compound ingredients do not need to be expanded to indicate their original ingredients.

4.3.5 Food additives shall be declared using their common names provided in the GB 2760¹, GB 14880², public announcements from health administrative departments of the State Council, or national food safety standards. The names of food additives do not include their manufacturing methods, otherwise stipulated in national food safety standards or announcements issued by the administrative department of the State Council. Where ingredients can be used as food additives and nutritional fortification substances and as other ingredients, they should be declared according to their functions in the finished products.

4.3.5.1 Compound food additives should be listed with all food additives that play a role in the final product. Processing aids and deactivated enzyme preparations need not be declared. Food additives contained in compound ingredients that already have national standards, industry standards, or local standards, and whose addition amount is less than 25% of the total food content, if they comply with the carry-over principles stipulated in GB 2760, need not be declared. Auxiliary materials of food additive that do not play a functional role in the final product do not need to be labeled. If national food safety standards provide otherwise, those regulations should be followed.

4.3.5.2 Food additives can be declared directly with their common names, or their common names can be classified and labeled with function class names of the additives, see Appendix B for the labeling

¹ National Food Safety Standard for Uses of Food Additives

² National Food Safety Standard Regarding Nutritional Fortification Substances in Foods

form. On the label of the same prepackaged foods, only one form of labeling in Appendix B should be selected.

4.3.5.3 Where the common name and the function class name of a food additive are both declared, when the largest surface area of the package or container is not more than 60 cm² (method for calculating the largest surface area is provided in Appendix C of the standard), the international numbering system (INS Number) of the food additives listed in GB 2760 could be used to substitute the common names of the food additives. Meanwhile, if a food additive does not have an international numbering code in GB 2760, or declaration of allergens requires, the common name of the food additive could be declared.

4.3.6 For a substance made of food, which has some packaging functions and could be ate, the substance shall also be declared in the list of ingredients, unless existing national standard, industry standard, local standard, or other laws and regulations have different provisions.

4.3.7 With regard to strains that are added directly during manufacturing process, not inactivated or removed, the specific names of the added strains shall be declared; the corresponding strain number ID and content could be declared at the same time. If the above-mentioned strains that are added play a fermentative role, they shall be declared in accordance with methods provided in Table A.4. If the above-mentioned strains that are inactivated or removed by filtration in the manufacturing process, they need not be declared; if declared, the sterilization process of the product should be clearly stated near the food attribute name or ingredient list, or labels such as “inactivated”, “non-viable bacteria type”, or “sterilized type” which can fully explain that the bacteria are no longer activated should be used. If there are other provisions in laws, regulations, and national food safety standards, those provisions shall prevail.

4.3.8 The ingredients listed in Appendix A.6 can either be declared in their attribute names, or be declared by their class names, unless existing national standards, industry standards, or local standards have different provisions.

4.4 Ingredient emphasis and quantitative ingredient declaration

4.4.1 Where the label of a food emphasizes the adding or containing of one or more ingredients or components, such ingredient(s) or compound(s) shall be clearly declared in the list of ingredients or use descriptions to declare the ingoing volume or content of the ingredient and compound in the finished product (please refer to Appendix A for the declaration formats).

4.4.1.1 An ingredient or a component mentioned in the label of a food, which does not constitute special emphasis if one of the following conditions are met, thus it is exempted to declare the ingredient or the component’s ingoing volume or content. Where national standards, industry standards, local standards, and other laws and regulations implemented for the product have different provisions, those provisions shall prevail.

- a. The ingredient or component mentioned in the warning of allergens or other warnings or reminding words;

- b. The ingredient or component mentioned only in the instructions for use or product mix recommendations;
- c. When there is a description of the origin of the ingredients and the ingredients all come from the same origin;
- d. The ingredient or component is mentioned only to describe sensory characteristics of the product, such as production techniques, forms, flavor, and taste.

4.4.1.2 An ingredient or component mentioned in the food name shall be declared with its ingoing volume or content in the finished product. It is exempted to declare the ingredient or the component's ingoing volume or content if one of the following conditions are met; where national standards, industry standards, local standards, and other laws and regulations have different provisions, those provisions shall prevail.

- a. The ingredients or components in the name of food, or in an equivalent name which has the same meaning or same nature, which (the names) are stipulated in national standards, industry standards, local standards, or announcements related to standard naming issued by relevant departments of the State Council;
- b. The ingredients or components for which national standards, industry standards, local standards, or announcements related to standard naming issued by relevant departments of the State Council have already provided for the ingoing volume or content of the ingredients and components in the finished products;
- c. The ingredients or components used only to describe sensory characteristics of the product such as its form, taste, flavor, and the words "taste", "flavor", "vegetarian", "plant-based", "imitated", or "plant-derived" are used to describe the ingredient or the component;
- d. Names appended before or after the food attribute name that are related to the use method or purpose of the product, and the relevant ingredients or ingredients do not exist in the food.

4.4.1.3 Patterns on food labels used to describe taste, flavor, source of ingredients, consumption methods, or uses are not subject to special emphasis. If only food essences and spices are used to prepare certain ingredients or food flavors, only patterns other than real photos of relevant ingredients or foods can be used, and "Patterns are for taste reference only", "Patterns are for reference only", and "for flavor reference only" should be declared clearly near the pattens. The words "pattern", "flavor", and "reference" can be replaced by "picture", "taste", and "tip" respectively.

4.4.2 Where the label of a food places special emphasis on the low or zero content of one or more ingredients or components, the content of the emphasized ingredient or component in the finished product shall be declared.

4.4.2.1 Where words such as "free" and "does not contain" are used, the content of the corresponding ingredients or components shall be declared as "0"; where other laws and regulations, national standards, local standards, or industry standards provide otherwise, those provisions shall prevail. Food

additives, contaminants, and substances prohibited to be added by laws, regulations, and standards, or substances that should not exist in foods, shall not be declared with words such as “free”, “does not contain”, and their synonyms. For synonyms to content claims, refer to Appendix A.

4.4.2.2 It is not allowed to use words such as “not adding”, “not used”, and their synonyms; where other laws, regulations, or national food safety standards have different provisions, those provisions shall prevail. For synonyms of “not adding”, refer to Appendix A.

4.5 Net content and configuration

4.5.1 Declaration of net content is composed of the net content, numbers, and the official measurement units. Prepackaged foods sold by measurement should be marked with “measurement”, “weighing measurement”, and “measurement method: bulk weighing” instead of net content. Please refer to Appendix A for declaration requirements and formats of net content.

4.5.2 The net content of foods in a package or a container shall be declared using an official measurement unit, net content shall be declared in the following formats:

- a. For liquid foods, semi-solid, or viscous foods: by volume or weight;
- b. For solid foods: by weight;
- c. For “casings” that are not be able to be declared by weight or volume: by length;
- d. If national standards, industry standards, and local standards have different provisions, those provisions shall prevail.

4.5.3 The net content shall be declared on the same displaying side where the food name locates on the package or container.

4.5.4 When a container contains foods in both solid and liquid forms, and the solid substances are the major ingredient, weigh or the percentage of weight shall also be used to declare the drained (solid) contents in addition to the declared net content.

4.5.5 Pre-quantified prepackaged foods should also be labeled with configurations. The configuration of a single piece of pre-quantified prepackaged food is equivalent to the net content. Where a prepackaged food contains several pre-quantified prepackaged foods, the package shall also declare the number of packages in addition to the declared net content. When configuration is declared, the word “configuration” could be omitted. Declaration requirements and formats for configurations refer to Appendix A.

4.6 Name, address, and contact information of manufacturer and operator

4.6.1 Name, address, and contact information of the manufacturer shall be declared. The name and address of the manufacturer shall be the name and address of the manufacturer that is legally registered, who is to be held responsible for product safety and quality.

4.6.1.1 For a group company and its subsidiary that could both bear independent statutory responsibilities, names and addresses of both organizations shall be declared respectively.

4.6.1.2 For branch company of a group company or a production base of a group company that cannot bear independent statutory responsibilities, name and address of the group company shall be declared at the same time.

4.6.1.3 If the prepackaged food is produced by a contracted entity, name and address of the contracting entity and the contracted entity shall both be declared at the same time.

4.6.2 For producer or operator that could independently bear statutory responsibilities, one of the following types of information shall be declared: telephone number, fax number, e-mail, website address, etc.

4.7 Date marking

4.7.1 The date of manufacture and the shelf life shall be marked clearly in the sequence of year, month, and date, please refer to Appendix A for the formats. Where the date is marked as “see xxx (location) of the packaging”, the specific location on the package shall be clearly indicated. If the shelf life is one year or more, the date of manufacture does not need to be marked. The date marking should be clear, eye-catching, and easy to identify, and shall not be separated from the package and container; it shall not be pasted (on the package), re-printed, or altered. When the sales unit has multiple layers of packaging, the production date and shelf life of the foods should be marked on the outermost packaging of the sales units.

4.7.1.1 When one prepackaging contains multiple individual prepackaged foods that all mark dates of manufacture and shelf life, the shelf life declared on the outer package shall be the shelf life of the individually prepackaged food that first arrives. The date of manufacture marked on the outer package shall be the earliest date of manufacture of the individual prepackaged foods in it, or the date the outer package is made into a selling unit. It is also allowed to mark all individual packages' dates of manufacture and the shelf life respectively on the outer package.

4.7.1.2 Foods produced by subpackaging should be marked with the date of manufacture and subpackaging date of the subpackaged foods, as well as the shelf-life expiration date indicated by the shelf life of the subpackaged food.

4.7.2 The date of manufacture and shelf life, as well as the year, month, and day marked on the date, can be separated by spaces, slashes, hyphens, periods, and other symbols, or without separators. The year number should be marked with four digits, and two digits can also be used to mark the year when the maximum surface area of the package is not more than 60 cm². The month and day should be marked with two digits, if there are less than two digits, 0 should be added before the number.

4.7.3 When the maximum surface area of the packaging or packaging container is not more than 20 cm², the shelf life can be marked with ×× months (or ×× date, or ×× days, or ×× weeks, or × years) on the

premise that the date of manufacture has been marked. If marked in this form, the shelf life is calculated from the marked date of manufacture.

4.7.4 The expiration date can be marked according to the characteristics and process of the foods, as the last consumption date of the foods under the specified storage conditions, to guide consumers to eat the foods reasonably after purchasing and avoid food wastes. When marking the expiration date, the same format as the shelf life should be used near the location of shelf life. Please see Appendix A for the marking format.

4.8 Storage conditions

Prepackaged foods shall declare the storage conditions, please refer to Appendix A for declaration formats.

4.9 Food production licensing number

For those prepackaged foods that are required to declare food production licensing number, declaration format shall follow relevant provisions.

4.10 Number of the implemented product standard

Prepackaged foods produced and distributed in China shall declare the number of the implemented product standard and the standard sequence number.

4.11 Quality grade of product

If the implemented product standard has clear provisions for the product quality grade, the quality grade shall be declared, otherwise, the quality grade shall not be marked.

4.12 Declaration of allergens

4.12.1 The following food ingredients may cause allergy to some people; if such ingredients are used, warnings shall be declared in the list of ingredients, or warning contents shall be declared close to the list of ingredients on the labels.

- a. Cereals and products containing gluten (such as wheat, rye, barley, oats, spelt wheat, or their hybrid products);
- b. Crustaceans and products (such as shrimps, lobsters, crabs);
- c. Fish and products;
- d. Eggs and products;
- e. Peanuts and products;
- f. Soybeans and products;
- g. Milk and dairy products (including lactose);
- h. Nuts and products;

Other possible allergenic substances other than the above-mentioned ingredients can be voluntarily labeled with warning information.

4.12.2 If allergens may be carried over during production or processing, for example, through shared manufacturing workshop or production line, it is encouraged the warning message of allergens be declared, please refer to Appendix D for the declaration format.

4.12.3 The ingredients listed in Appendix D.4 and situations listed in Appendix D.5 are exempted from declaring allergens.

4.13 Nutrition labels

Scopes and formats for nutrition labels shall follow provisions in GB 28050³ and GB 13432⁴.

4.14 Warnings

If laws, regulations, food safety standards, and announcements issued by relevant departments of the State Council have requirements for the labeling of warnings on foods, food ingredients, or components, they should be displayed in accordance with relevant provisions.

4.15 Other declaration information

4.15.1 Irradiation processed foods

4.15.1.1 For foods that are treated with ionizing radiation, the statement “irradiation processed foods” or “irradiated treatment” shall be declared close to the name of the foods. If the national food safety standards provide otherwise, those provisions shall prevail.

4.15.1.2 For food ingredients which have been treated with ionizing radiation or ionizing energy shall be marked with “irradiation” or “irradiation processed” in brackets in the ingredients list, or “irradiated processed” shall be marked close to the ingredients list. If the national food safety standards provide otherwise, those provisions shall prevail.

4.15.2 Genetically Modified Foods

Labelling of genetically modified foods shall comply with provisions in relevant laws and regulations.

5. Label Information of Prepackaged Foods that are not Directly Offered to Consumers

For prepackaged foods that are not directly offered to consumers, they shall declare the name, net content, configuration, date of manufacture, shelf life, and storage conditions of the foods, as required by corresponding requirements in Article 4 of this Standard. Other information that are not declared on the label shall be provided in the digital labels, or through the instructions or contracts.

³ National Food Safety Standard for Nutrition Labelling of Prepackaged Foods

⁴ National Food Safety Standard for the Labelling of Pre-packaged Foods for Special Dietary Uses

6. Special Foods

If the relevant departments of the State Council have other regulations on special foods labeling, such regulations shall prevail.

7. Food Claims

7.1 Food claims should truly and accurately describe the characteristics, properties, and specialty of the foods, food ingredients, or components. If there are clear provisions in the laws, regulations, food safety standards, and rules and announcements issued by relevant departments of the State Council, those provisions shall prevail.

7.2 Food claims include general claims, nutrition claims, function claims for nutritional ingredients, health effect claims of food ingredients or components, and health foods claims.

7.2.1 General claims include characteristic claims, condition claims, comparison claims, quantitative (content) claims, and sensory claims. See Appendix E for specific requirements.

7.2.2 Nutrition claims and function claims for nutritional ingredients should be implemented in accordance with GB 28050 and GB 13432.

7.2.3 When claiming effects for ingredients or components that are “traditionally regarded as both foods and traditional Chinese medicines” and “have the effect of reducing the risk of diseases”, the regulations of the relevant departments of the State Council should be followed

7.2.4 The health function claims of health foods should comply with the regulations of the relevant departments of the State Council.

8. Imported Foods

8.1 General requirements

8.1.1 All visible declared content in the label of imported prepackaged foods (including content marked in foreign languages or traditional Chinese characters, content in Chinese labels, and other explanatory materials) shall comply with provisions of Chinese laws, regulations, and food safety standards.

8.1.2 The label of the imported prepackaged foods shall be accompanied with a printed or a pasted label in Chinese. The Chinese label of imported prepackaged foods shall contain the mandatory declaration items required by this standard, relevant laws, regulations, and food safety standards. There should be a one-to-one correspondence between the Chinese and foreign languages of the mandatory label content. The content expressed in visible foreign languages or traditional Chinese characters in the label shall be correspondent with the standard Chinese characters (except for trademark, name and address of overseas manufacturer, name and address of foreign operator, and their websites).

8.1.3 Declared content in labels of imported prepackaged foods shall comply with requirements of corresponding provisions in Article 4 and 5 (with exception of 4.9 and 4.10) of this Standard.

8.1.4 Imported prepackaged food labels that are not directly provided to consumers should be labeled in accordance with the corresponding requirements in Chapter 5 of this Standard.

8.2 List of ingredients

The content of the list of ingredients of imported prepackaged foods in foreign language shall have corresponding contents in the list of ingredients in Chinese; the ingredients that are not declared in the original list of ingredients in foreign languages but are required to be declared by Chinese laws, regulations, and standards shall also be declared in the list of ingredients in Chinese.

8.3 Name, address, and contact information of manufacturers and operators

Imported prepackaged foods must declare the name, address, and contact information of its importer or agent, and the China's registration number or the registration number issued by authorities of the foreign countries for the overseas manufacturers.

8.4 Country (region) of origin

The imported prepackaged foods shall declare the country (region) of origin. If a product is completely obtained in one country (region), the country (region) is the country (region) of origin of the product. When foods undergo processing in two or more countries (regions), the country (region) where the nature of the foods changes complete shall be considered as the country (region) of origin. If the country or region of filling or subpackaging is different from the country of origin, the country or region of filling or subpackaging should be marked at the same time. The source or the producing country (region) of its raw materials or ingredients may be declared at the same time.

8.5 Date marking

For imported prepackaged foods without date of manufacture on its original packaging, the date of manufacture shall be calculated and marked based on the shelf life, the best before date, and other relevant information labeled on the original packaging. If the shelf life is not less than 1 year, the date of manufacture need not to be marked.

8.6 Intended consumer group, serving size, or instructions for use

Where the original label of an imported prepackaged food involves the intended consumer group, serving size, or instructions for use, such information should have corresponding Chinese, and shall comply with requirements by relevant national food safety standards and announcements issued by the relevant departments of the State Council.

8.7 Others

Imported prepackaged foods need not declare food production licensing number and the number of the implemented product standard.

9. Recommended Declaration Content

9.1 The prepackaged foods may mark the batch number of the products according to needs.

9.2 Labels of prepackaged foods can indicate instructions helpful for consumers for eating or cooking, for example how to open the container, how to eat or use, how to cook or heat, how to thaw or warm the foods, storage methods and expiration period after thawing or warming, rehydration methods, consumption period after opening, storage methods after opening, and food matching styles or methods.

10. Digital Label Requirements

10.1 Food manufacturers are encouraged to display food information through digital labels on the premise that labeling of prepackaged foods comply with the requirements of this Standard.

10.2 The content displayed in the digital labels should comply with the provisions of laws, regulations, and national food safety standards, and should be consistent with the information displayed in labels on food packaging.

10.3 When using digital labels, digitalization methods shall comply with national standards, and they should be indicated with “digital label” or similar words near the image of the digital labels.

10.4 Digital labels should be provided in an easily accessible form to encourage compatibility with multiple identification methods. The content of the digital label should be displayed directly on the first level page after scanning of the code and should not contain any interfering elements to affect reading.

10.5 The content of digital labels should be clear, eye-catching, and easy to read. Food manufacturers can provide digital labels based on the needs of specific consumer groups, for example, food information can be provided through video, voice recognition, and other methods besides texts.

10.6 The names of manufacturers and operators (excluding manufacturers registered in accordance with the law and able to take responsibility for product safety and quality), address, implemented product number, food production license number, and recommended labeling content specified in the food safety standards provided through digital labeling, can be exempted in labels of the food packaging. When using digital labels to indicate the above content, it should be clearly stated in the food labels on the packaging that the relevant information can be found in the digital labels.

11. Content that are Exempted from Declaration

11.1 The following prepackaged foods are exempted from declaring shelf life: liquors with alcohol content of 10% or more; vinegar; food grade salt; solid sugars; and monosodium glutamate. If the national food safety standards have other provisions, those provisions shall prevail.

11.1.1 The date of manufacture of wine and alcoholic beverages with alcohol content of 10% or more can be replaced by the batch number.

11.2 When the maximum surface area of the package or container of prepackaged foods is less than 20 cm², labeling items other than the following mandatory items can be marked on the sales container, or provided in the form of accompanying instructions, digital labels, etc. See Appendix C for the calculation method of the maximum surface areas.

11.2.1 When the maximum surface area of the packaging or container of pre-quantified prepackaged foods is less than 20 cm², only the name of the food, net content, date of manufacture, shelf life, storage conditions, and name and contact information of the manufacturer and (or) the operator need to be marked.

11.2.2 When the maximum surface area of the packaging or container of prepackaged foods sold in a measured manner is less than 20 cm², only the name of the food and the name of the manufacturer (or distributor) need to be marked. This type of food should be marked with the word “measurement” or “measurement and weighing”.

Appendix A

Requirements for Net Content in Labels of Prepackaged Foods and the Formats of Some Labeling Items

A.1 General Provisions

This appendix specifies the requirements for net content in labels of prepackaged foods; it uses examples to provide declaration formats of some label items of prepackaged foods. When labeling the corresponding items, one of the examples should be selected for use.

For convenience of expression, some examples of net content and specifications use mass as the unit of measurement and colon as the separator. The net content and specifications in the label should be marked according to the actual product and its applicable measurement unit, and spaces or other symbols that are easy to read can be selected as separator according to the actual situation.

A.2 Requirements for Characters for Labels of Prepackaged Foods

Pinyin shall not be larger than the corresponding standard Chinese characters (except for trademarks) in height. All foreign characters and traditional Chinese characters shall not be larger than the corresponding standard Chinese characters (except those in trademarks) in height. Art characters of different kinds used for decorating purposes must be written correctly and readily legible.

The mandatory content such as characters, symbols, and digits on the packaging or container of the prepackaged foods should following requirements in Table A.1.

It is encouraged to clearly mark the date in a form with a clear contrast between the background color and the color of the date, such as black text on a white background. The minimum character height of the date should not be less than 3mm, and the ratio of height to width should not be greater than 3:1.

Table A.1: The Minimum Height of Mandatory Content for Characters, Symbols, and Digits

Range of Maximum Surface Area of the Packaging or Container (X)	Minimum Height of Font /mm
$60 \text{ cm}^2 \leq X < 150 \text{ cm}^2$	1.8
$150 \text{ cm}^2 \leq X < 400 \text{ cm}^2$	2
$X \geq 400 \text{ cm}^2$	2.5

A.3 Declaration of Net Content and Configuration

A.3.1 The measurement units for net content shall be declared following Table A.2.

Table A.2: Measurement Units for Net Content Declaration

Measurement Method	Range of Net Content (Q)	Unit of Measurement
Volume	Q < 1,000mL	mL (ml)
	Q ≥ 1,000mL	L (l)
Weight	Q < 1,000g	g
	Q ≥ 1,000g	kg
Length	Q < 100cm	cm
	Q ≥ 100cm	m

A.3.2 The minimum height of characters for net content declaration shall comply with requirements in Table A.3.

Table A.3: The Minimum Height of Characters for Net Content Declaration

Range of Net Content (Q)	Minimum Height of Font/mm
Q ≤ 50 mL; Q ≤ 50g;	2
50 mL < Q ≤ 200 mL; 50 g < Q ≤ 200g;	3
200 mL < Q ≤ 1L; 200g < Q ≤ 1 kg;	4
Q > 1 kg; Q > 1 L;	6
Marked with length units	2

A.3.3 The net content (configuration) of individual prepackaged food may be declared as follows:

- Net content (or net content/configuration): 200 g;
- Net content (or net content/configuration): 225g (200g + 25g for free);
- Net content (or net content/configuration): 200g + 25g for free;
- Net content (or net content/configuration): (200+25) g;
- Net content (or net content/configuration): Net content 225g (including 25g for free).
- Net content: 150 meters.
- Measurement;
- Sale by measurement;
- Measurement methods: weight;
- Measurement by weight.

A.3.4 The net content and drained (solid) content may be declared as follows:

- Net content (or net content/configuration): 425g, drained content (solid content or “food ingredients in solid form”) no less than 255g (or no less than 60%).

A.3.5 For pre-quantified prepackaged foods containing multiple pre-quantified foods of the same kind, the net content and configuration may be declared as follows:

Net content (or net content/configuration): 40g x 5;
Net content (or configuration/net content): 5 x 40g;
Net content (or net content/configuration): 200g (5 x 40g);
Net content (or net content/configuration): 200g (40g x 5);
Net content (or net content/configuration): 200g (5 units);
Net content: 200g, configuration: 5 x 40g;
Net content: 200g, configuration: 40g x 5;
Net content: 200g, configuration: 5 units;
Net content (or net content/configuration): 200g (100g + 50g x 2);
Net content (or net content/configuration): 200g (80g x 2 + 40g);
Net content: 200g, configuration: 100g + 50g x 2;
Net content: 200g, configuration: 80g x 2 + 40g.

A.3.6 For pre-quantified prepackaged foods containing multiple pre-quantified foods of the different kinds, the net content and configuration may be declared as follows:

Net content (or net content/configuration): 200g (Product A 40g x 3, Product B 40g x 2);
Net content (or net content/configuration): 200g (40g x 3, 40g x 2);
Net content (or net content/configuration): 100g Product A, 50g x 2 Product B, 50g Product C;
Net content (or net content/configuration): Product A: 100g, Product B: 50g x 2, Product C: 50g;
Net content (or net content/configuration): 50g x 5 (Product A x 3, Product B x 2);
Net content (or net content/configuration): (Product A 1 g + Product B 200 mL) x 10;
Net content/configuration: 100g (Product A), 50g x 2 (Product B), 50g (Product C).
Net content/configuration: Product A 100g, Product B 50g x 2, Product C 50g.

A.4 Marking of Date

The date may be marked as follows:

2010 year (in Chinese) 03 month (in Chinese) 20 day (in Chinese);
2010 03 20;
2010/03/20;
20100320;

The date of manufacture and shelf life can be marked on the same line:

20100320/20100520
20100320; 20100520
20100320 20100520

The shelf life may be also marked as follows:

Shelf-life date (until):
Shelf life till:

Best date before use (until);
Best to eat (drink) before...;
Eat (drink) best before...;
Best before...;
Best before the date ...;
Eat (drink) best before the date ...;

When maximum surface area of the packaging is not more than 20cm², mark the shelf life in formats as: shelf life of xx months (or xx date, or xx days, or xx weeks, or x years).

Shelf life can also be marked as follows:

Shelf life ends on (until);
Best before date (until);

When maximum surface area of the packaging is not more than 20cm², mark the shelf life in formats as: shelf life of xx months (or xx date, or xx days, or xx weeks, or x years).

A.5 Declaration of Storage Conditions

Declaration of storage conditions should be titled using “Storage Conditions”, “Conditions for Storage”, “Storage Methods” in the labels, or no title is indicated.

Storage conditions may be declared as follows:

Stored at room temperature (or frozen, or refrigerated, or avoiding light, or other conditions);

Stored at xx-xx °C;

Avoiding direct sunlight (or other conditions);

Please store in a cool and dry place (or other conditions);

Stored at room temperature, refrigerate after the package is open (or other conditions);

Temperature: ≤xx°C; moisture: ≤xx %.

A.6 Methods for Declaring Class Names of Ingredients

See Table A.4 for declaration of their class names for some ingredients.

Table A.4: Methods for Declaring Class Names of Some Ingredients

Ingredient Classes	Methods for Declaring Class Names
Vegetable oil of different kinds added to non-vegetable oil products,	“Vegetable oil” or “refined vegetable oil”; if it has been hydrogenated, it should declare “hydrogenated” or “partially hydrogenated”
Starches of different kinds, not including chemically modified starches	“Starch”
Spices and spice extracts not exceeding 2% (either individually or in total)	“Spices”, “spice categories”, or “compound spices”
Gum preparations of different kinds in gum-based candies	“Gum base agent”, “gum base”
Strains that are added, not inactivated, or not removed in the production process (except for those strains that play a non-fermentative role and exist in finished products)	“Fermentative strain”, “microbial fermentation agent”
Food flavoring essence, food flavoring substances	“Food flavoring essence”, “food flavoring substance”, “food flavoring essence and substance”, “food use flavoring essence”, “food flavoring essence”, “food use flavoring substance”, “food use flavoring essence and substance”
Soy sauce added during the production process	“Soy sauce”
Vinegar added during the production process	“Vinegar”
Edible sugar added during the production process	“Edible Sugar”
Starch sugars added during the production process	The attribute names of the ingredients that can be directly marked, such as “fructose syrup.”
Fermented wine, distilled wine, and edible alcohol used as ingredients, excluding prepared wine.	The attribute names of ingredients that can be directly marked, such as “rice wine” and “edible alcohol.”

A.7 Quantitative Labeling of Ingredients

A.7.1 For the labeling format for quantitative labeling of prepackaged food ingredients, “≥”, “not less than”, or “no less than” can be used for quantitative labeling to indicate the minimum committed addition amount or content:

- Indicate the added amount or content in specific numerical form;
- Indicate the added amount or content in percentage form;
- Indicate the added amount or content with additional instructions;
- When the production and processing technology may cause fluctuations in the added amount or content, the added amount or content can be marked in the form of a variation interval.

A.7.2 If the ingredients that need to be quantitatively labeled fall within the scope of the nutrition labels, they should be implemented in accordance with the relevant standards. Otherwise, they should be labeled with added amount or content outside the nutrition labels.

A.7.3 The synonyms of content claims

The synonyms equivalent to “not containing” and “none”: “zero (0)”, “no”, “0%”, “not contain”, “zero (0) content”, “contains 0 amount”, and other terms that are essentially the same as the above.

The synonyms equivalent to “not added” and “not used”: “no addition”, “zero added”, “no added”, “not used”, “no adding”, “not use”, “not in use”, “never used”, and other terms that are essentially the same as the above.

Appendix B

Declaration Formats of Food Additives in the List of Ingredients

B.1 General Provisions

This appendix provides examples of labeling forms for food additives in ingredient lists. When marking the corresponding items, one of them should be selected for marking according to the requirements of 4.3.5.1 in this Standard.

B.2 Declare all common names of food additives in descending order of the ingoing volumes

Ingredients: water, whole milk powder, chocolate (cocoa liquor, sugar, cocoa butter, phospholipid, PGPR, food flavoring essence, lemon yellow), cream, vegetable oil, chocolate ⁵(cocoa liquor, sugar, cocoa butter, phospholipid, PGPR, food flavoring essence, lemon yellow), glucose syrup, propylene glycol ester of fatty acid, carrageenan, guar gum, annatto, maltodextrin, and food flavoring substance.

B.3 Declare all function class names and common names of food additives in descending order of the ingoing volumes

Ingredients: water, whole milk powder, chocolate [cocoa liquor, sugar, cocoa butter, emulsifier (phospholipid and PGPR), food flavoring essence, colorant (lemon yellow)], cream, vegetable oil, glucose syrup, emulsifier (propylene glycol ester of fatty acid), thickener (carrageenan and guar gum), colorant (annatto), maltodextrin, and food flavoring substance.

B.4 When the maximum surface area of the package or container is less than 60cm², all function class names and international numbering identifications of food additives in descending order in terms of ingoing volumes can be declared

Ingredients: water, whole milk powder, chocolate (cocoa liquor, sugar, cocoa butter, emulsifier (322,476), cream, vegetable oil, food flavoring essence, colorant (102), glucose syrup, emulsifier (477), thickener (407, 412), colorant (160b), maltodextrin, and food flavoring substance.

B.5 Establish the Format for Declaration of Food Additives

B.5.1 General principles

Food additives that are directly added shall be declared in the food additives item. Do not declare under the food additives item if they are used indirectly. Nutritional fortification substances, food flavoring essences and substances, and gum base agents in gum-based candies can be declared outside the food additives item in the list of ingredients.

The position of the food additives item in the list of ingredients is determined by the total (ingoing) volumes of food additives included in this item.

B.5.2 Declare all common names of food additives

⁵ Duplication appears in the PRC document

Ingredients: water, whole milk powder, chocolate (cocoa liquor, sugar, cocoa butter, phospholipid, PGPR, food flavoring essence, and lemon yellow), cream, vegetable oil, glucose syrup, food additives (propylene glycol ester of fatty acid, carrageenan, guar gum, and annatto), maltodextrin, and food flavoring substance.

B.5.3 When the maximum surface area of the package or container is not more than 60cm², all function class names and international numbering identifications of food additives can be declared

Ingredients: water, whole milk powder, chocolate [cocoa liquor, sugar, cocoa butter, emulsifier (322, 476), food flavoring essence, colorant (102)], cream, vegetable oil, glucose syrup, food additives [emulsifier (477), thickener (407, 412) and colorant (160b)], maltodextrin, and food flavoring substance.

B.5.4 Declare all function class names and common names of food additives

Ingredients: water, whole milk powder, chocolate [cocoa liquor, sugar, cocoa butter, emulsifier (phospholipid and PGPR), food flavoring essence, colorant (lemon yellow)], cream, vegetable oil, glucose syrup, food additives [emulsifier (propylene glycol ester of fatty acid), thickener (carrageenan and guar gum), colorant (annatto)], maltodextrin, and food flavoring substance

Appendix C Methods for Calculating the Maximum Surface Area of a Package or Container

C.1 Methods for calculating maximum surface areas of the packaging of different shapes

C.1.1 Method for calculating (surface area of) a rectangular package or container

the height (cm) times the width (cm) of the largest side of a rectangular package or container

C.1.2 Method for calculating (surface area of) a cylindrical or a nearly cylindrical package or container

40% times the height (cm) of the packaging or the container times the circumference (cm) of the cylinder.

C.1.3 Method for calculating (surface area of) packages or containers of other shapes

Surface of the flat or almost flat side is regarded as the maximum surface area. When there are multiple flat sides or almost flat sides, the one with the largest areas shall be used for calculation.

If there is no obvious flat side or almost flat side, the maximum area is 40% of the total surface area of the tiled package or container.

C.2 When calculating the surface area, the area of seal and the part that cannot print characters shall be excluded. While calculating surface area of bottle or can-shaped packages, the shoulders, necks, the edges at the top and the bottom shall be excluded.

Appendix D Methods for Declaring Allergens in Food Labels

D.1 General Provisions

This appendix provides examples of labeling forms when prepackaged food ingredients contain allergenic substances and when allergenic substances may be indirectly introduced during production process. One of these forms should be used when labeling the corresponding items.

D.2 When the allergenic substances are used as ingredients, one of the following declarations shall be used for the warning of allergens:

D2.1 Use easy-to-recognize names and labeling methods in the ingredients list (either bold or underlined fonts can be used) to provide warnings:

Ingredients: water, whole milk powder, cream, vegetable oil, chocolate (cocoa liquor, sugar, cocoa butter, phospholipid, PGPR, food flavoring essence, and lemon yellow), peanut, glucose syrup, propylene glycol ester of fatty acid, carrageenan, guar gum, annatto, maltodextrin, and food flavoring substance.

Ingredients: **wheat flour**, sugar, **hazelnut jam** (**hazelnut** and chocolate)

D.2.2 Specially mark warning information near the ingredients list, “Food Allergen”, “Allergenic Substances”, or “Allergen Information (Tip)” can be used as the guide word, or no guide word is used:

- Contains eggs, peanuts, nuts, and dairy;
- Contains peanut butter and soybean products;
- The product contains fish and soybean components;
- The product contains fish and soybean components, which may lead to allergy.

D3. Allergenic substances that are or may be introduced indirectly during processing shall be alerted close to the list of ingredients or at other locations (on package) using the following methods:

- “This product may contain...”
- “May contain...”
- “May contain trace amount of...”
- “The production equipment also processes food containing...”
- “The production line also processes food containing...”

D4. The following deep-processed ingredients in which the protein components that lead to allergy have been removed, so they are exempted from declaring allergens:

- a. Soybean and peanuts processed products: refined soybean oil, refined peanut oil, soy-derived peptides, phospholipids, vitamin E, phytosterols, plant phytosterol esters, plant stanol esters, and xanthan gum;
- b. Grain processed products: starch, dextrin, glucose syrup, refined vegetable oil derived from grains;
- c. Aquatic processed products: chitin, chitosan oligosaccharide, fish gelatin, refined fish oil, DHA derived from fish oil;
- d. Dairy processed products: lactitol.

D.5 Other situations where labeling of allergenic substances is exempted:

- a. Products whose single ingredient is an allergenic substance, which are exempt from repeated labeling if the name of the allergenic substance is already appear in the product name;
- b. Edible alcohol and distilled spirits.

Appendix E General Principles for Common Claims

E.1 General Provisions

This appendix stipulates the labeling principles and specific requirements for general claims of prepackaged foods. Specific claims should comply with the requirements of this Appendix.

E.2 Characteristic Claims

E.2.1 Characteristic claims are authentic descriptions of food ingredients, components, formulas, processes, nutrition, quality, and other conditions, as well as origin, packaging, and other related conditions, including the following aspects:

- a. Food safety, nutritional characteristics, sensory characteristics, physical and chemical characteristics, and other quality characteristics;
- b. The formula, production technology and process characteristics, features, and characteristics of the foods;
- c. The characteristics, sources, and usage of food raw materials, ingredients, or components;
- d. The place of origin, season, ways of obtaining or provision of the ingredients and the foods;
- e. Food consumption ways and methods, consumption scenarios, consumption and usage amount, consumption and usage conditions;
- f. Description of the target consumer groups of the foods;
- g. Food packaging, storage, and transportation;
- h. Food-related qualifications, certifications, and awards;
- i. Food-related sustainable development;
- j. Other instructions and/or descriptions of foods and food-related matters.

E.2.2 The wording for characteristics claims should be brief. If normative words are given in standards or regulations, the normative words should be used first. If food quality characteristics are involved, the evidence should be sufficient. Claims involving origin and geographical indication should meet relevant requirements.

E.2.3 Claims related to target consumer groups of the foods, for example, if they involve specific age groups, physical conditions, and nutritional needs, and are not stipulated in relevant national laws, regulations, and announcements issued by relevant departments of the State Council, should be stated in the labels the content or source of the scientific evidence on which it is based.

E.3 Condition Claims

E.3.1 Condition claims refer to claims that must meet specific conditions or have certain additional conditions before they can be made. In the absence of relevant national laws, regulations, standards, and announcements issued by relevant departments of the State Council, there should be industrial fixed terminology or other conventional basis. The following food claim terms and their synonyms can be misleading and should be used only if certain conditions are met. When used/specifically described, related words may be used individually or in combination.

E.3.2 When unprocessed substances (animals, plants, algae, bacteria, microorganisms, minerals, water from natural sources, etc.) are used as ingredients and the following conditions are met, “natural” can be claimed.

- a. When the above substances are directly used as raw materials or ingredients in foods, “natural” can be used to describe the source of the food raw materials and ingredients;
- b. Only simple operations or physical methods are used to process the above substances without causing chemical changes to the raw materials and ingredients, or when the enzymes and/or microorganisms used in the process are derived from the raw materials and ingredients themselves or from the natural environment, “natural” and “original” can be used to describe the production processes;
- c. For foods with a single raw material or a single type of ingredient, if both above conditions a and b are met, “natural” can be used to describe the final food products.

E.3.3 When using “raw”, “fresh”, “original”, and their synonyms to describe the status of foods and food raw materials, and production technology and processing, they must meet the following requirements:

- a. For edible agricultural products used as foods, if they are within a period that can maintain their inherent sensory and quality characteristics, “raw”, “fresh”, “original”, and their synonyms can be used to describe their states;
- b. “Raw”, “fresh”, and their synonyms can be used to describe the foods or food ingredients when the inherent sensory and quality characteristics of foods and food raw materials are not affected by external conditions, after primary processing or simple processing, and the process has no adverse impact on the freshness and shelf life;
- c. When using unprocessed substances (animals, plants, algae, bacteria, microorganisms, minerals, water from natural sources, etc.) as ingredients, “original”, “derived”, and their synonyms may be used to describe the source of food raw materials and ingredients;
- d. When the production technology and process of the foods can maintain the original sensory characteristics of the main raw materials, or retain one, some, or all of the inherent features and characteristics of all or most of the raw materials and components, “raw”, “fresh”, “original”, and their synonyms may be used to describe the relevant production processes;
- e. “New” and “fresh” followed by “produced”, “launched”, similar terms, or the name of the final process can be used to describe the closeness of the time when the final processing of the foods is complete and the time when the food is put in the market.
- f. “Freshness preservation”, “freshness locking”, and their synonyms can be used to describe the effects of food packaging, transportation, and storage conditions to the foods.

E.3.4 “Not” and its synonyms can be used to describe the authenticity, and can be used to distinguish the differences between foods or food ingredients and conventional, commonly used, or common ingredients, formulas, processes, packaging, uses, etc. (except for substances that are not allowed to be used in certain types of foods according to the law, regulations, and standards, or are unnecessary and do not exist during the food production processes).

E.3.5 When the production processing of foods is all manually operated, “all hand-made” or similar words can be used to describe the production process of the foods; when the main production process of foods is manually operated, and manual equipment is only used to assist production, then “handmade” can be used to describe all or part of the production processes of the foods.

E.3.6 When using “pure” or similar words, the following requirements should be met:

- a. When the foods are composed of the same raw materials and ingredients, “pure” can be used to describe the ingredients or this type of ingredients;
- b. For foods composed of different ingredients, if there is only one component in all raw materials and ingredients, “pure” can be used to describe the component;
- c. When the foods are composed of the same raw materials and ingredients, “pure” and its synonyms can be used to describe the foods.

E.3.7 “True” can be used to provide additional information to describe the raw materials and ingredients that are actually present in the foods, but it should not mislead consumers.

E.4 Comparative Claims

E.4.1 Comparative claims can be used to illustrate or describe the consistency or difference between a certain food and other foods and food ingredients in one or more characteristics.

E.4.2 Comparative claims should be based on comparable facts and data. The comparison objects should be foods or food ingredients that are widely known, easily understood, and accepted by consumers. The comparison scale should be scientific and the differences should be reasonable.

E.4.3 Comparative claims should be accurately described and must not mislead consumers. Comparisons based on data should also indicate the amount or proportion of increase or decrease; when citing standards or scientific basis for comparison, the content or source of the standard or scientific basis should be marked in the label.

E.4.4 Comparative claims can use comparison terms such as new, better, superior, lower/higher, less/more, thick/thin, light/heavy, light/thick, increased/reduced, added, equivalent, equal, similar, approximately equal to, approximately, they can also be expressed using multiples, ratios, and specific numerical values.

E.5 Quantitative (content) Claims

E.5.1 Quantitative (content) claim is a description of the addition amount of ingredients or the content of components in foods. When using content claims, it should ensure that the content of the corresponding ingredients or components in foods meets the amount declared in labels or does not exceed the amount limit declared.

E.5.2 Ingredients with quantitative (content) claims should also comply with the requirements in provision 4.4 of this Standard.

E.6 Sensory Claims

E.6.1 Sensory claims are characteristics of foods determined based on the measurement results of sensory analysis methods, such as descriptions of perceptible quality characteristics such as texture, flavor, taste, smell, appearance, as well as description of the post-ingestion of foods, such as perception, attitudes, and preferences.

E.6.2 Sensory claims can be obtained through sensory determination methods such as observation and tasting of foods. The description of product characteristics and performance can be based on research and development reports, experiments, statistical data, sensory results, and widely used scientific information.

End Translation.

Attachments:

No Attachments.