

# JUICE LABELING GUIDELINES

Basic requirements you should include on your juice labels.

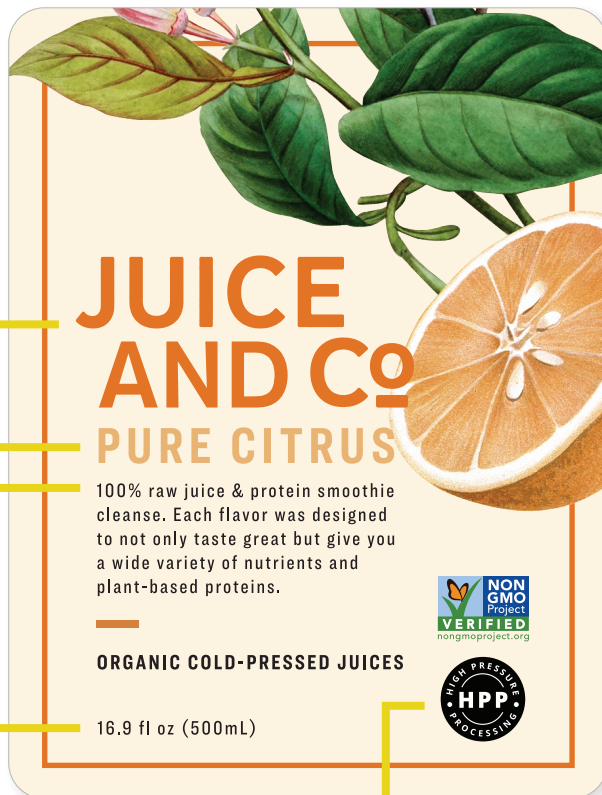
## COMMON NAME

This is the identity of your product. It must be included on the Product Display Panel (PDP) of your product. This is not the brand or trade name. It must be easy to locate and see.

## BRAND NAME

Generally this is the most prominent feature on your label. This is the name your Juice or Company are marketed under.

### Product Display Panel



## NET WEIGHT/FLUID OUNCES

State the quantity of the actual product, excluding the packaging or container. This should be included in fluid ounces and liters.

## PERCENTAGE OF JUICE

Beverages that claim to be juice need to declare the percentage of juice content.

## PROCESSING DETAILS

Must include whether your juice is pasturized or pressure processed.

## INGREDIENT DECLARATION

Ingredients must all be listed and in descending order.

## WARNING STATEMENT

Your label must include warnings for possible allergens. Non-pasteurized or "Raw" juices must include disclaimers.

## DIRECTIONS \*

It is advisable to include directions to ensure that consumers experience the very best of your product.

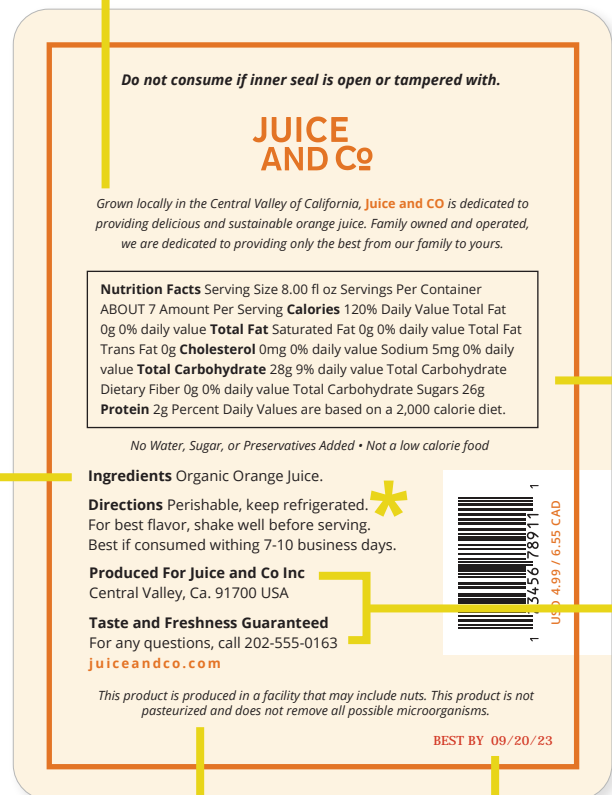
## NUTRITIONAL INFORMATION

It is required to include nutritional information on the label. All information should be clearly legible and contained within a hairline box.

## COMPANY INFORMATION

Including a small segment describing your company or product can help create a more impactful label and give your brand a personality.

### Information Panel



## BEST BY DATE

All food products must have their expected shelf life or best by date clearly marked.

## SIGNATURE LINE

All juice labels must include the manufacturer, packer, or distributor's name as well as their address. The full address and phone number should be included. This information needs to go on the front of the label or included in the information panel.

Please note: These are just guidelines. You should consult all FDA and state regulations before completing your labels.