



3 Top Tips for Reading Food Labels Quickly

1 Ignore the front of the product...its an advertisement.

Watch out for statements that look great, but are often used to distract attention from other, less desirable information.

Fruit juice drink, for example, may contain as little as 5% fruit juice, with the rest made up of water, sugar, flavourings, artificial sweeteners & colourings; while fruit juice contains 100% fruit juice.

2 The list of ingredients are **listed in order of weight** i.e. the first ingredient is the largest (exceptions to this include fresh unpackaged foods, such as breads baked in-store).

3 Look at the Nutrition information **per 100g** (rather than per serving)

Traffic light systems can vary but the levels below are taken from a traffic light system used by the British Heart Foundation

Sugars levels (per 100g)

Low sugar	Medium sugar	High sugar
The healthiest choice	Ok most of the time	Just occasionally
5 grams or less	5.1 - 15 grams	More than 15 grams