

Unpacking Front-of-Pack Labels

Co-located with



Product Discovery Powered by



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Meet the panel



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Jaclyn London
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Nutrition Consultant, Author,
Founder/Principal
Main Course



Jackie Bowen MPH,
MS
Executive Director
Clean Label Project

New Regulatory Precedent: Accountability through Transparency



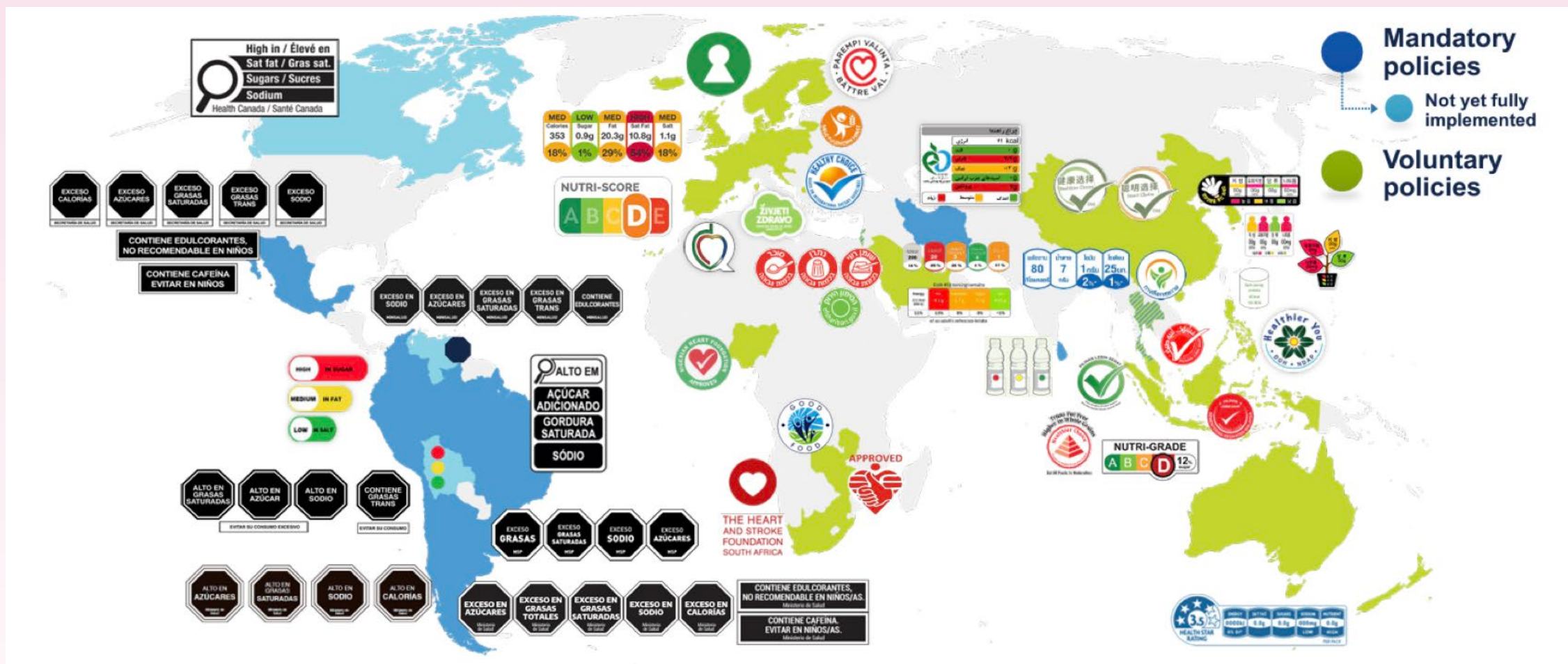
IF FINALIZED, PROPOSED FDA RULE WOULD

- Require most foods to bear the FOP Nutrition Label
- Detail how to determine “Low,” “Med,” and “High”
- Specify the required contents and format of label
- Detail special labeling provisions
- Specify certain foods that are exempt
- Revise the low sodium and low saturated fat nutrient content claim definitions
- Establish a compliance date

PROPOSED FDA FOP 'Nutrition Info Box'

Nutrition Info		
Per serving 5 cookies		% Daily Value
Saturated Fat	25%	High
Sodium	5%	Low
Added Sugars	10%	Med
FDA.gov		

Nutrition Info	
Sat. Fat	Med
Sodium	High
Add. Sugar	Low
FDA.gov	



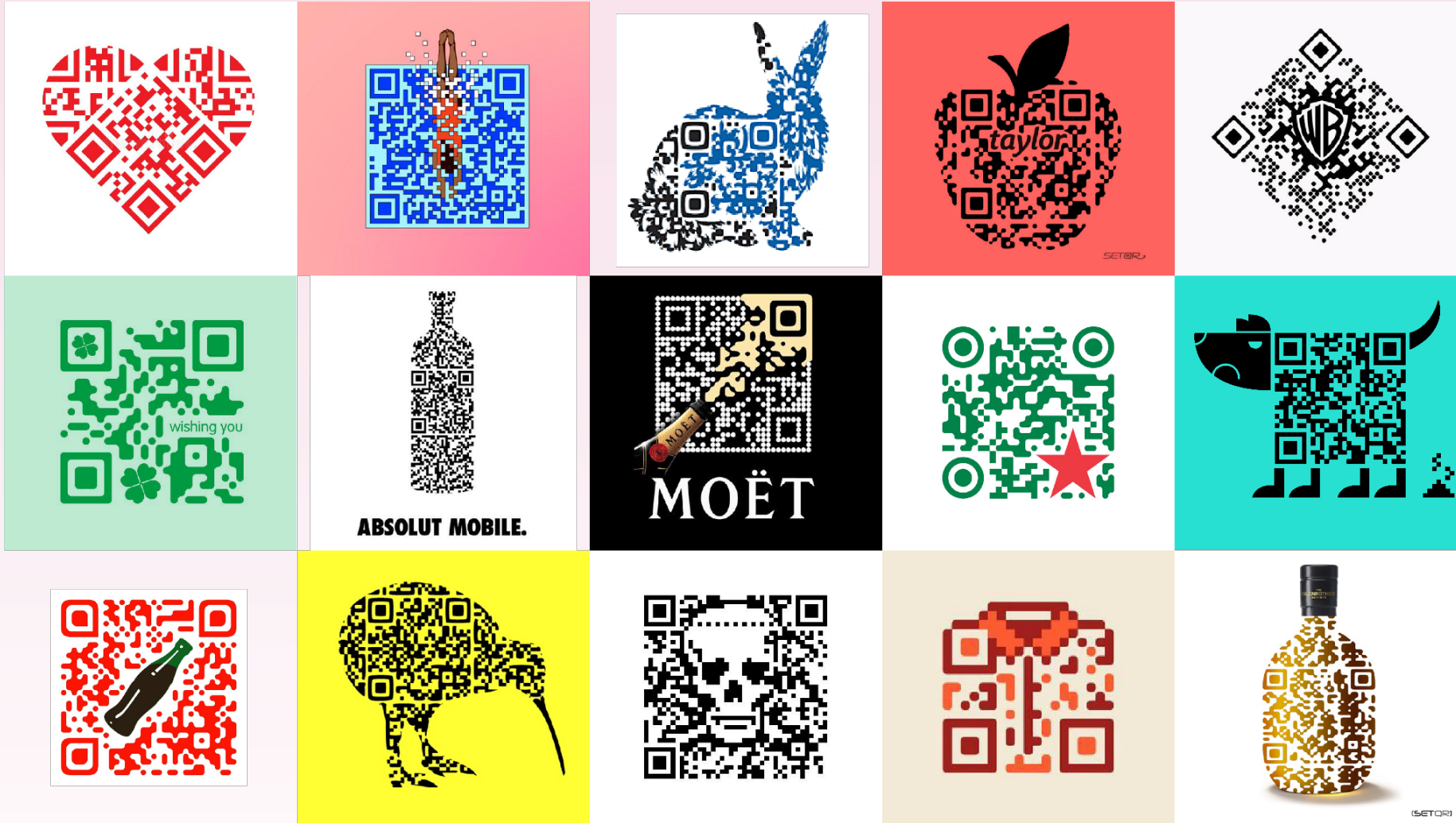
Mexico October 2020



Brazil October 2022

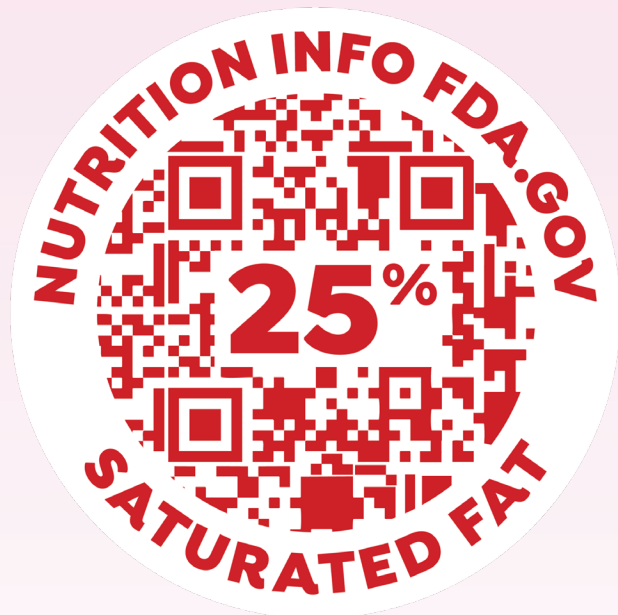


Canada January 2026



Nutrition Info		
Per serving 5 cookies		
	% Daily Value	
Saturated Fat	25%	High
Sodium	5%	Low
Added Sugars	10%	Med
FDA.gov		







Do Front-of-Pack Labels Make It Easier for Consumers to Eat Healthier?

Front-of-Pack Labeling Has HUGE Potential– If It's Leveraged Correctly...

- FOPNL can be used to inform, educate, & inspire – and drive traffic to other resources where your brands can deliver added value.
 - Focusing on what's NOT in the product is both a missed opportunity & unlikely to drive sales
- Global examples have shown mixed results:
 - Chile's warning labels reduced sugary drink purchases
 - The UK's traffic light system shows mixed results: Some studies suggest that traffic light labels can encourage healthier eating behavior, while other studies did not find any effects of traffic light labels on sales or consumption of healthy food. (PMID: [32012832](#))
 - The U.S. "Healthy" symbol proposal requires nutrition education to be successful

Bottom line: Without concurrent consumer education, FOPNL is unlikely to improve nutrition & health outcomes.

Which Labels Do Consumers Trust?

Consumers Trust Fewer Labels—But Environmental Claims Carry a “Health Halo”

- **Trust is declining:** Consumer skepticism about food labels is increasing, especially regarding health and nutrition claims.
- **Environmental & ethical claims resonate:** Labels related to sustainability (e.g., "USDA Organic," "Regenerative Agriculture," "Fair Trade Certified") often imply direct health benefits to consumers— even when they don't impact nutrition.
- **Perception vs. reality:** A 2023 IFIC survey found that consumers prioritize environmental impact over specific nutrient claims when evaluating "healthy" products.
- **The disconnect:** Claims like "natural" and "no artificial ingredients" still drive purchases but don't guarantee improved nutrition.

Bottom line: Consumers are drawn to values-driven claims, but these don't always translate to meaningfully healthier choices.

Which Label Claims & Third-Party Verifications Are Important in 2025?

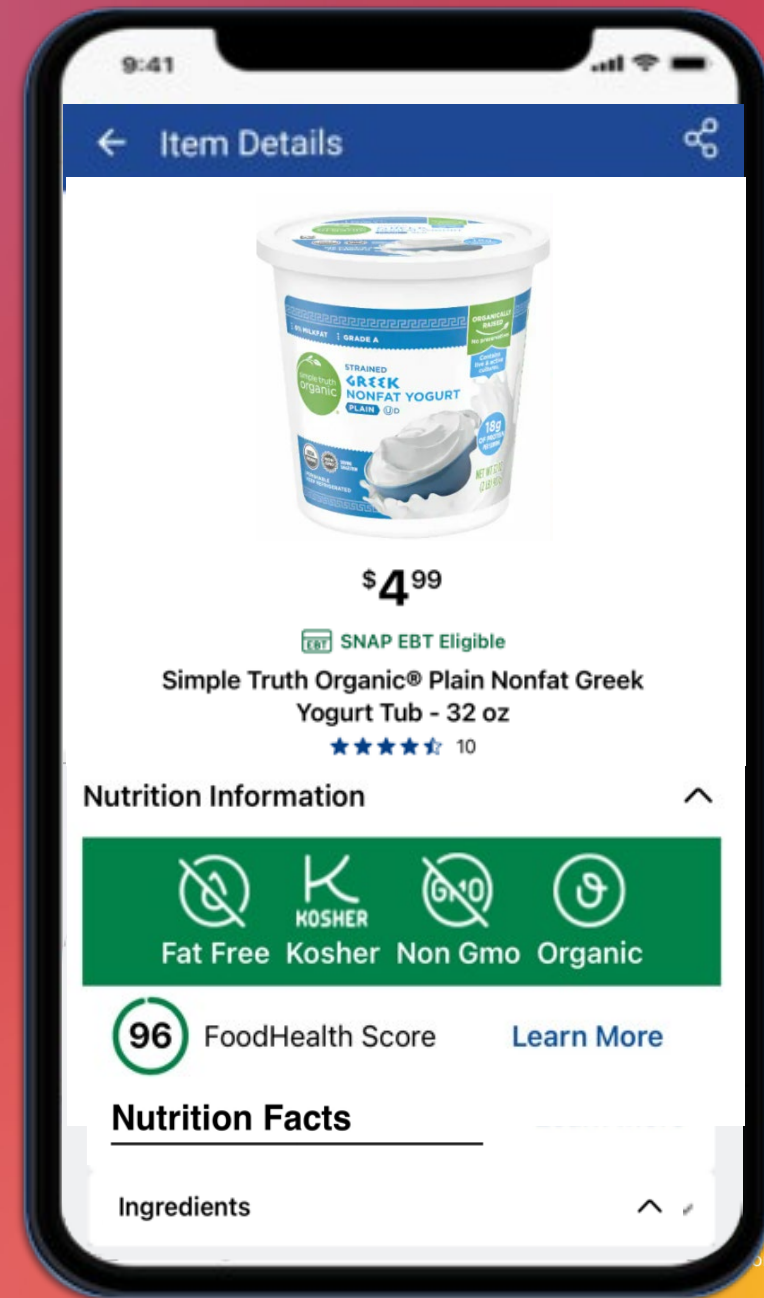
It Depends—Healthier Choices Are Personal & Context-Specific

- “Niche down:” What’s “healthy” varies based on dietary needs, health goals, and personal values.
 - Determining what’s important to YOUR customer is highest priority
 - Brands and retailers can support informed choices through front-of-pack callouts that are specific, evidence-based, and context-aware.
- The disconnect: Regulation vs. reality
 - Approved health claims and nutrient content claims place undue emphasis on nutrients, while nutrition counseling & education is focused on food
- Prioritizing whole foods in products & in marketing is key for the changing consumer landscape in 2025+

Bottom line: There’s no one-size-fits-all approach. Healthier choices are best guided by clear, relevant claims that align with individual health goals & your data insights.

Kroger's OptUP™ Nutrition Program

Powered by bitewell's FoodHealth Score

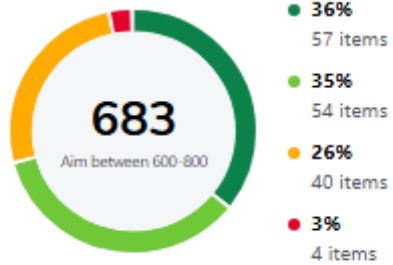


OptUP™ My Nutrition Insights

OptUP™ Score reflects the FoodHealth scores from your recent purchases; higher scores represent more nutritious purchase.

< January 2025 >

OptUP™ Monthly Score ⓘ



Want To Raise Your OptUP™ Monthly Score?

The FoodHealth Score from your recent purchases are used to calculate your OptUP™ score. You can use your OptUP™ score to better understand the nutritional value of your purchases. Use My Nutrition Insights to track your score over time.

OptUP™ to Better For You

Below is one of your lowest rated items from your previous purchase. The items to the right have a higher FoodHealth Score.

Previous Purchase:



21 FoodHealth Score

SNAP EBT

\$2⁹⁹

Hidden Valley
Original Ranch...

1 oz



60 FoodHealth Score

SNAP EBT

\$9⁹⁹ ~~\$10²⁹~~

Hidden Valley
Original Ranch...

8 oz

Save \$2 each when
you buy 3 or more

Add to Cart



60 FoodHealth Score

SNAP EBT

\$5⁹⁹

Hidden Valley
Original Ranch...

4 oz

Add to Cart



60 FoodHealth Score

SNAP EBT

Prices May Vary

Hidden Valley
Original Ranch...

2 oz

Item Unavailable



60 FoodHealth Score

SNAP EBT

\$2⁹⁹

Hidden Valley
Original Ranch...

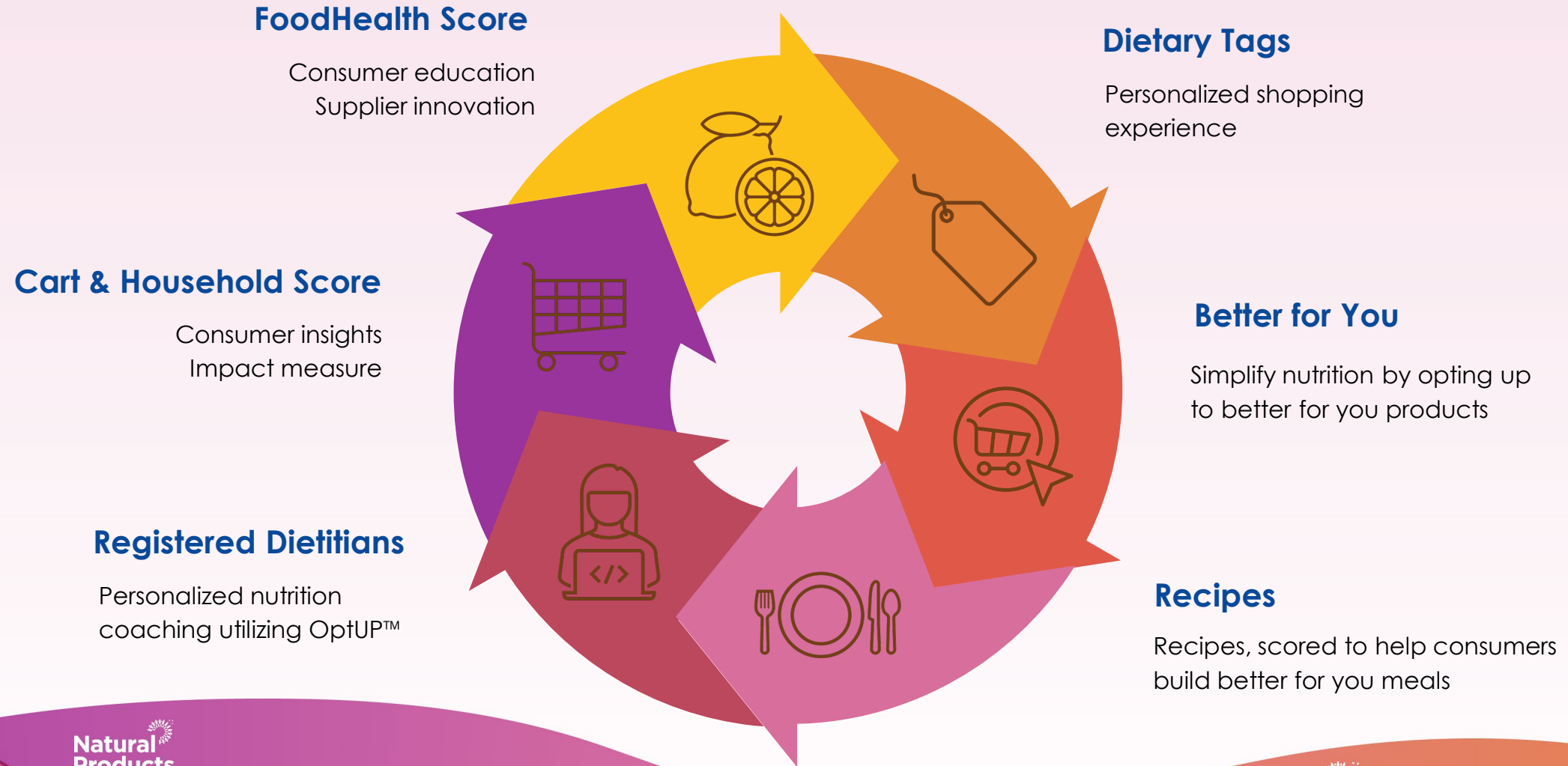
1 oz

Add to Cart

Maintain Your Score

These are your highest rated items, add more of these to your cart for a boost in OptUP™ Score.

Kroger's OptUP™ Ecosystem

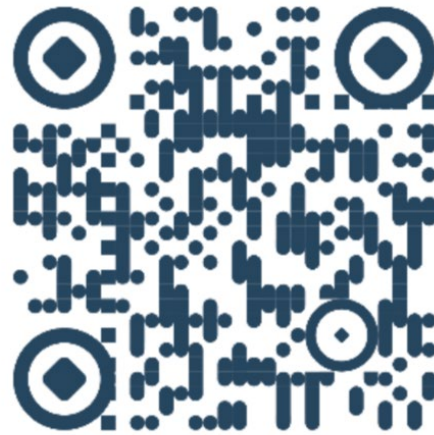


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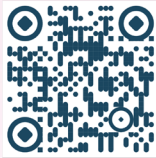
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