



## International Council of Beverages Associations Guidelines on Nutrition Labeling

### Context

The International Council of Beverages Associations (ICBA) is an international nongovernmental organization that represents the interests of the worldwide nonalcoholic beverage industry. The members of ICBA operate in more than 200 countries and produce, distribute, and sell a variety of nonalcoholic beverages.

The ICBA and its members recognize the importance of providing meaningful and understandable fact-based nutrition information from which consumers can make informed dietary decisions.

ICBA members have a role, along with other food and beverage companies, to provide consumers with product nutrition information that motivates and empowers consumers to make sensible, balanced dietary choices, as part of an active, healthy lifestyle. In conjunction with robust consumer education programs, such information can be an effective tool to help consumers meet their individual nutritional needs.

### The ICBA Guidelines address three key elements related to nutrition labeling:

- **The Nutrition Panel:** Fact-based nutrition information provided on the side or back of product packages.
- **Front-of-pack Energy Labeling:** Calorie, kilocalorie, or kilojoule information, per serving or per package, as appropriate, provided on the front of product packages.
- **Consumer Education:** Support for educational programs to help build consumer awareness, understanding, and use of nutrition labeling information.

### Guidelines

1. Nutrition information, whether part of the product package, or presented through advertising, brochures and other media, should emphasize the importance of the overall diet, recognizing that all foods and beverages can be part of a sensible, balanced diet, combined with regular physical activities.
2. Nutrition Panel (back- or side-of-pack)
  - Nutrients listed in the nutrition panel should be in line with applicable regulatory requirements in the country where the product is sold. Where regulations have not been established, the Codex Alimentarius Guidelines on Nutrition Labeling should be followed.<sup>1</sup>
  - The nutrition panel should include, at minimum, energy, total fat and/or saturated fat, total sugars and sodium, as well as any nutrient for which a claim is made.

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<sup>1</sup> Codex Alimentarius Guidelines on Nutrition Labeling (CAC/GL 2-1995)

- Information in the nutrition panel should be provided per 100 ml and/or per serving or per package, in line with applicable regulatory requirements.
3. Front-of-pack energy labeling
- Should be clear and prominent, enabling the consumer to readily recognize and comprehend the amount of energy (calories, kilocalories, or kilojoules) provided in a stated amount of a product;
  - Should be based on the customary serving size in the country where the product is sold;
  - Where allowed by applicable regulations, packages intended to be consumed in a single serving should provide energy information for the entire package.
4. Percent (%) Daily Guidance Information<sup>2</sup>
- Where permitted by applicable regulations, percent (%) daily guidance information should
    - Be provided on product labels, placing the quantity of energy and selected nutrients, per serving or per package, as appropriate, in context of population-based dietary guidelines;
    - Include percentage information for energy (calories, kilocalories or kilojoules), total fat and/or saturated fat, total sugars, and sodium;
    - Be included as part of the nutrition panel, or where this is not allowed, in close proximity to the nutrition panel;
    - Be presented using relevant national terms, e.g., Daily Value (DVs) in the US, Canada, and parts of Latin America; Guideline Daily Amount (GDAs) in Europe, Daily Intakes (DIs) in Australia.
5. Exemptions
- Where nutrition labeling is not feasible on product packages, e.g., small or misshapen packages, returnable glass bottles, it should be provided by alternate means, such as consumer call lines and/or Websites.
  - Unless required by applicable regulations, plain, unflavored and unsweetened water is exempt from nutrition labeling under the ICBA Guidelines.
6. Consumer Education
- a. Educational campaigns should be developed, with the goal of building consumers' awareness, understanding and use of nutrition information as a tool for making dietary choices that meet individual needs.
  - b. ICBA and its members should engage with other stakeholders to develop such programs at the national, supranational and international levels.

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<sup>2</sup> Daily guidance information is a collective term used to describe various national programs that provide percentage guidance for nutrient intake, e.g., Guideline Daily Amounts (Europe), Daily Values (U.S., Canada, and parts of Latin America), Daily Intake Guides (Australia).