

Labelling Your Food Product

Ensure your label meets the federal requirements for all food labels in Canada.^{1, 2}

1 Brand name
Crunchy Munch is the corporate brand (like Kraft) and as such, does not require translation.

2 Common name descriptor
The common name of your product (Granola) must be included in both English and French.

3 Product descriptor
The flavour of your product (*Almond*) may be included in both English and French.

4 Net quantity³
By weight (in grams) or volume (in millilitres) in bold face type, in English and French. Font size increases with package size.

5 Storage instructions
If different than normal room storage conditions; i.e., refrigerate after opening, keep refrigerated or keep frozen, include cooking instructions if required, in English and French.

6 Best before date
In English and French. The Best before date (BB) can also be stamped on the package rather than printed on your label. BB is not required on products that are shelf stable for over 90 days. BB date could be used as a lot number as long as it's linked to the production papers.



7 Nutrition facts table^{4, 5, 6}
Showing caloric content and 12 nutrients in a standardized format in English and French.

8 List of ingredients⁷
In descending order based on weight, and in English and French. All types of sugars must be grouped together in the list of ingredients following the term "Sugars."

9 List of priority allergens
In English and French. Priority allergens in Canada are peanuts, tree nuts (almonds, Brazil nuts, cashews, hazelnuts, macadamia nuts, pecans, pine nuts, pistachio nuts and walnuts), sesame seeds, milk, eggs, fish, crustaceans and molluscs, soy, wheat or triticale (a hybrid of wheat and rye grains), and mustard.

10 Registered UPC code⁸
Available through GS1Canada, so retailers can scan your product at checkout.

11 Contact information
Your company name and address identifies the responsible party and provides contact details.

Nutrition Facts Valeur nutritive	
Per 1 cup (250 mL) pour 1 tasse (250 mL)	
Calories 150	% Daily Value % valeur quotidienne
Fat / Lipides 0.5 g	1%
Saturates / satures 0 g	
+ Trans / trans 0 g	
Carbohydrate / Glucides 28 g	9%
Fibre / Fibres 5 g	20%
Sugar / Sucres 2 g	2%
Protein / Protéines 9 g	
Cholesterol / Cholesterol 0 mg	
Sodium / Sodium 230 mg	10%
Potassium 135 mg	3%
Calcium 30 mg	2%
Iron / Fer 2 mg	10%
Ingredients: Oats • Almonds • Honey • Wheat	
Contains: Gluten	
Ingédients : L'avoine • Amandes • Miel • Blé	
Contient: Gluten	

0 19876543 2198765
GORD'S GRAINS, RR1, ANYWHERE ALBERTA CANADA T4T 1A4
WWW.CRUNCHY.COM | 780.423.5678

After you have addressed all of these requirements, if you have room on your label, consider adding:

- Cooking/preparation instructions, if required.
- Your company and/or product story.
- A description of the experience consumers will have when they eat your product.
- Social media logos.



For more detailed information regarding the elements required on your packaging, visit:

1. Food labelling for industry: <http://www.inspection.gc.ca/food/labelling/food-labelling-for-industry/eng/1383607266489/1383607344939>
2. Available display surface calculation: <https://www.inspection.gc.ca/food-label-requirements/labelling/industry/nutrition-labelling/ads/eng/1389222405345/1389222476367>
3. Net quantity: <https://www.inspection.gc.ca/food-label-requirements/labelling/industry/net-quantity/eng/1389724204704/1389724328971>
4. Nutrition facts table requirements and text: <https://www.inspection.gc.ca/food-label-requirements/labelling/industry/nutrition-labelling/eng/1386881685057/1386881685870>
5. Nutrition labelling formats: <https://www.canada.ca/en/health-canada/services/technical-documents-labelling-requirements/directory-nutrition-facts-table-formats/nutrition-labelling.html#a4>
6. Nutrition facts table daily values: <https://www.canada.ca/en/health-canada/services/technical-documents-labelling-requirements/table-daily-values/nutrition-labelling.html#p2>
7. List of ingredients and allergens on food labels: <https://www.inspection.gc.ca/food-label-requirements/labelling/industry/list-of-ingredients-and-allergens/eng/1383612857522/1383612932341?chap=0#s11c3>
8. To obtain a UPC code, visit: <https://gs1ca.org/>

This link compares the old food labelling requirements to the new ones and is useful for those that already have food labels:

<https://www.canada.ca/en/health-canada/services/food-labelling-changes.html>