

Facts up Front



TRUSTED. TRANSPARENT. TRIED AND TRUE.

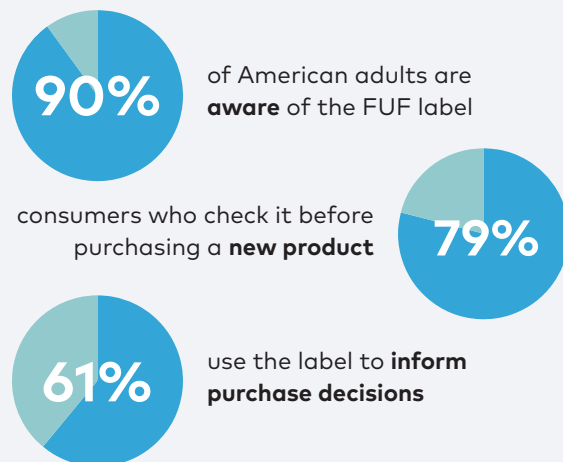
New research confirms the Facts up Front (FUF) label found on the package of many food and beverage products is a vital tool helping consumers make quick, clear, informed choices.



Facts up Front

Broad Awareness. Strong Use. Real Impact.

Awareness and engagement with the Facts up Front label are high among American adults.



What Consumers Value: Clarity that Counts.

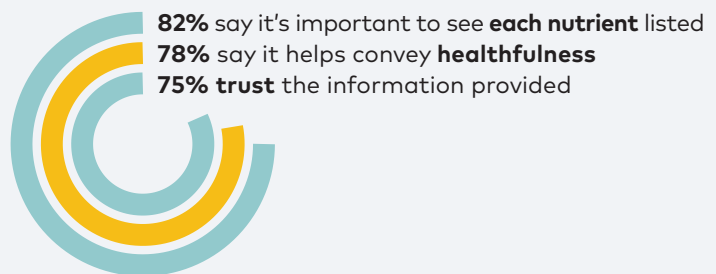
American adults focus on calories, sugars and sodium as key nutrition details, and overwhelmingly value Facts up Front labels for their clarity and optimal level of information.

73% say it's important to see **each nutrient** listed

76% say the label has **just the right amount of info**

The Label Americans Already Trust.

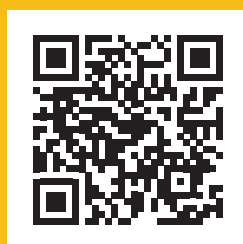
An overwhelming majority of American adults find the Facts up Front label helpful, trustworthy, easy to use and well-presented, with clear information that effectively supports healthy purchasing decisions.



About the Research Independent market research group Savanta conducted the research on behalf of Consumer Brands Association and FMI. The study consisted of an online survey fielded in May 2025 with a nationally representative sample of more than 2,000 American adults aged 18 and older. Survey participants were comprised of a census balanced sample of ethnicity, gender, income and U.S. region. The study's objective was to evaluate consumer awareness, usage and perceptions of the Facts up Front label.

For over a decade, the CPG industry has empowered consumers with clear, credible nutrition tools.

This research reinforces the **industry's leadership on transparency** and the proven **value of voluntary labeling tools** like **Facts up Front** and **SmartLabel**.



Scan the QR code
to try it out now.



While Facts up Front provides easy-to-understand nutrition information, consumers also want more information about ingredients. **SmartLabel by Consumer Brands Association** is a digital tool that offers in-depth information about ingredients, allergens and much more.