

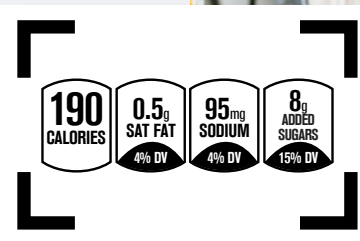
# The Makers of America's Food & Beverage Brands' Commitment to Consumer Transparency on Nutrition

Providing transparent, comprehensive information for consumers to make informed decisions about the food and beverage products they choose is a core tenet of the makers of America's trusted household brands. This includes implementing industry-led initiatives and technologies to promote product transparency.

**FACTS UP FRONT® and SmartLabel® demonstrate the industry's leadership and commitment to ensuring consumers have critical nutrition and ingredient information at their fingertips.**

## Front-of-Package Nutrition Labeling and **FACTS UP FRONT**

- The industry has worked in partnership with the **FDA for over a decade** to improve the accessibility of **critical nutrition facts**, promoting nutrition literacy and meeting **unique dietary goals**.
- FACTS UP FRONT is a voluntary, industry-led labeling initiative that summarizes important nutrition information from the **Nutrition Facts Panel in a simple and easy to understand format** on the front of food and beverage packages.
- FACTS UP FRONT labels display the total calories and saturated fat, sodium and added sugars in each serving of a food or beverage product. Some labels may also provide information about other nutrients to encourage, like dietary fiber and calcium, **helping consumers choose products with more of the nutrients they want** and less of those they want to avoid.



## Research Supports FACTS UP FRONT

[The International Food Information Council \(IFIC\)](#) released [research in June 2026](#) that found:

- 📊 **The healthiest front of package label** is chosen by consumers when it includes calories, dietary fiber, added sugars, saturated fat and sodium.
- 👍 The **FACTS UP FRONT** labeling system is effective in guiding consumers toward healthier choices.
- 👁️ **Callouts of nutrients of interest** have a **greater effect on consumers choosing healthier options** versus using a general "healthy" symbol on the front of package.
- 📱 **Front of Pack labels with data – like FACTS UP FRONT – were considered more trustworthy** with higher levels of satisfaction when compared to labels that use colors, like traffic lights, to indicate "high in".

# SmartLabel®:

## Going beyond the label

The makers of America's trusted household brands also understand that some consumers want even more detailed information than can fit on the packaging. [SmartLabel](#), another industry-developed tool, allows people to **quickly scan a QR code to find more in-depth nutritional information instantly.**



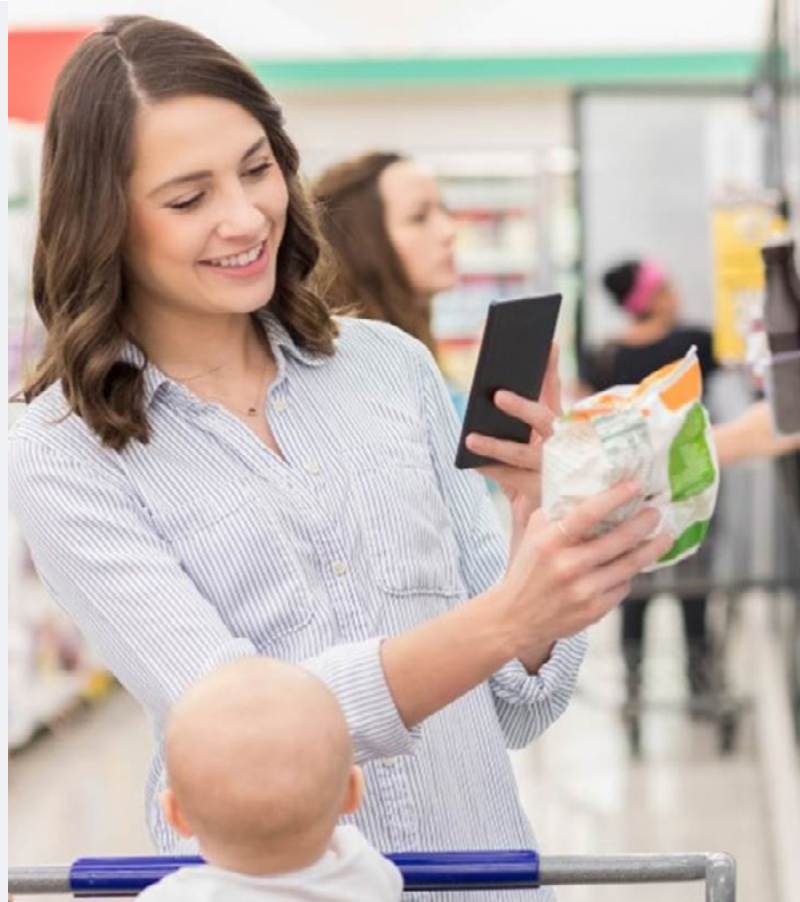
SmartLabel empowers consumers to deep-dive into information beyond the nutrition label such as **ingredient definitions, allergen content and access nutrition literacy resources.**



SmartLabel is on **more than 100,000 products** and **used by more than 1,000 brands** voluntarily.



SmartLabel is used by **millions of consumers** each year.



**The makers of America's trusted household brands are committed to consumer transparency.** We have researched, invested in, and implemented both FACTS UP FRONT® and SmartLabel because they are common-sense, easy-to-understand systems that effectively communicate the key nutrients and nutritional facts that consumers seek for their personal health needs.