



GB 7718-20XX

National Food Safety Standard General Standard for the Labeling of Prepackaged Food (Draft for Comments)

食品安全国家标准
预包装食品标签通则（征求意见稿）

National Health Commission of the People's
Republic of China ;
State Administration for Market Regulation

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Translated by ChemLinked

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Foreword

This standard replaces GB 7718-2011 National food safety standard – General standard for the labeling of prepackaged food.

Compared with GB 7718-2011, the main changes of this standard are as follows:

- Some contents of the text have been moved to the annex and the sequence of chapter numbers has been adjusted;
- The definitions of prepackaged food and specifications have been modified;
- The definition of food attribute name has been added, the definition of shelf life has been modified, and the definition of main display panel has been deleted.
- The labeling format of food name has been further defined;
- The labeling requirements for the list of ingredients have been modified, the labeling format of food additives has been further defined, the requirements for categoric labeling of the list of ingredients have been modified, and the requirements for quantitative labeling have been modified.
- The minimum height of words, symbols and numbers used for indicating mandatory labeling content and the largest surface area requirement of corresponding packages or packaging containers have been modified;
- The labeling requirements for producer and distributor information have been modified;
- The labeling requirements for food containing allergens have been modified;
- The labeling requirements for imported food have been added;
- The labeling requirements for genetically modified food have been modified;
- A new Annex A Requirements for use of characters in prepackaged food label and recommended labeling formats for some labeling items has been added, and the contents of original Annex C have been merged into the new Annex A; original Annex A Method to calculate the largest surface area of packaging material or packaging container has been changed to Annex C, further clarifying the calculation method of largest surface area of irregular packaging; Annex D Labeling format for quantitative labeling of ingredients, Annex E Labeling format of allergens in food label and Annex F Recommended labeling content have been added.

National Food Safety Standard

General Standard for the Labeling of Prepackaged Food

1 Scope

This standard applies to the labels of prepackaged food that are supplied directly and indirectly to the consumers.

This standard does not apply to the labels used on storage & transportation packaging dedicated towards protecting prepackaged food during storage and the transportation process, labels for bulk food and labels for food made and sold on-site.

2 Terms and Definitions

2.1 Prepackaged food

Food that are prepackaged or pre-manufactured in packaging materials and/or containers, including food quantitatively prepackaged and quantitatively pre-manufactured in packaging materials and containers with consistent quality, volume and length labeling within a limited range specified, and food prepackaged or premanufactured in packaging materials and containers and sold by weighing.

2.2 Food label

Text, graphics, symbols and all explanatory materials on food packaging.

2.3 Attribute name

Special name that can reflect the inherent characteristics of the food itself, which need not be explained or already explained, and shall be able to fully explain the true attributes of the food. Attribute name may include descriptions of one or more food-specific characteristics such as ingredient characteristic, process characteristic, food category, etc.

2.4 Ingredients

Any substance that is present (including substances present in a modified manner) in the food, added and used during food production and processing, including food additives.

2.5 Production date (manufacturing date)

The date when the food is transformed into the final product, also including the date of packaging or filling, that is, the date when the food is loaded (filled) into the packaging material or packaging container and becomes the final sales unit.

2.6 Shelf life (best before date)

The time period that the prepackaged food maintains its quality under storage conditions indicated on its label. Within this period, the products are suitable for sales

and maintain the unique characteristics that are not required to be indicated explicitly or already indicated on the label.

2.7 Specifications

The statement that indicate the net content and the number of smaller packages contained in the same prepackaging containing multiple smaller packages of pre-quantified prepackaged food within.

3 Basic Requirements

3.1 The label shall comply with the provisions of laws and regulations as well as the requirements of corresponding food safety standards.

3.2 The label shall be clear, eye-catching, durable, and easy for the consumers to identify and read during the purchasing process, and food label must not be separated from food or its packaging (container).

3.3 The label shall be plain, easy to understand, and its content shall be scientifically supported. The label must not contain any superstitious, erotic content nor make any attempt to play down on other food or display any content contrary to general knowledge on science.

3.4 The label content shall be factual and accurate, where false and exaggerated claims must not be used. The label must not contain any deceptive messages in manners such as words, graphics and symbols to describe the food. In addition, it must not leverage on size difference or color contrasts of fonts to mislead consumers into confusing the food or certain aspect of the food that they intend to buy with another product.

3.5 The label must not, in manners such as words, graphics and symbols, indicate or suggest that the food or certain component or ingredient in the food has the function of preventing and treating diseases, and non-health food label must not indicate or suggest health-care function.

3.6 The label shall use standard Chinese characters (except trademark), and traditional Chinese characters, pinyin, characters used by ethnic minorities and foreign languages can be used with Chinese characters. Traditional Chinese characters, pinyin, characters used by ethnic minorities and foreign languages shall be used according to this standard, and the meaning of mandatory labeling content shall be consistent with that of standard Chinese characters (except trademark, name and address of foreign distributor and webpage address). The character height and use requirements of the words shall conform to relevant provisions of Annex A.

3.7 Under the circumstances that the packaging of a single sales unit contains multiple smaller individual packages of products of multiple varieties that can be sold independently, separate food labels shall be included for each of the smaller individual packages. Under the circumstances that it is possible to clearly identify the mandatory

labeling content of the inner packaging (container) through the outer packaging, corresponding duplicated contents can be excluded from the outer packaging.

4 Labeling content of prepackaged food directly supplied to consumers

4.1 Overview

Food label of prepackaged food produced, processed and sold in China shall include required contents such as food name, list of ingredients, nutrition label, net content and specifications, name, address and contact information of manufacturer and (or) distributor, production date, shelf life, storage conditions, food production license number, product standard code and allergy prompt.

4.2 Food name

4.2.1 The attribute name of the food shall be clearly labeled at a striking position on the food label.

4.2.1.1 Under the circumstances that one name or multiple names of certain food have been specified or used in national, professional or provincial standards and announcements issued by the health administrative department under the State Council, one of these names or the equivalent name that is synonymous or essentially the same with the above name shall be taken as the attribute name.

4.2.1.2 Under the circumstances that there is no any name of certain food specified or used in national, professional or provincial standards and announcements issued by the health administrative department under the State Council, as well as equivalent name that is synonymous or essentially the same with the above name, such names as common or popular name that are not potentially misunderstood or confused by consumers shall be used.

4.2.2 Consistent font size, font and color shall be used to indicate the attribute name of the food, when the food category is potentially misunderstood by consumers due to inconsistent font sizes or colors of the attribute name of the food.

4.2.3 Such names as completely new and unknown name, strange/unique name, transliterated name, name based on regional slang and tradelabeled name of the food can be included on the same display panel of food attribute name. If the above names contain words or phrases that potentially cause consumers to misunderstand or confuse food attribute, they shall be indicated with the font height not larger than that of the attribute name and with same font color as the attribute name.

4.2.4 Descriptive terms about such characteristics as food itself or its ingredient status, production and processing technology or manufacturing method, consumption method or use, physical status, sensory, flavor and shape can be added before or after the attribute name of the food.

4.3 List of ingredients

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