

Indicative packaging examples

Part of submission by C Kerr
Zoo consortium

Evidence hearing, 19 April 2011, Melbourne

This figure is to be used as
an example to demonstrate a
point and does not target any
particular product.

Existing Packaging

No Artificial Colours

nutrition information

	SERVINGS PER PACKAGE 44		% DAILY INTAKE*
	SERVING SIZE: 25g	PER SERVE	PER 100g PER SERVING
ENERGY	655 kJ	2220 kJ	6 %
PROTEIN	1.8 g	7.1 g	4 %
FAT			
- TOTAL	7.8 g	31.1 g	11 %
- SATURATED	3.8 g	15.2 g	16 %
- TRANS	0.1 g	0.2 g	
- POLYUNSATURATED	1.0 g	4.0 g	
- MONOUNSATURATED	2.9 g	11.7 g	
CHOLESTEROL	Less than 1 mg	Less than 1 mg	
CARBOHYDRATE			
- TOTAL	14.0 g	56.0 g	5 %
- SUGARS	1.1 g	4.3 g	1 %
DIETARY FIBRE	0.2 g	0.8 g	1 %
SODIUM	300 mg	1200 mg	13 %
POTASSIUM	29 mg	116 mg	

ALL VALUES ARE CONSIDERED AVERAGES UNLESS OTHERWISE INDICATED.
 *Percentage Daily Intakes are based on an average adult diet of 8700kJ.
 Your daily intakes may be higher or lower depending on your energy needs.

ingredients

Corn, Vegetable Oil, Rice, Milk Solids, Salt, Cheese Powder (1.4%), Corn Starch, Flavour Enhancers (621, 627, 631), Yeast Extract, Vegetable Extract, Flavours, Food Acids (339, 331, 270, 262), Natural Carotene

CONTAINS MILK.
MAY CONTAIN TRACES OF SOY & WHEAT.

contact us!

Tell us if you're not happy and we'll get The Big Cheese onto the case.

(within Australia) _____

_____ Australia (no postage required)

CAUTION!
 MINIS ARE SMALL IN SIZE & REQUIRE CHEWING. THEY SHOULD NOT BE CONSUMED BY CHILDREN UNDER 3 YEARS.



This carton is sold by weight, not volume.
 Air is packaged in each bag to cushion against breakage. Some settling of contents may occur during transit.
 © REGISTERED TRADE MARK © 2010

DO THE RIGHT THING **PLEASE RECYCLE**

Made in Australia **110g**

nutrit

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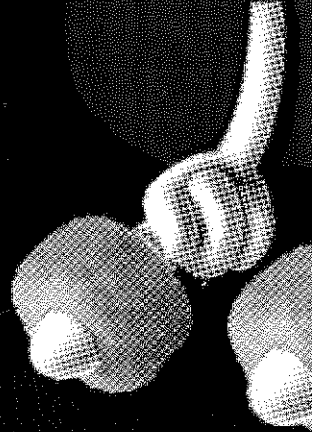
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Proposed Packaging

No Artificial Colours

	PER 100g		% DAILY INTAKE*
	PER SERVE	PER 100g	PER SERVING
ENERGY	555 kJ	2220 kJ	6 %
PROTEIN	1.8 g	7.1 g	4 %
FAT			
- TOTAL	7.8 g	31.1 g	11 %
- SATURATED	3.8 g	15.2 g	16 %
- TRANS	0.1 g	0.2 g	
- POLYUNSATURATED	1.0 g	4.0 g	
- MONOUNSATURATED	2.9 g	11.7 g	
CHOLESTEROL	Less than 1 mg	Less than 1 mg	
CARBOHYDRATE			
- TOTAL	14.0 g	56.0 g	5 %
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ingredients

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[Redacted contact information]

[Redacted contact information] Australia
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