Your notes

GCSE Food Preparation and Nutrition: revision notes

Food labelling and marketing

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What must be on a label

- The name of the food, and a list of ingredients in descending order of weight.
- **Allergens**, highlighted in the **ingredients list** (such as in bold). There are 14 major **allergens**, including peanuts, milk, eggs, gluten and fish.
- The **net quantity** (weight or volume), and a use-by or best before date.
- Storage conditions and instructions for use or cooking, where needed.
- The name and address of the manufacturer or seller, and the place of origin for some foods, such as beef.
- Nutrition information per 100 g: energy, fat, saturates, carbohydrate, sugars, protein and salt.

Front-of-pack labelling

- Traffic light labels show whether a food is high (red), medium (amber) or low (green) in fat, saturates, sugars and salt.
- **Reference intakes** (RIs) show what percentage of an adult's daily needs a portion provides.
- These help people compare products quickly and make healthier choices.

Marketing

- Food companies influence choice through advertising (TV, online and social media), packaging design, celebrity endorsement, and special offers such as "buy one get one free".
- Product placement in shops, such as sweets at the checkout, encourages **impulse buys**.
- There are rules on advertising food high in fat, sugar or salt to children.

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Key terms

Ingredients list	A list of what a food contains, in descending order of weight.
Allergen	A substance that can cause an allergic reaction.
Traffic light labelling	Front-of-pack colours showing high, medium or low levels of fat, saturates, sugars and salt.
Reference intake	The amount of a nutrient an average adult needs each day.
Net quantity	The weight or volume of food in the pack.
Impulse buy	Buying something without planning to.

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. In what order are ingredients listed on a label?
2. How must allergens be shown in the ingredients list?
3. What does a red traffic light on a label mean?
4. What are reference intakes?
5. Which is a legal requirement on a food label?
6. Nutrition information must be given per what amount?
7. What is an impulse buy?
8. Which is a marketing technique?

Answers

1. In descending order of weight
2. Highlighted, such as in bold
3. The food is high in that nutrient
4. The amounts of nutrients an average adult needs each day
5. The name of the food
6. 100 g (or 100 ml)
7. Buying something without planning to
8. Celebrity endorsement

What to do next

Practise 10 questions on this topic

Try 4 exam questions, with mark schemes

Read the lesson, one step at a time

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