

製備可閱的食物標籤 業界指引

Trade Guidelines on Preparation of Legible Food Label



目的 Purpose

食物標籤提供有關食品的資料，是食物製造商與消費者之間的重要溝通途徑。可閱而適當標示各項必要資料的食物標籤，有助消費者作出明智的選擇。這份指引旨在協助業界在食物標籤上提供可閱的資料，從而推廣良好的做法。當局於詮釋《食物及藥物(成分組合及標籤)規例》(第132W章)中訂明的食物標籤可閱性的要求時亦會參考此指引。

Food label is an important channel of communication between manufacturers and consumers on information about a food product.

A legible food label with essential information of the product appropriately marked would assist consumers make informed choices.

To promote good practice, this set of guidelines aims at assisting the trade to provide legible information on food label. Officers will also make reference to the guidelines in the interpretation of legibility requirements of food label as stipulated in the Food and Drugs (Composition and Labelling) Regulations (Cap. 132 W).

背景

2. 目前，第132W章規定，除非獲得豁免，否則所有預先包裝食物均須加上包括下列資料的可閱標記：
 - (i) 食物名稱；
 - (ii) 配料表(包括配料、食物致敏物及添加劑)；
 - (iii) 保質期的說明；
 - (iv) 特別貯存方式或使用指示；
 - (v) 數量、重量或體積；
 - (vi) 製造商或包裝商的姓名或名稱及地址；以及
 - (vii) 營養標籤。
3. 業界可自由為產品設計食物標籤。不過，業界除了花心思設計吸引消費者購買產品的食物標籤外，同時亦要留意有關可閱標籤的法律規定及在標籤上清楚載列各項規定的資料。如果食物標籤的設計欠妥善，消費者難以從標籤獲取所需的資料。這份指引載述製備可閱的食物標籤的原則和列出一些例子，供業界參考。

Background

2. At present, Cap. 132 W requires the following information to be legibly marked on the food label of all prepackaged food, unless otherwise exempted-
 - (i) Name of the food;
 - (ii) List of ingredients (including ingredients, allergenic substances and additives);
 - (iii) Indication of durability;
 - (iv) Special conditions for storage or instruction for use;
 - (v) Count, weight or volume;
 - (vi) Name and address of manufacturer or packer; and
 - (vii) Nutrition label.
3. The trade has liberty to design the food label of their products. However, when preparing food labels, apart from putting efforts on designs which could attract attention from their potential buyers, it is also important for traders to note the legal requirement on legibility and to show the required information clearly. When a food label is not properly designed, consumers may have difficulty reading the labels for information they required. This set of guidelines provides principles and examples of legible food labels for traders' reference.

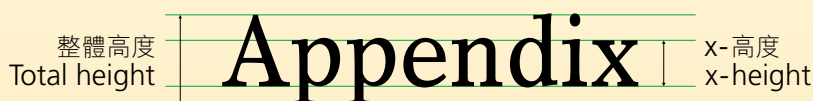
可閱的食物標籤的元素

4. 不同的因素都可以影響標籤的可閱性。最明顯的有：字體大小、字及背景的對比，及每行之間的間距。原則上，食物標籤應該盡可能使用最大字體以協助消費者容易地閱讀食物標籤。
5. 對於合理可閱的食物標籤應具備的主要元素，特定建議如下：

(i) 字體大小適中

一般而言，建議使用高度最小達1.2毫米(以x-高度*計算)的英文字母及對等大小的中文字(見例子1)。可是，有些情況標示這建議字體可能有困難，例如一些產品包裝面積有限(如總表面面積小於400平方厘米)；部份產品除了標示本地法例要求的資料外，亦需標示其他國際標準或指引要求的資料；嬰兒配方奶粉或其他類似產品需要標示詳細的營養資料及使用方法；食物標籤上的資料以多種語言標示(如中文及英文)，以致字體大小需相對調整；一些從外地進口的產品，可能因包裝設計所限，未必有足夠空間貼上以較大字體印製的標籤。無論如何，標示的字體最小應達到0.8毫米(以英文字母x-高度計算)及1.8毫米(以中文字整體高度計算)(見例子2)。

- * 如下顯示，x-高度是指英文小楷字母x的高度



(ii) 對比鮮明

可行的情況下，建議選用全黑色或單一深色的字體，並列印在白色或單一淺色、具適當對比的背景上。只要字句能清楚顯示，相反做法亦可予接納。此外，對於以透明容器包裝的食物，建議於標籤範圍加上不透明、具適當對比的背景，以免標籤的清晰度受食物的顏色或外形影響。

Elements of legible food label

4. A number of factors can affect the legibility. The obvious ones include: font size, contrast between the background and the text, and the spacing between the lines. In principle, the font size used in the food label should be as large as possible to facilitate the consumers to read the labels easily.
5. The following provides specific recommendations on the key elements for a reasonably legible food label:

(i) Suitable font size

In general, a font size of at least 1.2 mm x-height* for English letter and Chinese characters in comparable size is recommended (see example 1). However, the recommended font size may not be always practically feasible. Examples of these situations are some products with limited package size (e.g. package of total surface area less than 400cm²), some products required to present information in addition to local laws such as those required by international standards and guidelines, infant formula and related food products that needed to provide detailed nutrition information and instruction for consumer use, imported food products that have packaging with limited spacing for affixing label with larger font size, or when the information is presented in more than one language. Moreover, a minimum font size of at least 0.8 mm x-height for English letters and 1.8 mm total height for Chinese characters should be provided (see example 2).

- * x-height is defined as the height of small character x as illustrated below:

(ii) Good contrast

Whenever practical, all black or single dark colour type, printed on a white or other single light colour contrasting background is recommended. It is also acceptable to do it vice versa as long as the words are clearly shown. In addition, for products packed in transparent containers, it is recommended that the food label area should come with a non-transparent contrasting background, so that the clarity of the label would not be affected by the colour or appearance of the food.

(iii) 間距充足

字句需清楚展示，字句與字句，以及字句與分隔或包圍資料的間隔線或框線，不得緊貼或重疊。

(iii) Enough spacing

Words and characters should be displayed in such a manner that they never touch each other or the lines and borders surrounding or separating the information, if any.

6. 除上述元素外，其他因素例如適當的字款、合適的印刷技術及使用不反光印刷表面，都可提升字體的清晰度。

6. Apart from the above elements, it is also noted that the clarity of words may be enhanced by other relevant factors such as appropriate font type, suitable printing technology and non-reflective printing surface.

可閱的食物標籤的良好例子 (例子1至例子3)

Good examples of legible food labels (Examples 1-3)

例子1：

英文字母最小達 1.2 毫米(以x-高度計算)及對等大小的中文字

Example 1:

At least 1.2 mm x-height for English letter and Chinese characters in comparable font size (general recommendation)

洋蔥湯 ONION SOUP		日 月 年	
淨重：30克 Net weight: 30g		此日期前最佳: DD MM YY	
成份：水、洋蔥、粟米油、鹽、乳清蛋白質(奶類製品)、增味劑(621)		Best before: 15 12 2015	
用法：將一罐清水拌入湯內，煲滾後方可飲用。			
製造商/包裝商：ABC有限公司 香港健康路123號			
Ingredients: Water, onion, corn oil, salt, whey protein(milk product), flavour enhancer (621) Directions: Blend soup with one can of water. Boil before serving.			
Manufacturer/Packer: ABC Ltd. 123 Healthy Road, Hong Kong			
營養資料 Nutrition Information		每100克/Per 100 g	
能量/Energy	77千卡/kcal	蛋白質/Protein	2.2克/g
總脂肪/Total fat	3.0克/g	碳水化合物/Carbohydrates	10.4克/g
- 飽和脂肪/Saturated fat	0.8克/g	- 糖/Sugars	3.6克/g
- 反式脂肪/Trans fat	0克/g	鈉/Sodium	637毫克/mg

例子2：

英文字母最小達0.8毫米(以x-高度計算)及中文字最小達1.8毫米(以整體高度計算)

Example 2:

At least 0.8mm x-height for English letter and at least 1.8mm total height for Chinese character

洋蔥湯 ONION SOUP		日 月 年	
淨重：30克 Net weight: 30g		此日期前最佳: DD MM YY	
成份：水、洋蔥、粟米油、鹽、乳清蛋白質(奶類製品)、增味劑(621)		Best before: 15 12 2015	
用法：將一罐清水拌入湯內，煲滾後方可飲用。			
製造商/包裝商：ABC有限公司 香港健康路123號			
Ingredients: Water, onion, corn oil, salt, whey protein(milk product), flavour enhancer (621) Directions: Blend soup with one can of water. Boil before serving.			
Manufacturer/Packer: ABC Ltd. 123 Healthy Road, Hong Kong			
營養資料 Nutrition Information		每100克/Per 100 g	
能量/Energy	77千卡/kcal	蛋白質/Protein	2.2克/g
總脂肪/Total fat	3.0克/g	碳水化合物/Carbohydrates	10.4克/g
- 飽和脂肪/Saturated fat	0.8克/g	- 糖/Sugars	3.6克/g
- 反式脂肪/Trans fat	0克/g	鈉/Sodium	637毫克/mg

例子3：

單一深色字體印在單一淺色、具適當對比的背景上

Example 3:

Single dark colour type on light colour contrasting background

洋蔥湯 ONION SOUP		日 月 年	
淨重：30克 Net weight: 30g		此日期前最佳: DD MM YY	
成份：水、洋蔥、粟米油、鹽、乳清蛋白質(奶類製品)、增味劑(621)		Best before: 15 12 2015	
用法：將一罐清水拌入湯內，煲滾後方可飲用。			
製造商/包裝商：ABC有限公司 香港健康路123號			
Ingredients: Water, onion, corn oil, salt, whey protein(milk product), flavour enhancer (621) Directions: Blend soup with one can of water. Boil before serving.			
Manufacturer/Packer: ABC Ltd. 123 Healthy Road, Hong Kong			
營養資料 Nutrition Information		每100克/Per 100 g	
能量/Energy	77千卡/kcal	蛋白質/Protein	2.2克/g
總脂肪/Total fat	3.0克/g	碳水化合物/Carbohydrates	10.4克/g
- 飽和脂肪/Saturated fat	0.8克/g	- 糖/Sugars	3.6克/g
- 反式脂肪/Trans fat	0克/g	鈉/Sodium	637毫克/mg

無法閱讀的食物標籤的例子 (例子4至例子7)

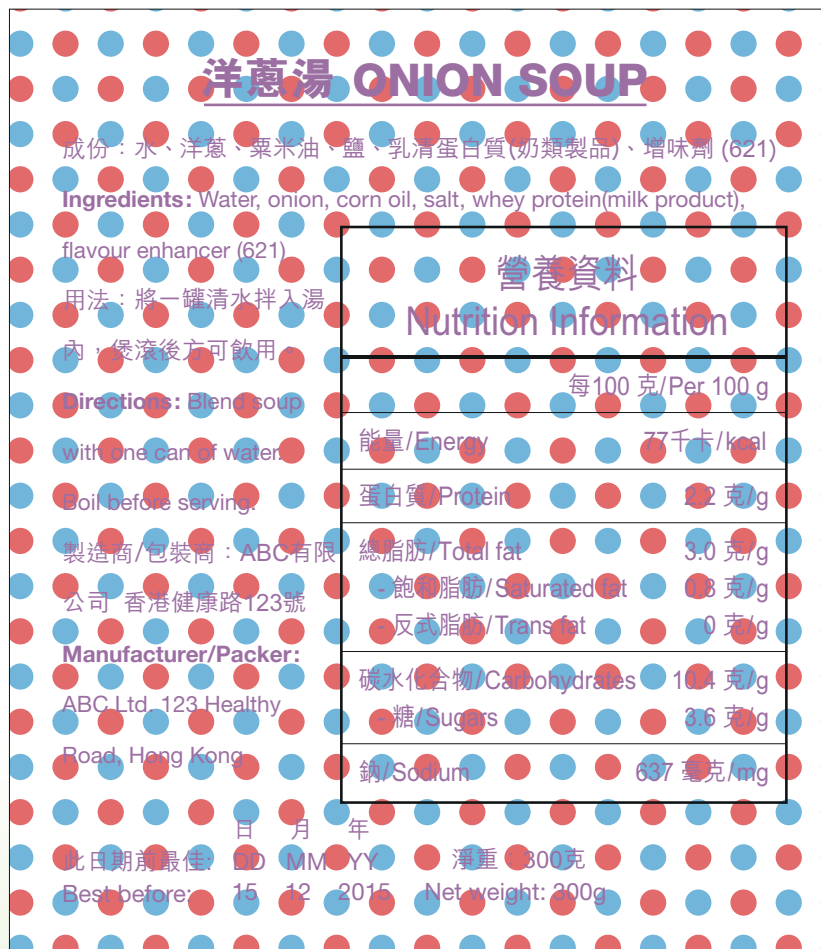
例子4：

文字在有圖案的背景上無法清楚顯示

Examples of illegible food labels (Examples 4-7)

Example 4:

Words could not be clearly shown on patterned background



例子5：

文字與深色背景欠缺對比

Example 5:

Lack of contrast between text and dark colour background

洋蔥湯 ONION SOUP

成份：水、洋蔥、粟米油、鹽、乳清蛋白質(奶類製品)、增味劑 (621)
Ingredients: Water, onion, corn oil, salt, whey protein (milk product), flavour enhancer (621)

用法：將一罐清水拌入湯內，煲滾後方可飲用。
Directions: Blend soup with one can of water. Boil before serving.

製造商/包裝商：ABC有限公司 香港健康路123號
Manufacturer/Packer: ABC Ltd, 123 Healthy Road, Hong Kong

日 月 年
 此日期前最佳: DD MM YY
 Best before: 15 12 2015

淨重：300克
 Net weight: 300g

營養資料 Nutrition Information	
每100克/Per 100g	
能量/Energy	77千卡/kcal
蛋白質/Protein	2.2克/g
總脂肪/Total fat	3.0克/g
- 飽和脂肪/Saturated fat	0.8克/g
- 反式脂肪/Trans fat	0克/g
碳水化合物/Carbohydrates	10.4克/g
- 糖/Sugars	3.6克/g
鈉/Sodium	637毫克/mg

例子6：

淺色字印在白色背景上，文字印刷不清晰

Example 6:

Light colour type on white background; words are not clearly printed

洋蔥湯 ONION SOUP

成份：水、洋蔥、粟米油、鹽、乳清蛋白質(奶類製品)、
增味劑 (621)

Ingredients: Water, onion, corn oil, salt, whey protein
(milk product), flavour enhancer (621)

用法：將一罐清水拌入湯內，煲滾後方可飲用。

Directions: Blend soup with one can of water.
Boil before serving.

製造商/包裝商：ABC有限公司 香港健康路123號

Manufacturer/Packer: ABC Ltd. 123 Healthy Road,
Hong Kong

日 月 年
此日期前最佳: DD MM YY
Best before: 15 12 2015

營養資料 Nutrition Information	
每100 克/Per 100 g	
能量/Energy	77千卡/kcal
蛋白質/Protein	2.2 克/g
總脂肪/Total fat	3.0 克/g
- 飽和脂肪/Saturated fat	0.8 克/g
- 反式脂肪/Trans fat	0 克/g
碳水化合物/Carbohydrates	10.4 克/g
- 糖/Sugars	3.6 克/g
鈉/Sodium	637 毫克/mg

淨重：300克
Net weight: 300g

例子7：

字體太小(最小的字體遠比英文字母0.8毫米(以x-高度計算)及中文字1.8毫米(以整體高度計算)為小)

Example 7:

Type size too small and words are not clearly shown (the smallest type size is much smaller than 0.8mm x-height for English letters and 1.8mm total height for Chinese characters)

洋蔥湯 ONION SOUP

日 月 年
此日期前最佳: DD MM YY
Best before: 15 12 2015

成份：水、洋蔥、粟米油、鹽、乳清蛋白質(奶類製品)、增味劑 (621) 用法：將一罐清水拌入湯內，
煲滾後方可飲用。製造商/包裝商：ABC有限公司 香港健康路123號

Ingredients: Water, onion, corn oil, salt, whey protein(milk product), flavour enhancer (621) **Directions:** Blend soup with
one can of water. Boil before serving. **Manufacturer/Packer:** ABC Ltd. 123 Healthy Road, Hong Kong

Nutrition Information (Per100g): Energy 77kcal, Protein 2.2g, Total fat 3.0g, Saturated fat 0.8g, Trans fat 0g,
Carbohydrates 10.4g, Sugars 3.6g, Sodium 637mg **Net weight:** 30g

營養資料 (每100克)：能量77千卡，蛋白質2.2克，總脂肪3.0克，飽和脂肪0.8克，反式脂肪0克，
碳水化合物10.4克，糖3.6克，鈉637毫克 淨重：30克

建議

7. 為符合食物標籤規例有關可閱標籤的規定，業界在製備預先包裝食物的食物標籤時應注意可閱的食物標籤的各項元素，並參考以上例子。

Recommendation

7. Traders should observe the elements of legible food labels and make reference to the above examples when preparing food labels for their prepackaged products in order to comply with the legibility requirement of the food labelling regulation.