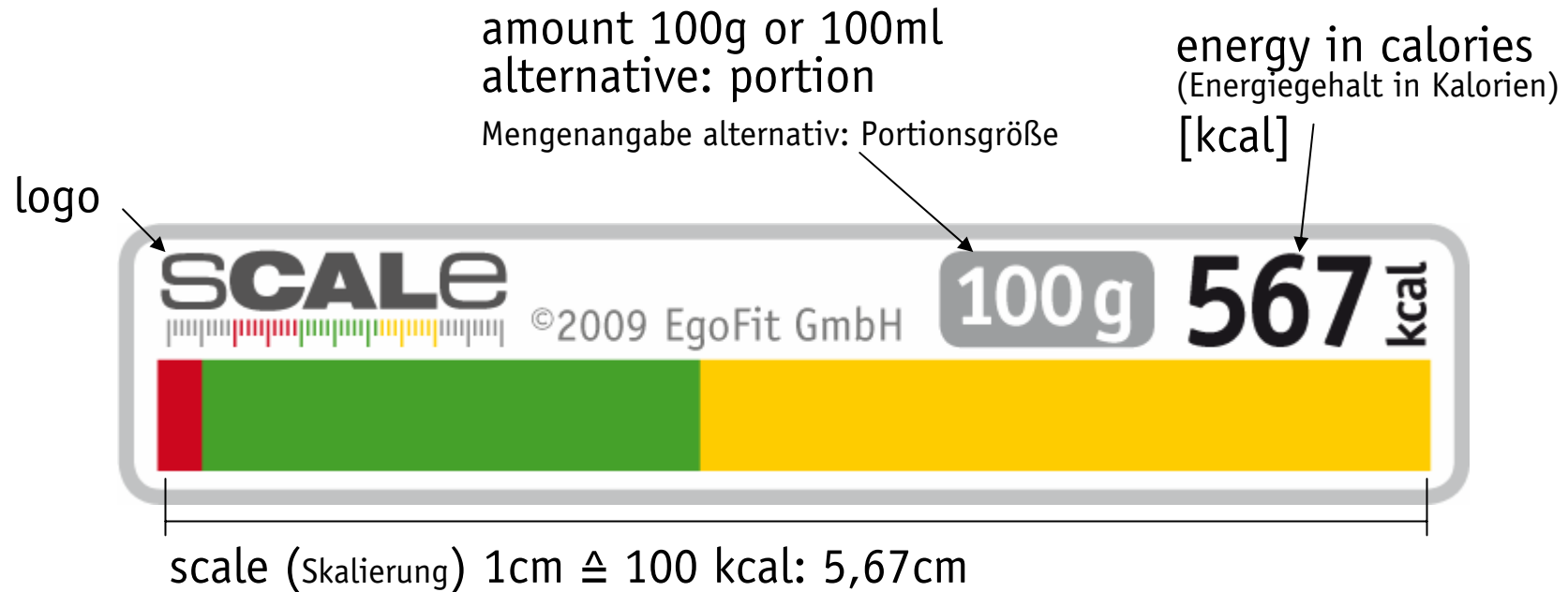


FOP sCALe example of a yogurt chocolate 100g with 567 kcal

Frontseite (Schauseite) sCALe-Beispiel einer Joghurt Schokolade

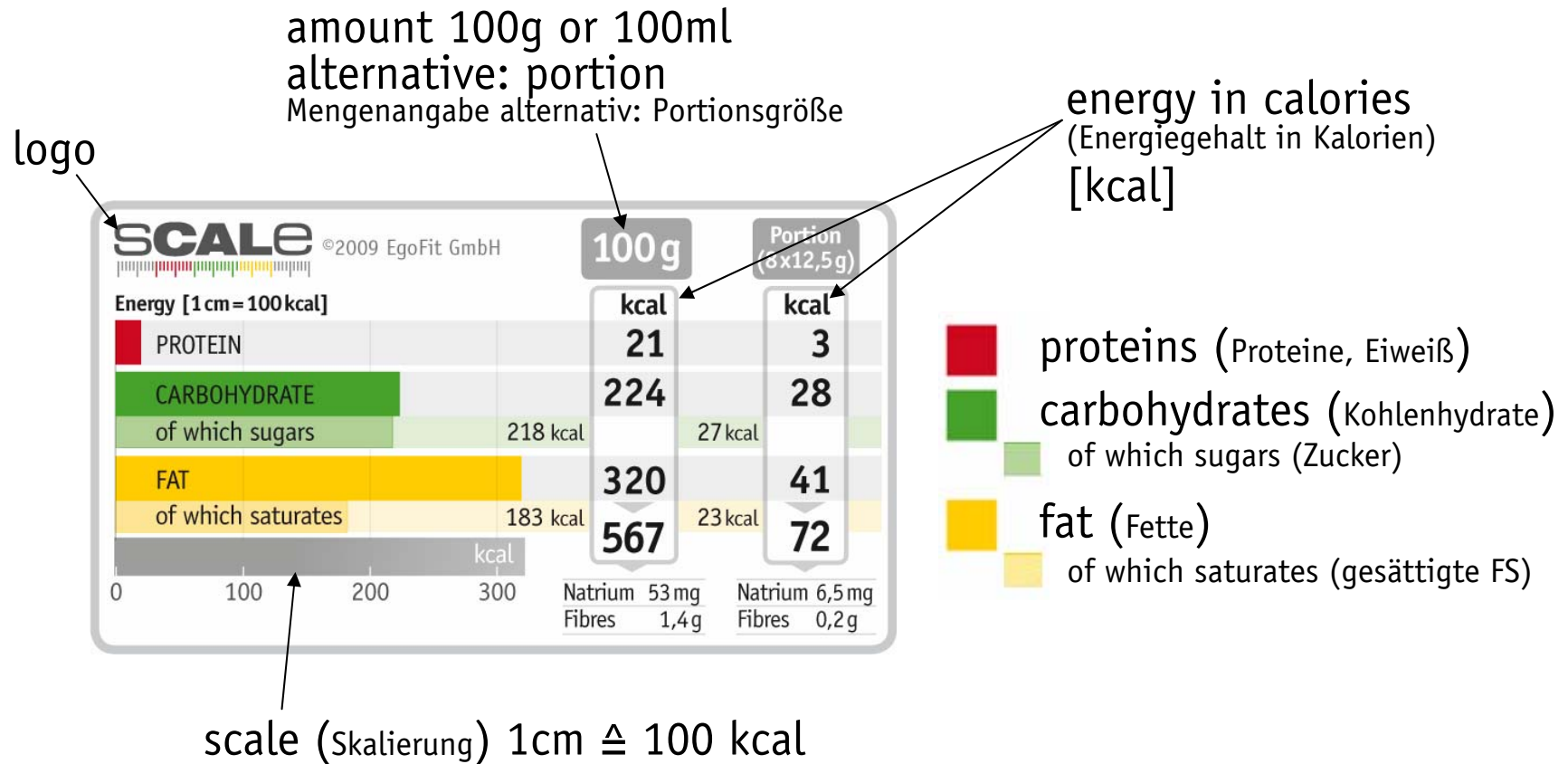


- proteins (Proteine, Eiweiß)
- carbohydrates (Kohlenhydrate)
- fat (Fette)



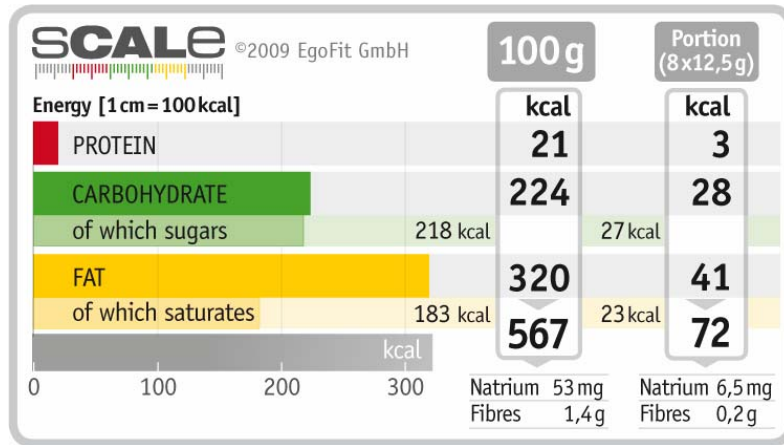
BOP sCALe as requested

Rückseite: sCALe - nach aktuellen Vorgaben - einer Joghurt Schokolade

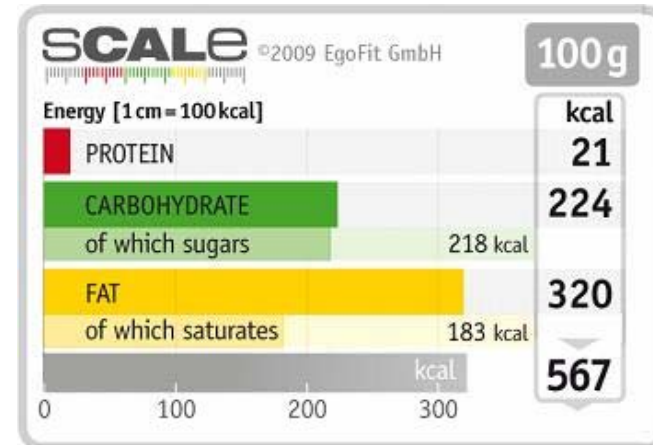


BOP sCALe example: „didactical reduction - step by step“

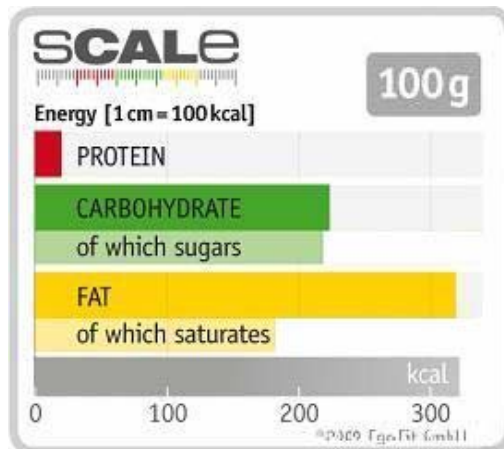
Less is more!



1

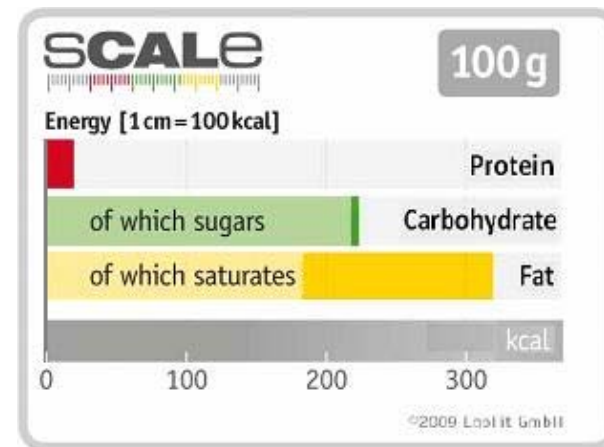


2



3

- proteins
- carbohydrates
- of which *sugars*
- fat
- of which *saturates*

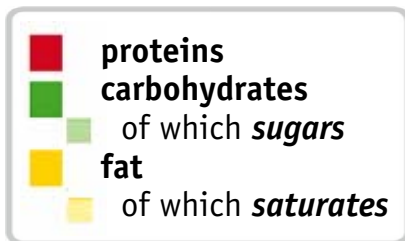
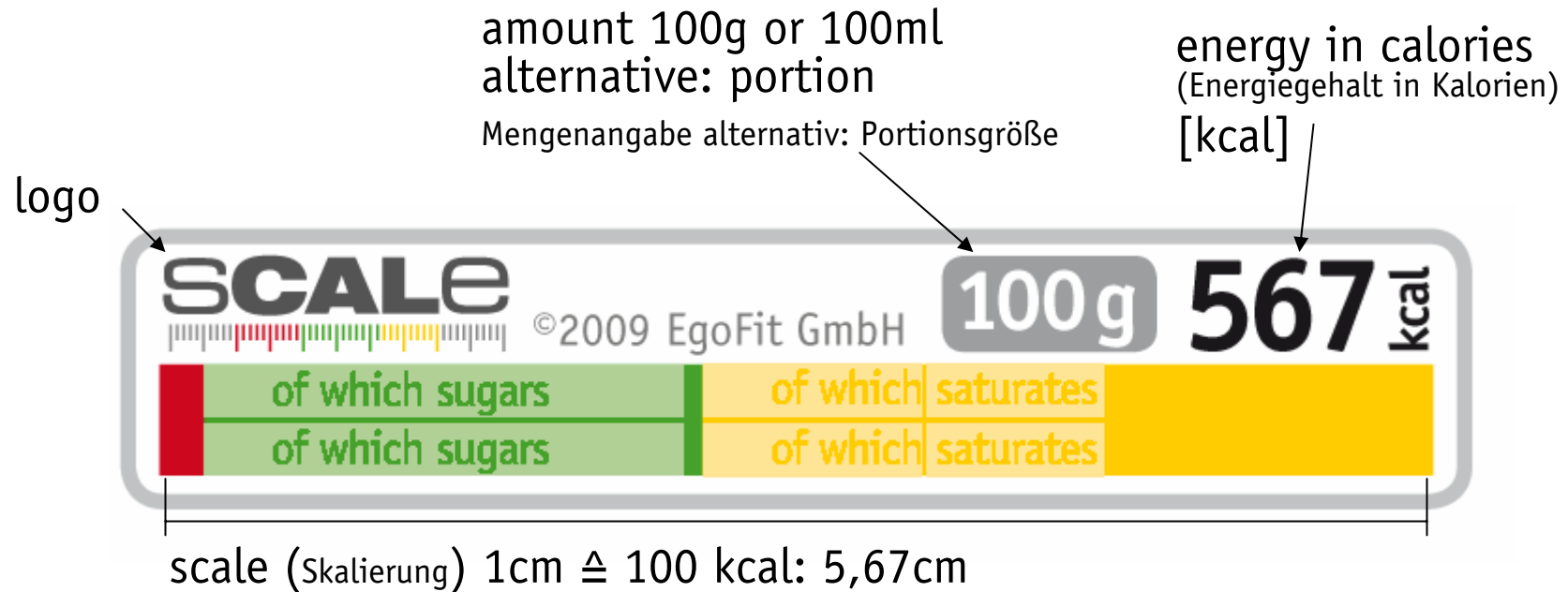


4



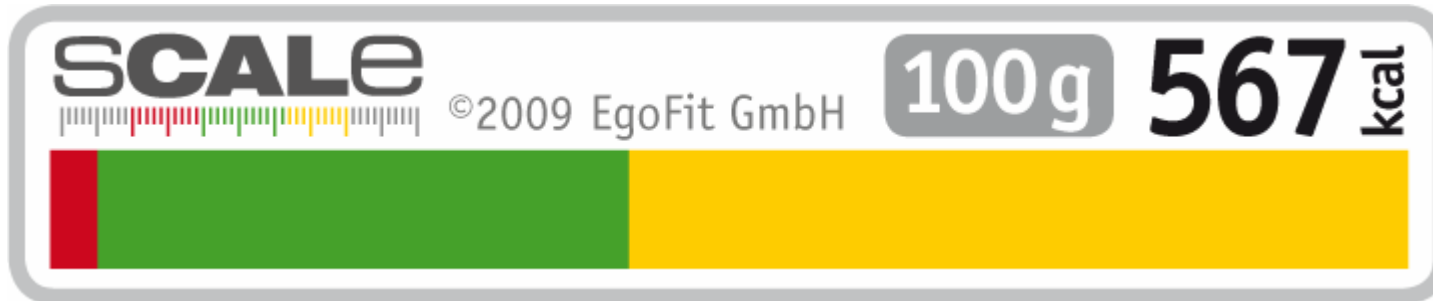
BOP sCALe – max. reduction: the solution

Beispiel einer Joghurt Schokolade



FOP sCALe example of a yogurt chocolate 100g with 567 kcal

Beispiel einer Joghurt Schokolade: Frontseite



BOP sCALe – max. reduction

maximale didaktische Reduktion der Rückseite



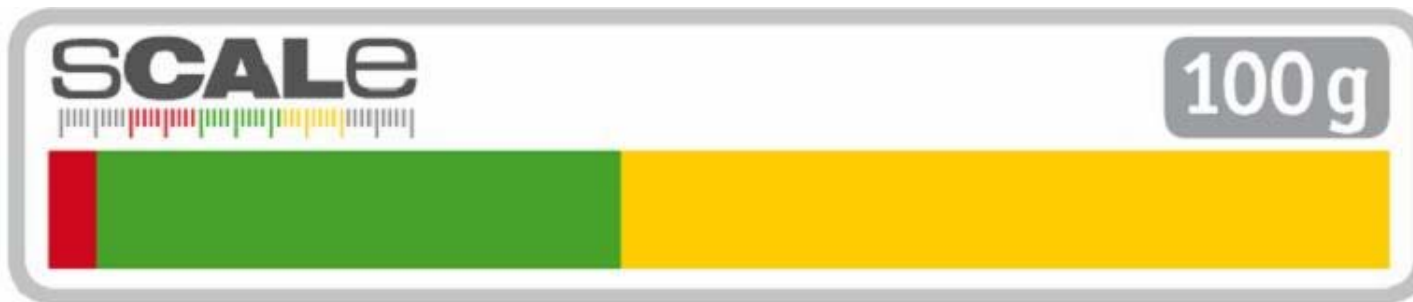
The best solution: BOP = FOP ?

Können Verbraucher auf einen Blick diese Differenzierung der Kohlenhydrate in anteiligen Zucker, sowie des Fettgehaltes in gesättigte Fettsäuren verstehen? Dann kann die Rückseite zur Schauseite werden.



**FOP/BOP sCALe: yogurt chocolate 100g with 567 kcal
„final reduction“**

Endgültiger Vorschlag für die Kennzeichnung Front- und/oder Rückseite: Verbrauchertests gefordert



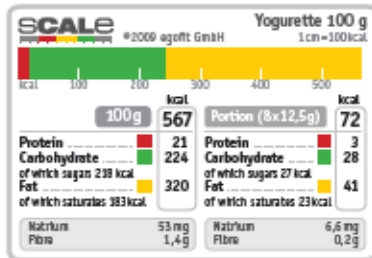
1,00 cm $\hat{=}$ 100 kcal
5,67 cm $\hat{=}$ 567 kcal



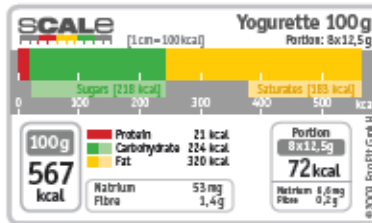
BOP sCALe examples: „different layouts“

sCALe label BOP

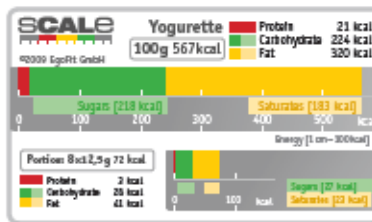
conform with:
(KOM(2008)0040 – C7 0052/2008/0028(COD))



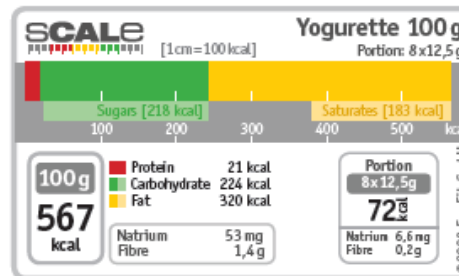
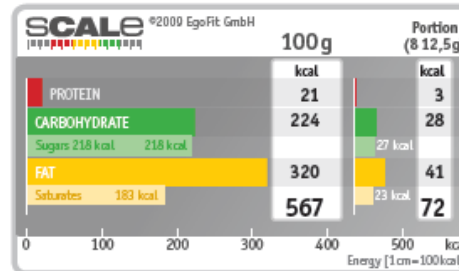
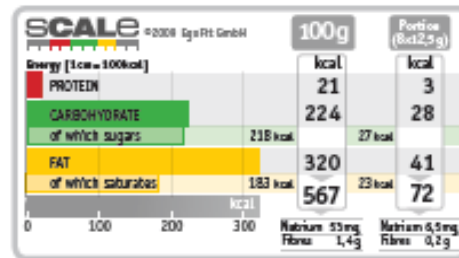
1. focus on xxx



2. focus on xxx



2. focus on energy



Too much information...
...maybe no information.