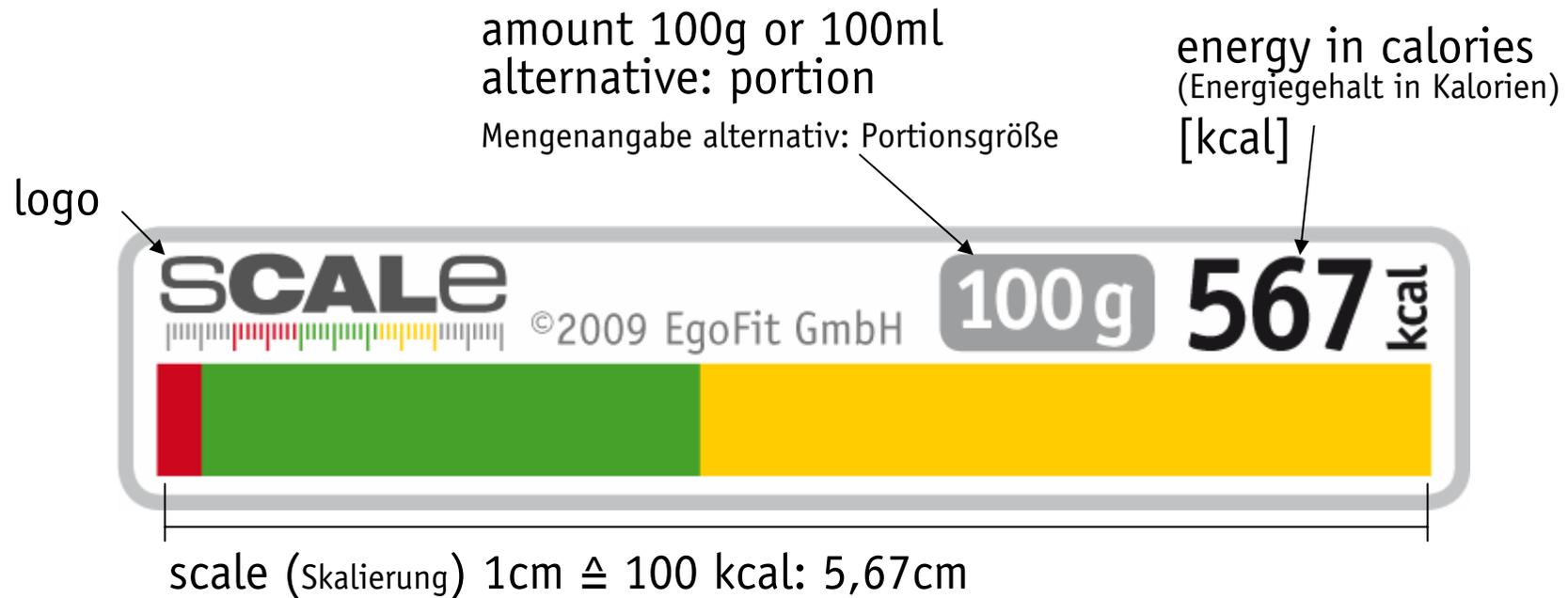


## FOP sCALe example of a yogurt chocolate 100g with 567 kcal

Frontseite (Schauseite) sCALe-Beispiel einer Joghurt Schokolade

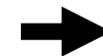
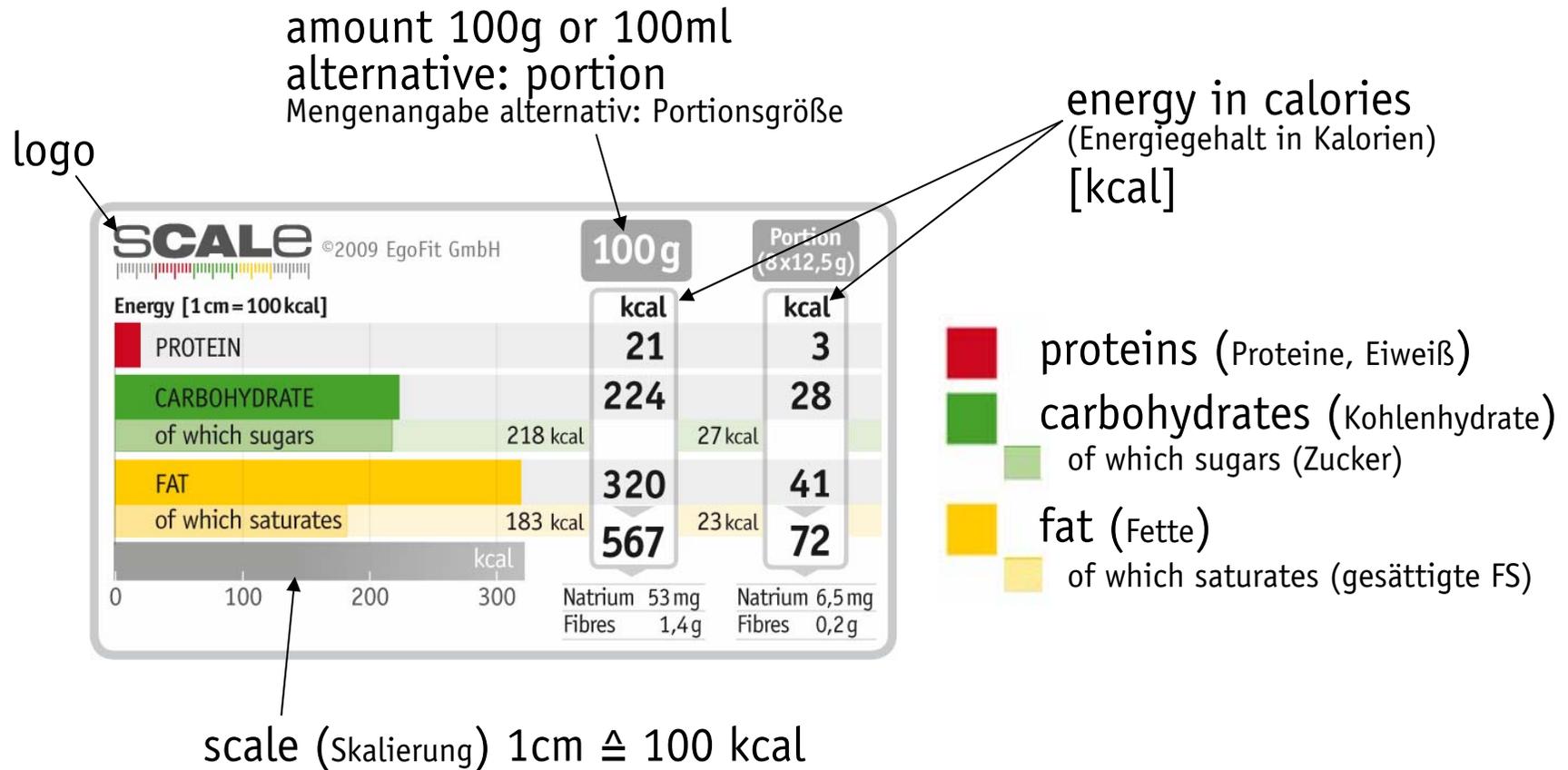


- proteins (Proteine, Eiweiß)
- carbohydrates (Kohlenhydrate)
- fat (Fette)



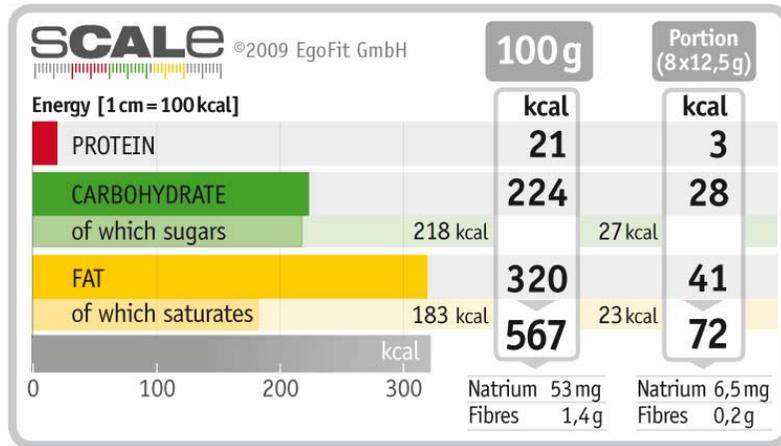
# BOP sCALe as requested

Rückseite: sCALe - nach aktuellen Vorgaben - einer Joghurt Schokolade

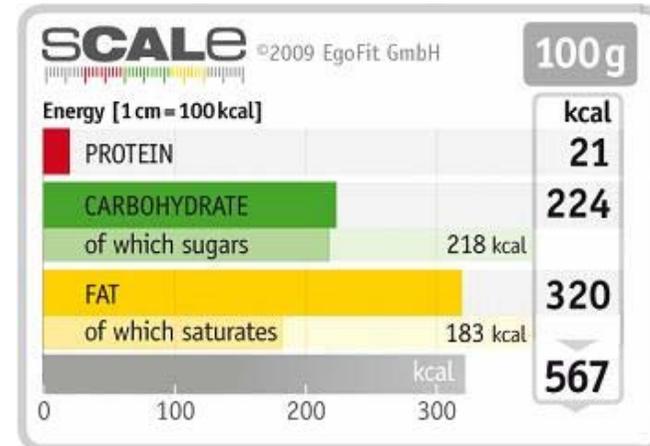


# BOP sCALe example: „didactical reduction - step by step“

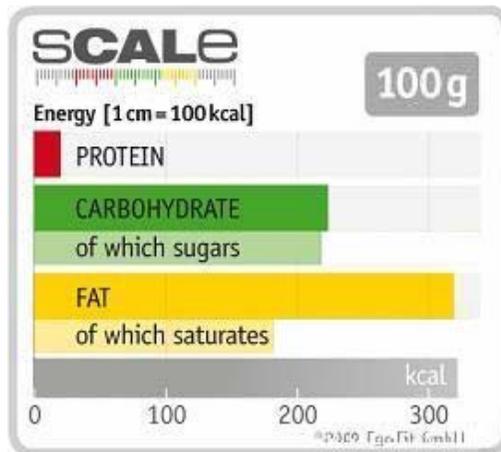
Less is more!



1

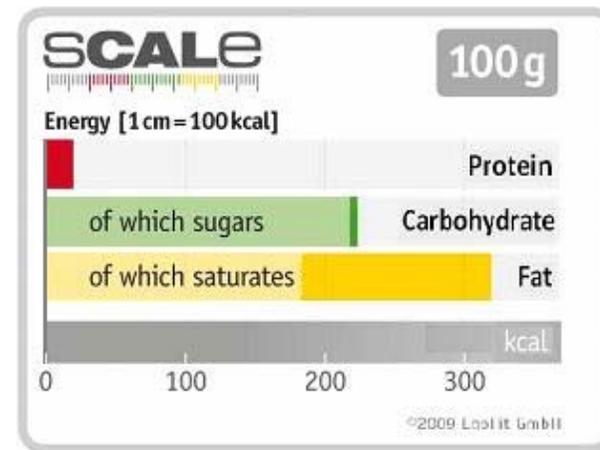


2

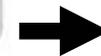


3

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

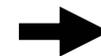
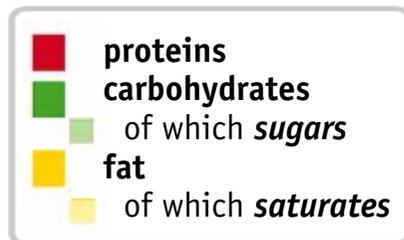
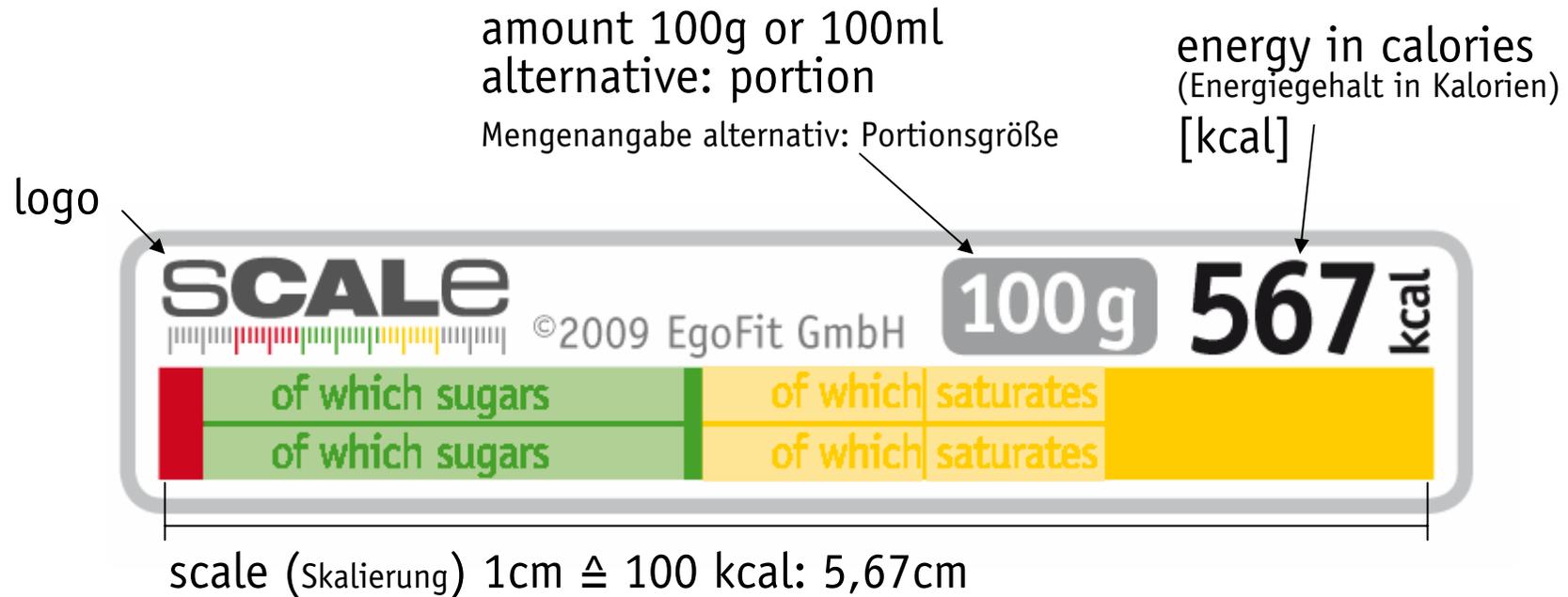


4



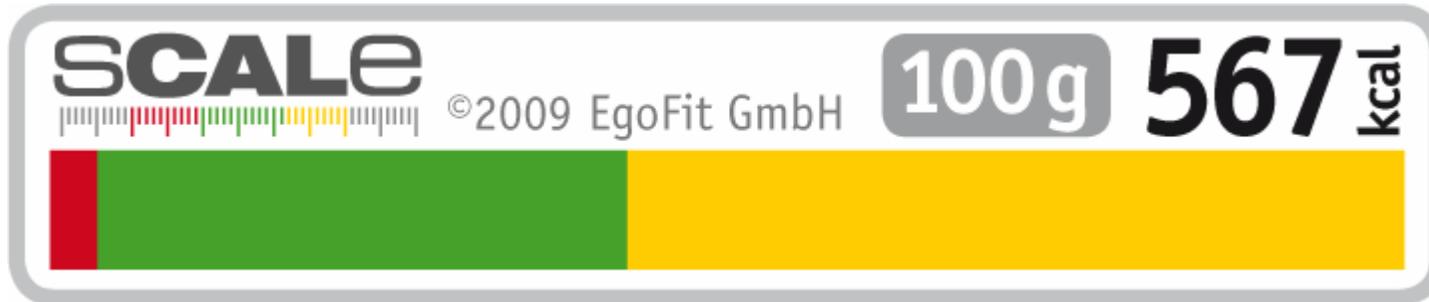
## BOP sCALe – max. reduction: the solution

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



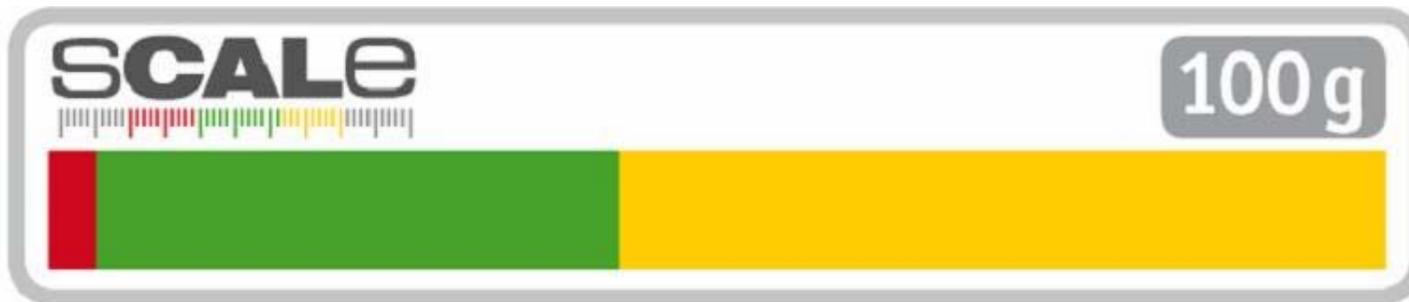
**The best solution: BOP = FOP ?**

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.

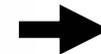


**FOP/BOP sCALe: yogurt chocolate 100g with 567 kcal  
„final reduction“**

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



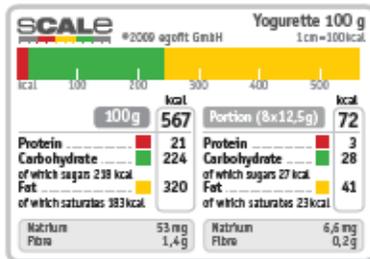
1,00 cm  $\hat{=}$  100 kcal  
5,67 cm  $\hat{=}$  567 kcal



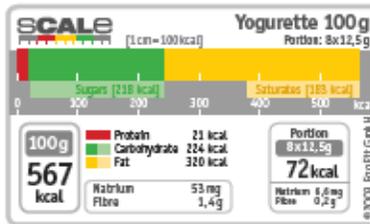
# BOP sCALe examples: „different layouts“

## sCALe label BOP

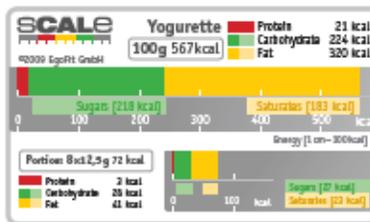
conform with:  
(KOM(2008)0040 – C7 0052/2008/0028(COD))



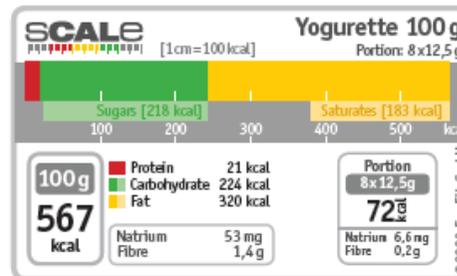
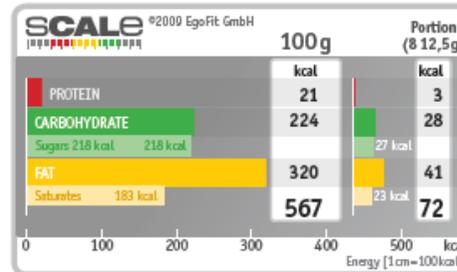
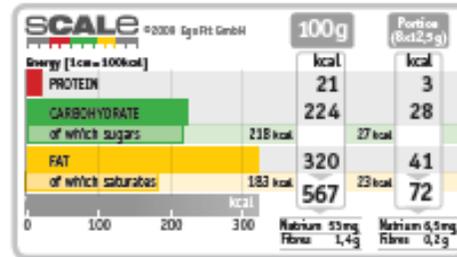
1. focus on xxxx



2. focus on xxxx



2. focus on energy



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