

~~EU Regulation~~ Regulations on the Provision of Food Information to Consumers

Please note that you are solely responsible for ensuring that your offers meet the legal requirements. Amazon cannot provide any legal advice. If you are unsure about the information that you need to provide for your product or if you have any other questions about the legal requirements, we strongly recommend that you seek independent legal advice.

Introduction

I. EU requirements

All food items sold on Amazon websites in Europe must comply with The European Food Information for Consumers Regulation. (Refer to [EU FIC, 1169/2011/EC](#).) This legislation sets out the mandatory labelling requirements for food.

For distance selling (e.g. selling goods online), mandatory information needs to be provided both at the point of sale (product detail page on Amazon) and at point of delivery (when goods are received by the customer). With regard to the information provided at point of sale, this can be through clear images of the product itself and/or through text on the product detail page (images and product detail page information must not contradict each other). If you have an active offer on any food product, it is your responsibility to ensure that this information is present, correct and up-to-date at all times.

~~Below is an~~ [Please see below](#) overview of the key [EU](#) requirements for the labelling of pre-packed food. ~~Ensure that~~

UK requirements

[From 1 January 2021, an amended version of the EU FIC applies to the sale of food products in the UK as a result of the Food \(Amendment\) \(EU Exit\) Regulations 2019/529. Different rules apply to goods you sell in: \(1\) Great Britain \(England, Scotland and Wales\); and \(2\) Northern Ireland.](#)

[For distance selling \(e.g. selling goods online\), mandatory information needs to be provided both at the point of sale \(product detail page\) and at point of delivery \(when goods are received by the customer\). With regards to the information provided at point of sale, this can be through clear images of the product itself and/or through text on the product detail page \(images and product detail page information must not contradict each other\).](#)

[Please see below overview of the key UK requirements for the labelling of pre-packed food.](#)

[Please make sure](#) you have read [both the EU and UK](#) legislation and complied with all relevant requirements. This ~~guide does not constitute~~ [material is for informational purposes only. It is not intended as](#) legal advice. [We encourage you to review the EU and UK legislation and consult your legal counsel if you have questions about the laws and regulations concerning your product. This material only reflects the position at the date of](#)

[writing and requirements in the EU and/or UK may change. You should refer to current UK Brexit guidance about your products \(where available\) to learn more about the changes that may affect you from 1 January 2021.](#)

I. EU Requirements

Scope

Food (or foodstuff) means any substance or product, whether processed, partially processed or unprocessed, intended to be or reasonably expected to be ingested by humans.

Please see below some examples of foods include:

- Infant milk formulas and weaning foods
- Baking and cooking supplies
- Beverages (including Beers, Wines and Spirits)
- Ready-made meals
- Meal replacements
- Canned goods
- Cereals
- Condiments and spreads
- Food supplements (including ‘health’, ‘nutritional’, ‘dietary’ and ‘beauty’ supplements)
- Gift baskets & hampers
- Pasta & grains
- Snacks & desserts
- Liquids (e.g. drinkable supplements, soups etc.)

Note that there are additional requirements in relation to certain other foods, including:

- <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=celex%3A32002L0046>
- https://ec.europa.eu/food/safety/labelling_nutrition/special_groups_food/weight_reduction_en
- [Infant formula](#)
- <https://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX%3A32001L0113>
- [Fish \(Regulation \(EU\) No 1379/2013\)](#)
- <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02001L0110-20140623>
- <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1575384162932&uri=CELEX:31999L0004>
- <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1575386253707&uri=CELEX:32000L0036>
- <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1575387534330&uri=CELEX:32001L0112>
- https://ec.europa.eu/food/safety/labelling_nutrition/mineral_waters_en
- <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1575387616384&uri=CELEX:32000R1825>
- [Foods containing or produced from GMOs \(Regulation \(EU\) 1830/2003\)](#)
- https://ec.europa.eu/food/safety/labelling_nutrition/labelling_legislation/alcohol_en

Pre-packed products

This guidance is applicable to prepacked foods. Prepacked products are foods that have been put into packaging before putting on sale and cannot be altered without opening or changing the packaging. For example, frozen food, tinned fruit and cupboard staples such as cereals and biscuits.

Mandatory requirements for both website and prepacked items

Depending on the nature of the product, some information is mandatory to be provided on the product label. Please see below for more detailed information on the applicable requirements.

The following product information must be displayed on the detail pages and/or on the Physical Label of pre-packed products in the language applicable to the country in which the product is sold (Germany: German; France: French etc). Information must be conspicuous, legible and adhere to font size requirements.

Product type	Location of information	Mandatory	Required informations*exceptions below
Pre-packed item	Physical label	<ul style="list-style-type: none"> The legal name of Food Net Quantity (weight) Durability indication (e.g. 'best before' for <u>(i) the majority date of goods, 'use by' for minimum durability ("best before"), or (ii) where the foods are highly perishable goods) and after a short period are likely to be an immediate danger to human health - the "use by" date</u>) Business Information – name and address of Food Business Operator in EU 	<ul style="list-style-type: none"> Ingredients list Allergen Information Country of Origin labelling Alcohol % for drinks >1.2% ABV (alcohol by weight) Quantitative Ingredient Declaration (QUID) Special storage conditions Instructions for use Nutrition Information
Pre-packed item	Product Detail Page	<ul style="list-style-type: none"> As mentioned above, however, Durability Dating and providing a Lot number is not required 	As mentioned above

Please see below a few exceptions, applicable either for the product label or the detail page or both:

*Exceptions to the durability indication requirement on the pre-packed products exist for [the products below, where a LOT number may be included instead](#):

- Fresh fruits and vegetables which have not been peeled, cut or similarly treated ([except for sprouting seeds and similar products, like legume sprouts](#))
- Wines, liqueur wines, sparkling wine and similar products [made from fruits other than grape musts](#)
- [drinks containing 10% or more alcohol by volume](#);
- Bakers' or pastry-cooks' wares [which are normally consumed within 24 hours of being made](#)
- Vinegar
- Cooking salt
- Solid sugar
- Confectionery products consisting almost solely of flavoured and/or coloured sugars
- Chewing gums and similar chewing products

*Exceptions from mandatory labelling of the list of ingredients (Art. 19 of FIC Regulation) exist for example for the following foods:

- Fresh fruits and vegetables, which are not peeled or cut
- Carbonated water
- Fermentation vinegars derived from single basic products and with no other ingredients added
- Cheese, butter, fermented milk and cream with no other ingredients except for lactic products, food enzymes, microorganism cultures and salt have been added
- Mono-ingredient products when the name of the food is identical to the ingredient name (e.g. wheat flour, rice)

*Exceptions from the mandatory labelling of the nutritional declaration (Annex V of FIC Regulation) exist for the following foods:

- Unprocessed food products made of one ingredient or one ingredient category
- Processed food products made of one ingredient or one ingredient category, which processing was maturing only
- Waters, including those where carbon dioxide and/or flavourings have been added
- Herb and mixtures of herbs
- Salt and salt substitutes
- Coffee, coffee beans, instant and soluble coffee (also decaffeinated)
- Herbal and fruit infusions, tea, decaffeinated tea, instant or soluble tea or tea extract, decaffeinated instant or soluble tea or tea extract where no other ingredients except for flavourings, which do not influence nutritional values, have been added
- Fermented vinegars and substitutes for vinegar, including those where the only added ingredients are flavourings
- Flavourings
- Food additives
- Processing aids
- Food enzymes
- Gelatine
- Jam setting compound
- Yeast

- Chewing gums

Note: These general rules are in addition to the existing specific rules for particular foods such as jam, fish, honey, coffee, chocolate, fruit juices, mineral water, beef & veal.

Allergen labelling

Ingredients identified as allergenic should be highlighted in the list of ingredients.

The below ingredients are allergens. If a food contains any of these allergens, they have to be highlighted by means of a distinguishing typeset (for example, all in capital letters, etc.).

Please see below a list of all substances or products causing allergies or intolerances as stated in Annex II of 1169/2011/EC:

- Cereals containing gluten, namely: wheat, rye, barley, oats, spelt, kamut or their hybridised strains and products thereof (except: wheat-based glucose syrups including dextrose; wheat-based maltodextrins; glucose syrups based on barley; cereals used for making alcoholic distillates including ethyl alcohols)
- Crustaceans and products thereof
- Eggs and products thereof
- Fish and products thereof (except: fish gelatine used as carrier for vitamin or carotenoid preparations; fish gelatine or Isinglass used as fining agent in beer and wine)
- Peanuts and products thereof
- Soybeans and products thereof (except: fully refined soybean oil and fat; natural mixed tocopherols (E306), natural D-alpha tocopherol, natural D-alpha tocopherol acetate and natural D-alpha tocopherol succinate from soybean sources; vegetable oils derived phytosterols and phytosterol esters from soybean sources; plant stanol ester produced from vegetable oil sterols from soybean sources)
- Milk and products thereof (including lactose / except: whey used for making alcoholic distillates including ethyl alcohol; lactitol)
- Nuts, namely: almonds, hazelnuts, walnuts, cashews, pecan nuts, Brazil nuts, pistachio nuts, macadamia or Queensland nuts and products thereof (except: nuts used for making alcoholic distillates including ethyl alcohol)
- Celery and products thereof
- Mustard and products thereof
- Sesame seeds and products thereof
- Sulphur dioxide and sulphites at concentrations of more than 10 mg/kg or 10 mg/litre for total SO₂ in products ready for consumption
- Lupin and products thereof
- Molluscs and products thereof

Country of Origin

This is a mandatory label requirement for some products such as: beef, honey, fruit, vegetables, fish and olive oil. Please see below for further explanations:

- Unprocessed meat from cows, pigs, sheep, goats and poultry must show 'reared in' and 'slaughtered in'.

- Country of origin must be shown where failure to do so would be misleading e.g. ‘real taste of Italy’ made in ~~UK~~[France](#).
- Where the country of origin or the place of provenance of a food is given and where it is not the same as that of its primary ingredient, the country of origin/place of provenance of the primary ingredient must be given e.g. produced in ~~England~~[France](#) from Danish ham.
- According to [EU Regulation 2011/1169](#), you must provide the exact country of origin for the product, which can only be one country. However, as certain products can be seasonal, the origin might change or perhaps products sourced from different places during the year. The main objective is to provide the customer with clear information on where the product has come from at the point of sale, which must not be misleading. If there are multiple countries of origin applicable to one product, it is best to keep all possible countries of origin on the product detail page. However, include a statement to explain that the origin might vary due to seasonal changes, or whatever the reason is that the origin cannot be definitive. It is important that the country of origin for that specific product is correctly labelled on the product when the product is delivered to the customer.
- Please be aware that Amazon’s current worldwide business policy restricts the sale of products from certain countries. More information can be found under the bullet point ‘Products from restricted countries and regions’ [here](#).

Claims

Claims on food products must not be false, ambiguous or misleading and should comply with the relevant requirements.

In general, claims for foods must not be false, ambiguous or misleading about:

- Quality or size
- Price
- Ingredients
- Date, place and method of manufacture
- Efficiency (what you say the food can do)
- The people or organisations that endorse it

Claims stating that a food or its ingredient can help treat, prevent or cure a disease or adverse condition is prohibited, as these would be considered medicinal claims and therefore would no longer be considered to be a food product. See the health claims section below for more information.

In addition, you can use only nutrition and health claims approved under [EU Regulation \(EC\) No. 1924/2006](#).

Nutrition claims

A nutrition claim is any claim that states, suggests or implies that a food has particular beneficial nutritional properties due to the presence, absence, increased or reduced levels of energy or of a particular nutrient or other substance. Nutrition claims provide information about the nutritional composition of the food. For example: ‘source of calcium’, ‘low fat’, and ‘high fibre’ and ‘reduced salt’.

Only nutrition claims listed in the Annex to the [EU Regulation \(EC\) No. 1924/2006](#) can be made in relation to food and only if the product meets the specific conditions of use for that claim. For example, 'low fat' can only be made on products containing no more than 3g of fat per 100g for solids. Click here for more information https://ec.europa.eu/food/safety/labelling_nutrition/claims/nutrition_claims_en.

Health claims

A health claim is any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its ingredients and health. Only health claims authorised by the European Food Safety Authority (EFSA) and the Commission are permitted. The [EU Register](#) contains a list of specific health claims and the outcome of their assessment (whether authorised or not), as well as their conditions of use. An example of a specific health claim would be 'calcium helps maintain normal bones'. Generic and non-specific claims, such as 'good for you' or 'healthy' might be allowed if they are accompanied by a relevant specific-authorised health claim listed in the http://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=register.home, provided that they meet the specific conditions of use.

Health claims cannot:

- [Be false, ambiguous or misleading](#)
- Imply that health could be affected by not consuming the food.
- Make reference to the rate or amount of weight loss.
- Make reference to recommendations of individual doctors or health professionals.
- Encourage or condone excess consumption of a food.
- Imply that a balanced diet cannot provide the necessary nutrients.
- Induce doubt around the safety and/or nutritional adequacy of other foods.
- Refer to changes in bodily functions which could give rise to or exploit fear in the consumer.

Nutrition and health claims are only permitted if the average consumer can be expected to understand the beneficial effects as expressed in the claim. As mentioned above, if general wellbeing claims are used (such as 'superfoods', 'good for you'), then these must be accompanied by a specific health claim, i.e. you need to explain why it is considered a 'superfood'. For example, Mackerel, as part of a healthy balanced diet, can be considered a superfood because it is a source of Omega-3 fatty acids. The claim could therefore state: 'Omega 3 fatty acids EPA and DHA contribute to normal heart function'. This should be accompanied with the explanation for where Omega 3 comes from and that it contains x mg of eicosapentaenoic acid and docosahexaenoic acid per 100 g. To use this health claim, you also need to tell the customer that the beneficial effect is obtained with a daily intake of 250mg EPA and DHA.

Further detailed explanation on labelling for detail page and the product label:

How should I label the pictures of my products

The main images that should be provided and name tagged as such are highlighted in **bold** below:

1. **MAIN:** Front of Pack Image

2. **PT01:** Back of Pack Image
3. **PT02:** Left Panel Image
4. **PT03:** Right Panel Image
5. **PT04:** Top of Pack Image
6. **PT05:** Bottom of Pack Image
7. **FACT:** Nutrition Information Image
8. **INGR:** Ingredients Image
9. **PT12:** Scale Image
10. **DTLS:** When applicable for Multipacks (see Sellable vs Non Sellable Singles)

How should I fill out the Flat file?

The inventory file templates (flat files) for ‘Food and Beverages’ and ‘Health and Personal Care’ contain specific attributes that should be used to provide (additional) food information. Please use the latest version of the inventory file template for ‘Food and Beverages’ or ‘Health and Personal Care’ to ensure information provided is the most up-to-date. For example, for ‘Dietary Supplements’ products, please use the flat file for ‘Health and Personal Care’ and choose the feed_product_type ‘dietary supplements’. You can download the latest version of the complete file [here](#).

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Information on food products must always be provided in the language of the marketplace where the product is offered. In general, information on the product detail page must match information on the product packaging completely to be compliant.

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

Subject	Field Name	Notes or example*
Description of food item	item_type_name	Certain foods have legal names that must be used if the product meets certain standards (e.g. jam). In other instances, a customary name (e.g. Bakewell tart) can be used. The legal name must include or be accompanied by information as to its physical condition. For example: powdered, refrozen, freeze-dried, quick-frozen, concentrated or smoked. It should also state if it has been subject to physical processes such as irradiation, pasteurisation etc.

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

Subject	Field Name	Notes or example*
List of ingredients	ingredients	<p>Failing this, a descriptive name (e.g. pasta in tomato sauce) must be used.</p> <p>Please find below examples for the three types of item type names that can be used:</p> <ul style="list-style-type: none"> • legal name (requirements from regulations): ‘Milk Chocolate’ (for e.g. Cadbury Dairy Milk) • customary name (accepted by consumers without further explanation needed): ‘Yorkshire Pudding’; ‘Flapjack’ • descriptive name (if no legal or customary name is available): ‘Chocolate Sponge Cake with Cocoa Filling’ (46%) (for Nestle Nesquick Milk Slice Chocolate Flavour); ‘A Stone Baked Pizza Base Topped with Tomato Sauce, Mozzarella and Red and White Cheddar Cheeses’ (for Goodfella’s Takeaway The Big Cheese)
Label language	language_value	<p>List of ingredients in descending order of their amount. Allergens (see complete list in Annex II of the Regulation here) need to be written in CAPITAL LETTERS e.g. ‘Sugar, Palm Oil, HAZELNUTS (13%), Fat-Reduced Cocoa (7.4%), Skimmed MILK Powder (6.6%), Whey Powder (MILK), Emulsifier: Lecithin (SOY), Vanillin’</p> <p>Specify the supported languages for the label, or languages of included manual or documentation e.g. ‘EnglishFrench’</p>
Nutritional information	serving_size	<p>The serving size on which the specified nutritional information is based. The serving size is set to a 100 ml for liquids (e.g. coke or pasta sauce) and 100g for all solid products (e.g. chocolate, pasta and bread).</p>
The following values		

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

Subject	Field Name	Notes or example*
should always be part of a mandatory nutritional declaration ; does not apply to food supplements and natural mineral water	energy_content_per_serving_string	For 100 ml or 100 g: 1. add '100' in serving_size 2. add 'ML' or 'Gr' in serving_size_unit_of_measure to choose unit Add the amount of energy in KJ per provided serving size here. Energy in kcal will be calculated and shown on detail page automatically
	total_fat_per_serving_string	For 2500 kJ: 1. add '2500' in energy_content_per_serving_string 2. add 'KJ' in energy_content_unit_of_measure to choose unit Add the amount of total fat in grams per provided serving size here.
	saturated_fat_per_serving_string	For 12 g: • add '12' in total_fat_per_serving_string (unit is provided automatically) Add the amount of saturated fatty acids in grams per provided serving size here. For 11 g: • add '11' in saturated_fat_per_serving_string (unit is provided automatically)
	total_carbohydrate_per_serving_string	Add the amount of carbohydrates in grams per provided serving size here. For 20 g:

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Subject	Field Name	Notes or example*
		<ul style="list-style-type: none"> add '20' in total_carbohydrate_per_serving_string (unit is provided automatically)
	sugars_per_serving_string	<p>Add the amount of sugars in grams per provided serving size here.</p> <p>For 17 g:</p> <ul style="list-style-type: none"> add '17' in sugars_per_serving_string (unit is provided automatically)
	protein_per_serving_string	<p>Add the amount of proteins in grams per provided serving size here.</p> <p>For 8 g:</p> <ul style="list-style-type: none"> add '8' in protein_per_serving_string (unit is provided automatically)
	salt_per_serving_string	<p>Add the amount of salt in grams per provided serving size here.</p> <p>This is not the amount of sodium</p> <p>For 0,1 g:</p> <ul style="list-style-type: none"> add '0,1' in salt_per_serving_string (unit is provided automatically)
Net quantity	solid_net_weight	<p>This attribute may be used to indicate the drained weight. If a product is present in a liquid medium (e.g. peaches in syrup), which is not part of the product itself, then this attribute is mandatory to fill in.</p> <p>Example: For 50 g or 50 kg:</p> <ol style="list-style-type: none"> add '50' in solid_net_weight

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

Subject	Field Name	Notes or example*
		2. add 'GR' or 'KG' in item_display_weight_unit_of_measure to choose the unit
		Enter the item display weight here, if applicable. You may be required by law to complete this field.
		You must show a QUID if:
item_display_weight	The QUID (Quantitative Ingredient Declaration)	<ul style="list-style-type: none"> • the ingredient is in the name of the product i.e. peach yoghurt • the category of ingredient is in the name of the food i.e. fish fingers • a compound ingredient is used in the name of a food i.e. seafood lasagne • the product is identified by a customary name with no further explanation i.e. chili con carne • the ingredient is essential to characterise the food and distinguish it from other products with which it might be confused.
	tells a consumer the percentage of particular ingredients contained in a food product.	Example: For 200 ml or 200 l:
		<ol style="list-style-type: none"> 1. add '200' in item_display_volume 2. add 'ML' or 'L' in item_display_weight_unit_of_measure to choose the unit
		Enter the item display volume here, if applicable. You may be required to complete this field for legal reasons.
item_display_volume		Example: For 200 ml or 200 l:
		<ol style="list-style-type: none"> 1. add '200' in item_display_volume 2. add 'ML' or 'L' in item_display_weight_unit_of_measure to choose the unit

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

Subject	Field Name	Notes or example*
Special instructions for storage and use	storage_instructions	This is a mandatory requirement if there are any special conditions without which the product cannot be properly stored (for example, instructions for reduced shelf life after opening). Storage statements are required if the durability date is listed as 'use by'.
	use_by_recommendation	Example, 'Store in a cool place after opening', 'Keep refrigerated', 'Once opened, store in a cool, dry place' If there are special instructions connected to the minimum durability date (for example, conditions for storage to meet the labelled best before date), they should be added here.
	serving_recommendation	Example, 'One week after opening', 'at +4 to +7 °C' Add special serving recommendation here.
Ingredients and additives that may trigger allergies or intolerance	allergen_information	Example, 'Serve at room temperature' This advice is mandatory if a product contains allergens, but a list of ingredients is not required
	special_ingredients	Example, contains 'sulphites' (for wine), example: 'milk' This is mandatory if a product contains food additives, but an ingredient list is not present
Precaution statements	safety_warning	Example, 'Contains Preservatives' If there are any warnings about the product without which the consumer could possibly be harmed, this precaution statement becomes a mandatory labelling element.
		Example, 'Pressurised container. Do not place in direct sunlight'. 'Not suitable for infants younger than 12 months old' 'High caffeine content. Not recommended for

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

Subject	Field Name	Notes or example*
Directions for use	Directions	<p>children or pregnant or breast-feeding women’</p> <p>The directions for use are mandatory if the product cannot be consumed without preparation.</p> <p>Example, ‘Place the spaghetti in boiling water and cook for approx. 12 minutes, stirring continuously’.</p>
Name and address of the food business operator	manufacturer_contact_information	<p>Provide the Name and business address of the manufacturer (no websites/email contact), who is responsible foroperator <u>under whose name</u> the food product. If the manufacturer is based outside ofis <u>marketed, or where not established in</u> the EU, then details of the company importing the food into the EU must be providedthe <u>importer</u>.</p>
	country_of_origin	<p>For example, structure of this labelling element: name, street, postcode, city, country (e.g. Example GmbH, Examplestreet 1-2,10555 Berlin, Germany)</p> <p>This is the country where the product originates from, e.g. where a plant was produced or harvested, an animal was raised and slaughtered, fish caught.</p>
Country of origin or manufacture	country_string	<p>Example: Brazil</p> <p>This is the country where the product was processed produced/packaged. No need for an indication if the country of origin and the processing country are identical.</p>
	primary_ingredient_country_of_origin	<p>Example: Country of origin for chicken is ‘Brazil’, but the processing country could be ‘Germany’ (e.g. cutting of the meat)</p> <p>If there is an indication of the country of origin on the detail page but the country of origin of the primary ingredient (=main ingredient) differs, please add the country for the primary ingredient here.</p>

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

Subject	Field Name	Notes or example*
	primary_ingredient_location_produced	<p>Example: Country of origin for yoghurt is ‘Germany’, but the milk originates from ‘France’</p> <p>If there is an indication of the country of processing on the detail page but the country of processing of the primary ingredient (=main ingredient) differs, please add the country for the primary ingredient here</p>
<p>Details of the alcohol content for beverages with more than 1.2% alcoholic strength by volume</p>	alcohol_content	<p>Is a mandatory labelling element for all beverages with alcohol content more than 1.2 % vol.</p> <p>Example, for 12 % vol.:</p> <ol style="list-style-type: none"> 1. add ‘12’ in alcohol_content 2. add ‘percent_by_volume’ in alcohol_content_unit_of_measure to choose unit

*please note that for some attributes only specific values can be used

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Additional information for the Nutritional declaration

In addition to the mandatory nutrition declaration mentioned, other nutrients may be included, such as vitamins and minerals. The nutrient should always be accompanied by the percentage of the Nutrient Reference Value (%NRV). Vitamins and minerals can only be listed if present in a significant amount. Only Vitamin and Mineral substances listed in the [Directive 2002/46/EC](#) and amendments thereof can be used in the manufacture of food supplements.

A significant amount is defined as:

- 7.5% of the nutrient reference is present in 100 ml product for beverages
- 15% of the nutrient reference is present in 100 g or 100 ml product for all other products

- 15% of the nutrient reference values present per portion if the package contains only a single portion

See the table below for an overview of the attributes that can be added to the nutritional values:

Subject	Field Name	Notes or examples
Monounsaturated Fat	monounsaturated_fat_per_serving_string	The amount of mono-unsaturated fat in grams per serving size.
Polyunsaturated Fat	polyunsaturated_fat_per_serving_string	The amount of poly-unsaturated fat in grams per serving size.
Polyols	sugar_alcohols_per_serving_string	The amount of polyols in grams per serving size.
Starch	starch_per_serving_string	The amount of starch in grams per serving size.
Dietary Fibre	dietary_fibre_per_serving_string	The amount of dietary fibre in grams per serving size in grams.
Vitamin A	vitamin_a_per_serving_string	The amount of vitamin A in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin A' is provided in micrograms.
Vitamin D	vitamin_d_per_serving_string	The amount of vitamin D in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin D' is provided in micrograms.
Vitamin E	vitamin_e_per_serving_string	The amount of vitamin E in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin E' is provided in milligrams.

Subject	Field Name	Notes or examples
Vitamin K	vitamin_k_per_serving_string	<p>The amount of vitamin K in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin K' is provided in micrograms.</p>
Vitamin C	vitamin_c_per_serving_string	<p>The amount of vitamin C in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin C' is provided in milligrams.</p>
Thiamin	thiamin_per_serving_string	<p>The amount of thiamin in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Thiamin' is provided in milligrams.</p>
Riboflavin	vitamin_b2_per_serving_string	<p>The amount of vitamin B2 in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin B2' is provided in milligrams.</p>
Niacin	niacin_per_serving_string	<p>The amount of niacin in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Niacin' is provided in milligrams.</p>
Vitamine B6	vitamin_b6_per_serving_string	<p>The amount of vitamin B6 in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page</p>

Subject	Field Name	Notes or examples
Folic Acid	folic_acid_per_serving_string	<p data-bbox="970 271 1361 342">if 'Vitamin B6' is provided in micrograms.</p> <p data-bbox="970 383 1361 645">The amount of folic acid in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Folic Acid' is provided in micrograms.</p>
Vitamin b12	vitamin_b12_per_serving_string	<p data-bbox="970 689 1382 952">The amount of vitamin B12 in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin B12' is provided in micrograms.</p>
Biotin	biotin_per_serving_string	<p data-bbox="970 996 1374 1258">The amount of biotin in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Biotin' is provided in micrograms.</p>
Pantothenic Acid	pantothenic_acid_per_serving_string	<p data-bbox="970 1303 1385 1565">The amount of pantothenic acid in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Pantothenic Acid' is provided in milligrams.</p>
Potassium	potassium_per_serving_string	<p data-bbox="970 1610 1385 1872">The amount of potassium in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Potassium' is provided in milligrams.</p>
Chloride	chloride_per_serving_string	<p data-bbox="970 1917 1385 2022">The amount of chloride in milligrams per serving size. The percentage of daily requirement</p>

Subject	Field Name	Notes or examples
Calcium	calcium_per_serving_string	<p>will be calculated automatically and displayed on the detail page if 'Chloride' is provided in milligrams.</p> <p>The amount of calcium in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Calcium' is provided in milligrams.</p>
Phosphorus	phosphorus_per_serving_string	<p>The amount of phosphorus in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Phosphorus' is provided in milligrams.</p>
Magnesium	magnesium_per_serving_string	<p>The amount of magnesium in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Magnesium' is provided in milligrams.</p>
Iron	iron_per_serving_string	<p>The amount of iron in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Iron' is provided in milligrams.</p>
Zinc	zinc_per_serving_string	<p>The amount of zinc in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Zinc' is provided in milligrams.</p>

Subject	Field Name	Notes or examples
Copper	copper_per_serving_string	The amount of copper in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Copper' is provided in milligrams.
Manganese	manganese_per_serving_string	The amount of manganese in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Manganese' is provided in milligrams.
Fluoride	fluoride_per_serving_string	The amount of fluoride in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Fluoride' is provided in milligrams.
Selenium	selenium_per_serving_string	The amount of selenium in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Selenium' is provided in micrograms.
Chromium	chromium_per_serving_string	The amount of chromium in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Chromium' is provided in micrograms.
Molybdenum	molybdenum_per_serving_string	The amount of molybdenum in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on

Subject	Field Name	Notes or examples
Iodine	iodine_per_serving_string	<p>the detail page if 'Molybdenum' is provided in micrograms.</p> <p>The amount of iodine in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Iodine' is provided in micrograms.</p>

Additional information

For more information, refer to:

- https://sellercentral-europe.amazon.com/gp/help/201511970?language=en_GB&ref=id_201511970_cont_G201532200
- https://sellercentral-europe.amazon.com/gp/help/202139740?language=en_GB&ref=id_202139740_cont_G201532200
- [Food Supplements](#)

Example of external service providers:

Name of the company	Marketplaces covered	Website	contact information
Ashbury Labelling	UK, DE, FR, IT, ES	http://www.ashburylabelling.co.uk/	amazon.sellers@ashburylabelling.co.uk
Bilacon/Tentamus	UK, DE, FR, IT, ES	https://www.tentamus.com/	labelling@tentamus.com
Campden BRI	UK, DE, FR, IT, ES	https://www.campdenbri.co.uk/	
Eurofins	UK, DE, FR, IT, ES		labelling@eurofins.com
Intertek	UK, DE, FR, IT, ES	http://www.intertek.com	
Leatherhead	UK, DE, FR, IT, ES	http://www.intertek.com	

Name of the company	Marketplaces covered	Website	contact information
Merieux Nutriscience	IT, ES, FR		labelling@eurofins.com
SGS	UK, DE, FR, IT, ES	https://www.sgs.com/	

II. UK Requirements

Scope

The UK Regulations apply to all products sold in the UK, but the provisions apply differently to Great Britain (England, Scotland and Wales, “GB”) and Northern Ireland. You can read more about the position in Northern Ireland (“NI”) below.

Food (or foodstuff) means any substance or product, whether processed, partially processed or unprocessed, intended to be or reasonably expected to be ingested by humans.

Please see below some examples of foods include:

- Infant milk formulas and weaning foods
- Baking and cooking supplies
- Beverages (including Beers, Wines and Spirits)
- Ready-made meals
- Meal replacements
- Canned goods
- Cereals
- Condiments and spreads
- Food supplements (including ‘health’, ‘nutritional’, ‘dietary’ and ‘beauty’ supplements)
- Gift baskets & hampers
- Pasta & grains
- Snacks & desserts
- Liquids (e.g. drinkable supplements, soups etc.)

Note that there are additional requirements in relation to certain other foods, including:

- Food supplements (Food Supplement (England) Regulations 2003 (as amended) and equivalent regulations in Wales Scotland and Northern Ireland)
- Meal replacements
- Infant formula
- Jam (Jam and Similar Products (England) Regulations 2003 and equivalent regulations in Wales, Scotland and Northern Ireland)

- [Fish \(Regulation \(EU\) No 1379/2013 as retained and amended by UK legislation via the Common Fisheries Policy \(Amendment etc.\) \(EU Exit\) Regulations 2019/739\)](#)
- [Honey \(Honey \(England\) Regulations 2015 and equivalent regulations in Wales, Scotland and Northern Ireland\)](#)
- [Coffee \(Coffee Extracts and Chicory Extracts \(England\) Regulations 2001 and equivalent regulations in Wales, Scotland and Northern Ireland\)](#)
- [Chocolate \(Cocoa and Chocolate Products \(England\) Regulations 2003 and equivalent regulations in Wales, Scotland and Northern Ireland\)](#)
- [Fruit Juices \(Fruit Juices and Fruit Nectars \(England\) Regulations 2013 and equivalent regulations in Wales, Scotland and Northern Ireland\)](#)
- [Mineral Water](#)
- [Beef & Veal \(Regulation \(EU\) 1825/2000 as retained and amended by UK legislation\)](#)
- [Foods containing or produced from GMOs \(Regulation \(EU\) 1830/2003 as retained and amended by UK legislation via the Genetically Modified Organisms \(Amendment\) \(EU Exit\) Regulations 2019/90\)](#)
- [Beer, wine and spirits products](#)

[Pre-packed products](#)

[This guidance is applicable to prepacked foods. Prepacked products are foods that have been put into packaging before putting on sale and cannot be altered without opening or changing the packaging. For example, frozen food, tinned fruit and cupboard staples such as cereals and biscuits.](#)

[Mandatory requirements for both website and prepacked items](#)

[Depending on the nature of the product, some information is mandatory to be provided on the product label. Please see below for more detailed information on the applicable requirements.](#)

[The following product information must be displayed on the detail pages and/or on the Physical Label of pre-packed products in English. Information must be conspicuous, legible and adhere to font size requirements.](#)

<u>Product type</u>	<u>Location of information</u>	<u>Mandatory</u>	<u>Required information</u> * <u>exceptions below</u>
<u>Pre-packed item</u>	<u>Physical label</u>	<ul style="list-style-type: none"> • <u>The legal name of Food</u> • <u>Net Quantity (weight)</u> • <u>Durability indication (i) the date of minimum durability ("best before"), or (ii) where the foods are highly perishable and after a short period are likely to be an immediate danger to human health - the "use by" date)</u> 	<ul style="list-style-type: none"> • <u>Ingredients list</u> • <u>Allergen Information</u> • <u>Country of Origin labelling</u> • <u>Alcohol % for drinks >1.2% ABV (alcohol by weight)</u> • <u>Quantitative Ingredient</u>

<u>Product type</u>	<u>Location of information</u>	<u>Mandatory</u>	<u>Required information</u> ^{*exceptions below}
		<ul style="list-style-type: none"> <u>Business Information – name and address of Food Business Operator in EU</u> 	<u>Declaration (QUID)</u> <ul style="list-style-type: none"> <u>Special storage conditions</u> <u>Instructions for use</u> <u>Nutrition Information</u>
<u>Pre-packed item</u>	<u>Product Detail Page</u>	<ul style="list-style-type: none"> <u>As mentioned above, however, Durability Dating and providing a Lot number is not required</u> 	<u>As mentioned above</u>

Please see below a few exceptions, applicable either for the product label or the detail page or both:

*Exceptions to the durability indication requirement on the pre-packed products exist for the products below, where a LOT number may be included instead:

- Fresh fruits and vegetables which have not been peeled, cut or similarly treated (except for sprouting seeds and similar products, like legume sprouts)
- Wines, liqueur wines, sparkling wine and similar products made from fruits other than grape musts
- drinks containing 10% or more alcohol by volume;
- Bakers' or pastry-cooks' wares which are normally consumed within 24 hours of being made
- Vinegar
- Cooking salt
- Solid sugar
- Confectionery products consisting almost solely of flavoured and/or coloured sugars
- Chewing gums and similar chewing products

*Exceptions from mandatory labelling of the list of ingredients exist for example for the following foods:

- Fresh fruits and vegetables, which are not peeled or cut
- Carbonated water
- Fermentation vinegars derived from single basic products and with no other ingredients added
- Cheese, butter, fermented milk and cream with no other ingredients except for lactic products, food enzymes, microorganism cultures and salt have been added
- Mono-ingredient products when the name of the food is identical to the ingredient name (e.g. wheat flour, rice)

*Exceptions from the mandatory labelling of the nutritional declaration (Annex V of 1169/2011/EC as retained and amended by UK law) exist for the following foods:

- Unprocessed food products made of one ingredient or one ingredient category
- Processed food products made of one ingredient or one ingredient category, which processing was maturing only
- Waters, including those where carbon dioxide and/or flavourings have been added
- Herb and mixtures of herbs
- Salt and salt substitutes
- Coffee, coffee beans, instant and soluble coffee (also decaffeinated)
- Herbal and fruit infusions, tea, decaffeinated tea, instant or soluble tea or tea extract, decaffeinated instant or soluble tea or tea extract where no other ingredients except for flavourings, which do not influence nutritional values, have been added
- Fermented vinegars and substitutes for vinegar, including those where the only added ingredients are flavourings
- Flavourings
- Food additives
- Processing aids
- Food enzymes
- Gelatine
- Jam setting compound
- Yeast
- Chewing gums

Note: These general rules are in addition to the existing specific rules for particular foods such as jam, fish, honey, coffee, chocolate, fruit juices, mineral water, beef & veal.

Allergen labelling

Ingredients identified as allergenic should be highlighted in the list of ingredients.

The below ingredients are allergens. If a food contains any of these allergens, they have to be highlighted by means of a distinguishing typeset (for example, all in capital letters, etc.).

Please see below a list of all substances or products causing allergies or intolerances as stated in Annex II of 1169/2011/EC (as retained and amended by UK law):

- Cereals containing gluten, namely: wheat, rye, barley, oats, spelt, kamut or their hybridised strains and products thereof (except: wheat-based glucose syrups including dextrose; wheat-based maltodextrins; glucose syrups based on barley; cereals used for making alcoholic distillates including ethyl alcohols)
- Crustaceans and products thereof
- Eggs and products thereof
- Fish and products thereof (except: fish gelatine used as carrier for vitamin or carotenoid preparations; fish gelatine or Isinglass used as fining agent in beer and wine)
- Peanuts and products thereof
- Soybeans and products thereof (except: fully refined soybean oil and fat; natural mixed tocopherols (E306), natural D-alpha tocopherol, natural Dalpha tocopherol acetate and natural D-alpha tocopherol succinate from soybean sources; vegetable oils

derived phytosterols and phytosterol esters from soybean sources; plant stanol ester produced from vegetable oil sterols from soybean sources)

- Milk and products thereof (including lactose / except: whey used for making alcoholic distillates including ethyl alcohol; lactitol)
- Nuts, namely: almonds, hazelnuts, walnuts, cashews, pecan nuts, Brazil nuts, pistachio nuts, macadamia or Queensland nuts and products thereof (except: nuts used for making alcoholic distillates including ethyl alcohol)
- Celery and products thereof
- Mustard and products thereof
- Sesame seeds and products thereof
- Sulphur dioxide and sulphites at concentrations of more than 10 mg/kg or 10 mg/litre for total SO₂ in products ready for consumption
- Lupin and products thereof
- Molluscs and products thereof

Country of Origin

This is a mandatory label requirement for some products such as: beef, honey, fruit, vegetables, fish and olive oil. Please see below for further explanations:

- Unprocessed meat from cows, pigs, sheep, goats and poultry must show ‘reared in’ and ‘slaughtered in’.
- Country of origin must be shown where failure to do so would be misleading e.g. ‘real taste of Italy’ made in UK.
- Where the country of origin or the place of provenance of a food is given and where it is not the same as that of its primary ingredient, the country of origin/place of provenance of the primary ingredient must be given e.g. produced in England from Danish ham.
- According to [EU Regulation 2011/1169](#) (as retained and amended by UK law), you must provide the exact country of origin for the product, which can only be one country. However, as certain products can be seasonal, the origin might change or perhaps products sourced from different places during the year. The main objective is to provide the customer with clear information on where the product has come from at the point of sale, which must not be misleading. If there are multiple countries of origin applicable to one product, it is best to keep all possible countries of origin on the product detail page. However, include a statement to explain that the origin might vary due to seasonal changes, or whatever the reason is that the origin cannot be definitive. It is important that the country of origin for that specific product is correctly labelled on the product when the product is delivered to the customer.
- Please be aware that Amazon’s current worldwide business policy restricts the sale of products from certain countries. More information can be found under the bullet point ‘Products from restricted countries and regions’ [here](#).

Claims

Claims on food products must not be false, ambiguous or misleading and should comply with the relevant requirements.

In general, claims for foods must not be false, ambiguous or misleading about:

- [Quality or size](#)
- [Price](#)
- [Ingredients](#)
- [Date, place and method of manufacture](#)
- [Efficiency \(what you say the food can do\)](#)
- [The people or organisations that endorse it](#)

[It is also prohibited to make claims that food or its ingredient can help treat, prevent or cure a disease or adverse condition. In addition, only nutrition and health claims that have been approved under EU Regulation \(EC\) No 1924/2006 \(as retained and amended by UK legislation via the Nutrition \(Amendment etc.\) \(EU Exit\) Regulations 2019/651\) on nutrition and health claims made on food can be used on the label and detail page.](#)

[Nutrition claims](#)

[A nutrition claim is any claim that states, suggests or implies that a food has particular beneficial nutritional properties due to the presence, absence, increased or reduced levels of energy or of a particular nutrient or other substance. Nutrition claims provide information about the nutritional composition of the food. For example: ‘source of calcium’, ‘low fat’, and ‘high fibre’ and ‘reduced salt’.](#)

[Only nutrition claims listed in the Annex to the EU Regulation \(EC\) No. 1924/2006 \(as retained and amended by UK law\) can be made in relation to food and only if the product meets the specific conditions of use for that claim. For example, ‘low fat’ can only be made on products containing no more than 3g of fat per 100g for solids. Click here for more information \[https://ec.europa.eu/food/safety/labelling_nutrition/claims/nutrition_claims_en\]\(https://ec.europa.eu/food/safety/labelling_nutrition/claims/nutrition_claims_en\).](#)

[Health claims](#)

[A health claim is any claim that states, suggests or implies that a relationship exists between a food category, a food or one of its ingredients and health. Only health claims authorised by the relevant authority as listed below are permitted:](#)

- [England: Secretary of State for Health and Social Care](#)
- [Scotland: Scottish Ministers](#)
- [Wales: Welsh Ministers](#)
- [Northern Ireland: the Department of Health](#)

[From 1 January 2021, a register is maintained by the UK authorities containing a list of specific health claims and the outcome of their assessment \(whether authorised or not\) as well as their conditions of use.](#)

[Health claims cannot:](#)

- [Be false, ambiguous or misleading](#)
- [Imply that health could be affected by not consuming the food.](#)
- [Make reference to the rate or amount of weight loss.](#)
- [Make reference to recommendations of individual doctors or health professionals.](#)

- Encourage or condone excess consumption of a food.
- Imply that a balanced diet cannot provide the necessary nutrients.
- Induce doubt around the safety and/or nutritional adequacy of other foods.
- Refer to changes in bodily functions which could give rise to or exploit fear in the consumer.

Nutrition and health claims are only permitted if the average consumer can be expected to understand the beneficial effects as expressed in the claim. As mentioned above, if general wellbeing claims are used (such as ‘superfoods’, ‘good for you’), then these must be accompanied by a specific health claim, i.e. you need to explain why it is considered a ‘superfood’. For example, Mackerel, as part of a healthy balanced diet, can be considered a superfood because it is a source of Omega-3 fatty acids. The claim could therefore state: ‘Omega 3 fatty acids EPA and DHA contribute to normal heart function’. This should be accompanied with the explanation for where Omega 3 comes from and that it contains x mg of eicosapentaenoic acid and docosahexaenoic acid per 100 g. To use this health claim, you also need to tell the customer that the beneficial effect is obtained with a daily intake of 250mg EPA and DHA.

Further detailed explanation on labelling for detail page and the product label:

How should I label the pictures of my products

Mandatory food information should be present on the detail page in either text or image form. Where images are used to convey mandatory information, please ensure the main images (highlighted in CAPS) are present and tagged with the correct label, for example, INGR for an ingredients image:

1. MAIN: Front of Pack Image
2. PT01: Back of Pack Image
3. PT02: Left Panel Image
4. PT03: Right Panel Image
5. PT04: Top of Pack Image
6. PT05: Bottom of Pack Image
7. FACT: Nutrition Information Image
8. INGR: Ingredients Image
9. PT12: Scale Image
10. DTLS: When applicable for Multipacks (see Sellable vs Non Sellable Singles)

How should I fill out the Flat file?

The inventory file templates (flat files) for ‘Food and Beverages’ and ‘Health and Personal Care’ contain specific attributes that should be used to provide (additional) food information. Please use the latest version of the inventory file template for ‘Food and Beverages’ or ‘Health and Personal Care’ to ensure information provided is the most up-to-date. For example, for ‘Dietary Supplements’ products, please use the flat file for ‘Health and Personal Care’ and choose the feed product_type ‘dietary supplements’. You can download the latest version of the complete file [here](#).

Please note that you are solely responsible for ensuring that your offers meet the legal requirements. Amazon cannot provide any legal advice. If you are unsure about the information that you need to provide for your product or if you have any other questions

about the legal requirements, we strongly recommend that you seek independent legal advice. Please also note that in addition to <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1571837651576&uri=CELEX:32011R1169> (as retained and amended by UK law), labelling requirements from other regulations could apply to your product.

Information on food products must always be provided in the language of the marketplace where the product is offered. In general, information on the product detail page must match information on the product packaging completely to be compliant.

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or example*</u>
<u>Description of food item</u>	<u>item type name</u>	<p><u>Certain foods have legal names that must be used if the product meets certain standards (e.g. jam). In other instances, a customary name (e.g. Bakewell tart) can be used. The legal name must include or be accompanied by information as to its physical condition. For example: powdered, refrozen, freeze-dried, quick-frozen, concentrated or smoked. It should also state if it has been subject to physical processes such as irradiation, pasteurisation etc.</u></p> <p><u>Failing this, a descriptive name (e.g. pasta in tomato sauce) must be used.</u></p> <p><u>Please find below examples for the three types of item type names that can be used:</u></p> <ul style="list-style-type: none"> <u>• legal name (requirements from regulations): ‘Milk Chocolate’ (for e.g. Cadbury Dairy Milk)</u> <u>• customary name (accepted by consumers without further explanation needed): ‘Yorkshire Pudding’; ‘Flapjack’</u> <u>• descriptive name (if no legal or customary name is available): ‘Chocolate Sponge Cake with Cocoa Filling’ (46%) (for Nestle Nesquick Milk Slice Chocolate Flavour); ‘A Stone Baked Pizza Base Topped with Tomato Sauce, Mozzarella and Red and White</u>

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or example*</u>
		<u>Cheddar Cheeses’ (for Goodfella’s Takeaway The Big Cheese)</u>
<u>List of ingredients</u>	<u>ingredients</u>	<u>List of ingredients in descending order of their amount. Allergens (see complete list in Annex II of the Regulation here) need to be written in CAPITAL LETTERS e.g. ‘Sugar, Palm Oil, HAZELNUTS (13%), Fat-Reduced Cocoa (7.4%), Skimmed MILK Powder (6.6%), Whey Powder (MILK), Emulsifier: Lecithin (SOY), Vanillin’</u>
<u>Label language</u>	<u>language_value</u>	<u>Specify the supported languages for the label, or languages of included manual or documentation e.g. ‘English’</u>
<u>Nutritional information</u>	<u>servicing_size</u>	<u>The serving size on which the specified nutritional information is based. The serving size is set to a 100 ml for liquids (e.g. coke or pasta sauce) and 100g for all solid products (e.g. chocolate, pasta and bread).</u>
<u>The following values should always be part of a mandatory nutritional declaration ; does not apply to food supplements and natural mineral water</u>	<u>energy_content_per_serving_string</u>	<p><u>For 100 ml or 100 g:</u></p> <ol style="list-style-type: none"> <u>1. add ‘100’ in <u>servicing_size</u></u> <u>2. add ‘ML’ or ‘Gr’ in <u>servicing_size unit of measure to choose unit</u></u> <p><u>Add the amount of energy in KJ per provided serving size here. Energy in kcal will be calculated and shown on detail page automatically</u></p> <p><u>For 2500 kJ:</u></p> <ol style="list-style-type: none"> <u>1. add ‘2500’ in <u>energy_content_per_serving_string</u></u> <u>2. add ‘KJ’ in <u>energy_content unit of measure to choose unit</u></u>

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or example*</u>
		<p><u>Add the amount of total fat in grams per provided serving size here.</u></p> <p><u>For 12 g:</u></p> <ul style="list-style-type: none"> • <u>add '12' in total fat per serving string (unit is provided automatically)</u>
	<u>total fat per serving string</u>	
		<p><u>Add the amount of saturated fatty acids in grams per provided serving size here.</u></p> <p><u>For 11 g:</u></p> <ul style="list-style-type: none"> • <u>add '11' in saturated fat per serving string (unit is provided automatically)</u>
	<u>saturated fat per serving string</u>	
		<p><u>Add the amount of carbohydrates in grams per provided serving size here.</u></p> <p><u>For 20 g:</u></p> <ul style="list-style-type: none"> • <u>add '20' in total carbohydrate per serving string (unit is provided automatically)</u>
	<u>total carbohydrate per serving string</u>	
		<p><u>Add the amount of sugars in grams per provided serving size here.</u></p> <p><u>For 17 g:</u></p> <ul style="list-style-type: none"> • <u>add '17' in sugars per serving string (unit is provided automatically)</u>
	<u>sugars per serving string</u>	
		<p><u>Add the amount of proteins in grams per provided serving size here.</u></p> <p><u>For 8 g:</u></p>
	<u>protein per serving string</u>	

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or example*</u>
		<ul style="list-style-type: none"> • <u>add '8' in protein_per_serving_string (unit is provided automatically)</u>
		<p><u>Add the amount of salt in grams per provided serving size here.</u></p> <p><u>This is not the amount of sodium</u></p> <p><u>For 0,1 g:</u></p> <ul style="list-style-type: none"> • <u>add '0,1' in salt_per_serving_string (unit is provided automatically)</u> <p><u>This attribute may be used to indicate the drained weight. If a product is present in a liquid medium (e.g. peaches in syrup), which is not part of the product itself, then this attribute is mandatory to fill in.</u></p>
	<u>salt_per_serving_string</u>	
		<p><u>Example: For 50 g or 50 kg:</u></p> <ol style="list-style-type: none"> <u>1. add '50' in solid_net_weight</u> <u>2. add 'GR' or 'KG' in item_display_weight_unit_of_measure to choose the unit</u>
	<u>solid_net_weight</u>	
<u>Net quantity</u>		<p><u>Enter the item display weight here, if applicable. You may be required by law to complete this field.</u></p>
	<u>item_display_weight</u>	<p><u>You must show a QUID if:</u></p> <ul style="list-style-type: none"> • <u>the ingredient is in the name of the product i.e. peach yoghurt</u> • <u>the category of ingredient is in the name of the food i.e. fish fingers</u> • <u>a compound ingredient is used in the name of a food i.e. seafood lasagne</u> • <u>the product is identified by a customary name with no further explanation i.e. chili con carne</u>
	<u>The QUID (Quantitative Ingredient Declaration)</u>	
	<u>tells a consumer the percentage of particular ingredients contained in a food product.</u>	

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or example*</u>
		<ul style="list-style-type: none"> the ingredient is essential to characterise the food and distinguish it from other products with which it might be confused. <p>Example: For 200 ml or 200 l:</p> <ol style="list-style-type: none"> add '200' in <u>item_display_volume</u> add 'ML' or 'L' in <u>item_display_weight_unit_of_measure</u> to choose the unit <p>Enter the <u>item display volume</u> here, if applicable. You may be required to complete this field for legal reasons.</p> <p>Example: For 200 ml or 200 l:</p> <ol style="list-style-type: none"> add '200' in <u>item_display_volume</u> add 'ML' or 'L' in <u>item_display_weight_unit_of_measure</u> to choose the unit
	<u>item_display_volume</u>	
	<u>storage_instructions</u>	<p>This is a mandatory requirement if there are any special conditions without which the product cannot be properly stored (for example, instructions for reduced shelf life after opening). Storage statements are required if the durability date is listed as 'use by'.</p> <p>Example, 'Store in a cool place after opening', 'Keep refrigerated', 'Once opened, store in a cool, dry place'</p> <p>If there are special instructions connected to the minimum durability date (for example, conditions for storage to meet the labelled best before date), they should be added here.</p> <p>Example, 'One week after opening', 'at +4 to +7 °C'</p>
<u>Special instructions for storage and use</u>	<u>use_by_recommendation</u>	
	<u>serving_recommendation</u>	Add special serving recommendation here.

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or example*</u>
<u>Ingredients and additives that may trigger allergies or intolerance</u>	<u>allergen information</u> <u>special ingredients</u>	<u>Example, ‘Serve at room temperature’</u> <u>This advice is mandatory if a product contains allergens, but a list of ingredients is not required</u> <u>Example, contains ‘sulphites’ (for wine), example: ‘milk’</u> <u>This is mandatory if a product contains food additives, but an ingredient list is not present</u>
<u>Precaution statements</u>	<u>safety_warning</u>	<u>Example, ‘Contains Preservatives’</u> <u>If there are any warnings about the product without which the consumer could possibly be harmed, this precaution statement becomes a mandatory labelling element.</u> <u>Example, ‘Pressurised container. Do not place in direct sunlight’. ‘Not suitable for infants younger than 12 months old’ ‘High caffeine content. Not recommended for children or pregnant or breast-feeding women’</u> <u>The directions for use are mandatory if the product cannot be consumed without preparation.</u>
<u>Directions for use</u>	<u>Directions</u>	<u>Example, ‘Place the spaghetti in boiling water and cook for approx. 12 minutes, stirring continuously’.</u> <u>Provide the Name and business address of the manufacturer (no websites/email contact), who is responsible for the food product.</u>
<u>Name and address of the food business operator</u>	<u>manufacturer contact information</u>	<u>For example, structure of this labelling element: name, street, postcode, city, country (e.g. Example GmbH, Examplestreet 1-2,10555 Berlin, Germany)</u>

Table 1. See the table below for an overview of the attributes that you have to fill in when listing a product:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or example*</u>
	<u>country_of_origin</u>	<p>The food operator and/or importer will be required to be established in GB.</p> <p>This is the country where the product originates from, e.g. where a plant was produced or harvested, an animal was raised and slaughtered, fish caught.</p> <p>Example: Brazil</p>
	<u>country_string</u>	<p>This is the country where the product was processed produced/packaged. No need for an indication if the country of origin and the processing country are identical.</p> <p>Example: Country of origin for chicken is 'Brazil', but the processing country could be 'Germany' (e.g. cutting of the meat)</p>
<u>Country of origin or manufacture</u>	<u>primary_ingredient_country_of_origin</u>	<p>If there is an indication of the country of origin on the detail page but the country of origin of the primary ingredient (=main ingredient) differs, please add the country for the primary ingredient here.</p> <p>Example: Country of origin for yoghurt is 'Germany', but the milk originates from 'France'</p>
	<u>primary_ingredient_location_produced</u>	<p>If there is an indication of the country of processing on the detail page but the country of processing of the primary ingredient (=main ingredient) differs, please add the country for the primary ingredient here</p>
<u>Details of the alcohol content for beverages with more than 1.2% alcoholic strength by volume</u>	<u>alcohol_content</u>	<p>Is a mandatory labelling element for all beverages with alcohol content more than 1.2 % vol.</p> <p>Example, for 12 % vol.:</p> <ol style="list-style-type: none"> 3. add '12' in <u>alcohol_content</u> 4. add 'percent by volume' in <u>alcohol_content_unit_of_measure</u> to choose unit

*please note that for some attributes only specific values can be used

Please note that you are solely responsible for ensuring that your offers meet the legal requirements. Amazon cannot provide any legal advice. If you are unsure about the information that you need to provide for your product or if you have any other questions about the legal requirements, we strongly recommend that you seek independent legal advice.

Additional information for the Nutritional declaration

In addition to the mandatory nutrition declaration mentioned, other nutrients may be included, such as vitamins and minerals. The nutrient should always be accompanied by the percentage of the Nutrient Reference Value (%NRV). Vitamins and minerals can only be listed if present in a significant amount. Only Vitamin and Mineral substances listed in the Directive 2002/46/EC and amendments thereof (as retained and amended by UK law) can be used in the manufacture of food supplements.

A significant amount is defined as:

- 7.5% of the nutrient reference is present in 100 ml product for beverages
- 15% of the nutrient reference is present in 100 g or 100 ml product for all other products
- 15% of the nutrient reference values present per portion if the package contains only a single portion

See the table below for an overview of the attributes that can be added to the nutritional values:

<u>Subject</u>	<u>Field Name</u>	<u>Notes or examples</u>
<u>Monounsaturated Fat</u>	<u>monounsaturated_fat_per_serving_string</u>	<u>The amount of mono-unsaturated fat in grams per serving size.</u>
<u>Polyunsaturated Fat</u>	<u>polyunsaturated_fat_per_serving_string</u>	<u>The amount of poly-unsaturated fat in grams per serving size.</u>
<u>Polyols</u>	<u>sugar_alcohols_per_serving_string</u>	<u>The amount of polyols in grams per serving size.</u>
<u>Starch</u>	<u>starch_per_serving_string</u>	<u>The amount of starch in grams per serving size.</u>
<u>Dietary Fibre</u>	<u>dietary_fibre_per_serving_string</u>	<u>The amount of dietary fibre in grams per serving size in grams.</u>
<u>Vitamin A</u>	<u>vitamin_a_per_serving_string</u>	<u>The amount of vitamin A in micrograms per serving size. The percentage of daily requirement will be calculated</u>

<u>Subject</u>	<u>Field Name</u>	<u>Notes or examples</u>
<u>Vitamin D</u>	<u>vitamin_d_per_serving_string</u>	<p><u>automatically and displayed on the detail page if 'Vitamin A' is provided in micrograms.</u></p> <p><u>The amount of vitamin D in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin D' is provided in micrograms.</u></p>
<u>Vitamin E</u>	<u>vitamin_e_per_serving_string</u>	<p><u>The amount of vitamin E in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin E' is provided in milligrams.</u></p>
<u>Vitamin K</u>	<u>vitamin_k_per_serving_string</u>	<p><u>The amount of vitamin K in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin K' is provided in micrograms.</u></p>
<u>Vitamin C</u>	<u>vitamin_c_per_serving_string</u>	<p><u>The amount of vitamin C in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin C' is provided in milligrams.</u></p>
<u>Thiamin</u>	<u>thiamin_per_serving_string</u>	<p><u>The amount of thiamin in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Thiamin' is provided in milligrams.</u></p>
<u>Riboflavin</u>	<u>vitamin_b2_per_serving_string</u>	<p><u>The amount of vitamin B2 in milligrams per serving size. The</u></p>

Subject

Field Name

Notes or examples

Niacin

niacin_per_serving_string

percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin B2' is provided in milligrams.

The amount of niacin in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Niacin' is provided in milligrams.

Vitamine B6

vitamin_b6_per_serving_string

The amount of vitamin B6 in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin B6' is provided in micrograms.

Folic Acid

folic_acid_per_serving_string

The amount of folic acid in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Folic Acid' is provided in micrograms.

Vitamin b12

vitamin_b12_per_serving_string

The amount of vitamin B12 in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Vitamin B12' is provided in micrograms.

Biotin

biotin_per_serving_string

The amount of biotin in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Biotin' is provided in micrograms.

<u>Subject</u>	<u>Field Name</u>	<u>Notes or examples</u>
<u>Pantothenic Acid</u>	<u>pantothenic acid per serving string</u>	<u>The amount of pantothenic acid in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Pantothenic Acid' is provided in milligrams.</u>
<u>Potassium</u>	<u>potassium per serving string</u>	<u>The amount of potassium in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Potassium' is provided in milligrams.</u>
<u>Chloride</u>	<u>chloride per serving string</u>	<u>The amount of chloride in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Chloride' is provided in milligrams.</u>
<u>Calcium</u>	<u>calcium per serving string</u>	<u>The amount of calcium in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Calcium' is provided in milligrams.</u>
<u>Phosphorus</u>	<u>phosphorus per serving string</u>	<u>The amount of phosphorus in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Phosphorus' is provided in milligrams.</u>
<u>Magnesium</u>	<u>magnesium per serving string</u>	<u>The amount of magnesium in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page</u>

<u>Subject</u>	<u>Field Name</u>	<u>Notes or examples</u>
<u>Iron</u>	<u>iron_per_serving_string</u>	<p><u>if 'Magnesium' is provided in milligrams.</u></p> <p><u>The amount of iron in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Iron' is provided in milligrams.</u></p>
<u>Zinc</u>	<u>zinc_per_serving_string</u>	<p><u>The amount of zinc in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Zinc' is provided in milligrams.</u></p>
<u>Copper</u>	<u>copper_per_serving_string</u>	<p><u>The amount of copper in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Copper' is provided in milligrams.</u></p>
<u>Manganese</u>	<u>manganese_per_serving_string</u>	<p><u>The amount of manganese in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Manganese' is provided in milligrams.</u></p>
<u>Fluoride</u>	<u>fluoride_per_serving_string</u>	<p><u>The amount of fluoride in milligrams per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if 'Fluoride' is provided in milligrams.</u></p>
<u>Selenium</u>	<u>selenium_per_serving_string</u>	<p><u>The amount of selenium in micrograms per serving size. The percentage of daily</u></p>

<u>Subject</u>	<u>Field Name</u>	<u>Notes or examples</u>
		<p><u>requirement will be calculated automatically and displayed on the detail page if ‘Selenium’ is provided in micrograms.</u></p> <p><u>The amount of chromium in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if ‘Chromium’ is provided in micrograms.</u></p>
<u>Chromium</u>	<u>chromium_per_serving_string</u>	
		<p><u>The amount of molybdenum in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if ‘Molybdenum’ is provided in micrograms.</u></p>
<u>Molybdenum</u>	<u>molybdenum_per_serving_string</u>	
		<p><u>The amount of iodine in micrograms per serving size. The percentage of daily requirement will be calculated automatically and displayed on the detail page if ‘Iodine’ is provided in micrograms.</u></p>
<u>Iodine</u>	<u>iodine_per_serving_string</u>	

Northern Ireland

Please note that different rules will apply in Northern Ireland (NI) from 1 January 2021 as a result of the Northern Ireland Protocol. In particular:

- You should ensure that products sold in NI meet EU requirements .
- You are an importer if you are established in the EU or NI and you sell products from a country outside of the EU and Northern Ireland (including from GB) into NI. Products sold in NI should be marked with details of any EU / NI based importer.
- “Qualifying Northern Ireland goods” will be able to be sold in GB with the CE mark. The UK Government is issuing guidance on how this will work.

The relevant authority for authorising health claims in Northern Ireland is the Department of Health.

BREXIT: UK Government Guidance

The UK Government has released guidance on selling products in GB and NI from 1 January 2021. We encourage you to visit the following UK government website for guidance on changes that may affect you from 1 January 2021:

- <https://www.food.gov.uk/business-guidance/the-uk-transition>

Additional information

For more information, refer to:

- Grocery products
- https://sellercentral-europe.amazon.com/gp/help/202139740?language=en_GB&ref=id_202139740_cont_G201532200
- https://sellercentral-europe.amazon.com/gp/help/G202156050?language=en_GB&ref=id_G202156050_cont_G201532200

We encourage you to visit the Business Companion website, which contains guidance on UK product compliance rules:

- <https://www.businesscompanion.info/en/quick-guides/food-and-drink/labelling-of-prepacked-foods-general>
- <https://www.businesscompanion.info/en/quick-guides/food-and-drink/nutrition-and-health-claims>

Example of external service providers:

<u>Name of the company</u>	<u>Marketplaces covered</u>	<u>Website</u>	<u>contact information</u>
Ashbury Labelling	UK	http://www.ashburylabelling.co.uk/	amazon.sellers@ashburylabelling.co.uk
Bilacon/Tentamus	UK	https://www.tentamus.com/	labelling@tentamus.com
Campden BRI	UK	https://www.campdenbri.co.uk/	
Eurofins	UK		labelling@eurofins.com
Intertek	UK	http://www.intertek.com	

<u>Name of the company</u>	<u>Marketplaces covered</u>	<u>Website</u>	<u>contact information</u>
<u>Leatherhead</u>	<u>UK</u>	<u>http://www.intertek.com</u>	
<u>SGS</u>	<u>UK,</u>	<u>https://www.sgs.com/</u>	

Frequently asked Questions:

1. How many images can I upload?

As well as the ‘Main Image’ which displays the front side of the product, you can upload eight additional images to display alternative views of the product packaging.

2. I am selling dietary supplements that have nutrition facts such as ‘per two capsules’. I cannot enter this into ‘serving_size’ attribute – what can I do?

The ‘serving_size’ attribute currently only supports weight values but no values such as ‘capsules’ or ‘tablespoons’ etc. We recommend that you add such information to the product_description field or upload additional images that show the information printed on the product packaging.

3. Why do many attributes now end with ‘_string’, e.g. ‘protein_per_serving_string’?

In older versions of the inventory file templates (flat files), nutrition fact attributes were in numeric format. With the latest update (version 14.1202), existing attributes have been changed and new attributes have been added in string-format. E.g. protein_per_serving‘ has changed to protein_per_serving_string’. The new string attributes support symbols such as ‘>’ and ‘<’ that you may need to use define nutrition facts.

4. I am missing the unit_of_measure attributes in the new flat file – why did they disappear?

As per the new legislation, nutrition facts need to be provided in pre-defined units of measure, if applicable. For example, protein must be provided in grams. Please enter only the amount and, if applicable, a pre-sign such as ‘<’. ‘Grams’ will be added automatically on the product detail page.

5. How should I highlight allergens in the ingredients list?

If you want to highlight allergens in the ingredients list, we recommend that you use capital letters, for example, ‘MILK’. Please do not use HTML or other formatting as it cannot be processed.