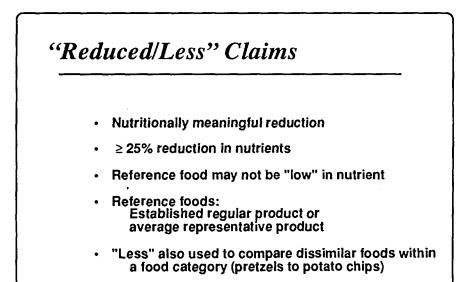
- NOTES -

"Light" or "Lite" Claims (Qualified)

- "Light in Sodium" ≥ 50 % reduction in sodium
- Entire term must be in same type size, style, color, and prominence
- If food not reduced in fat (calories, or sodium as applicable) - Specify physical or organoleptic attribute (e.g.,"Light", "Light in color", "Light in texture")
- Longstanding uses are allowed without modification ("Light corn syrup")



"More" and "Added" (or "Fortified" and "Enriched" Claims

- To show presence of beneficial nutrients
- Definition ≥ 10% more per reference amount of DV for protein, vitamins, minerals, dietary fiber, or potassium than reference food
- Reference foods An established regular
 product or average representative product
- "More"- also used to compare dissimilar foods within a food category (pretzels to potato chips)