

"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")

"Reduced/Less" Claims

- Nutritionally meaningful reduction
- ≥ 25% reduction in nutrients
- Reference food may not be "low" in nutrient
- Reference foods:
Established regular product or average representative product
- "Less" also used to compare dissimilar foods within a food category (pretzels to potato chips)

"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)