

28.8 Labelling

Labelling must be easy to understand, the printing must be clearly legible and the printing inks must be indelible. This is particularly important with regard to dates and/or batch codes which are generally printed onto each package on the production line. The information must be easily visible. This means that a consumer should not have to hunt for information.

With due consideration to the labelling provisions in major chocolate-consuming markets, and as a general rule, the information below must appear on chocolate products:

28.8.1 Legal name

Names are normally prescribed for chocolate products. The name used must give a clear description of what the product is, and to allow it to be distinguished from other products. Brand names, trademarks and fancy names cannot be substituted for the legal name as they do not inform the purchaser as to the true nature of the product.

28.8.2 List of ingredients

The list of ingredients must be headed or preceded by the heading “Ingredients”.

Ingredients must be listed in descending order of weight, this being determined at the time of use. This is known as the point where the ingredients are put into the “mixing bowl”. For the purposes of ingredient list calculation, the weight of dehydrated or concentrated ingredients may normally, if desired, be determined by rehydration factors.

Allergens must always be labelled. For details, refer to Chapter 25.

The declaration of each additive relates to the function that it is fulfilling in the finished product. Additives used in food are normally declared by their category name followed either by the specific name or INS/E-number.

28.8.3 The quantity of certain ingredients (“quantitative ingredients declaration”)

An indication of the quantity of certain ingredients is required where these are:

- Mentioned in the name of the food;
- Emphasised;
- Essential to characterise the food.

For example, the amount of almonds in a “white chocolate with almonds”. Information normally appears either beside the name of the food or in the ingredients list as a percentage.

Note that in Europe, the cocoa solids content of chocolate products must be provided in the form “Cocoa solids: ... % minimum”. This requirement does not apply to filled chocolates and pralines.