Examples of Nutrition Labeling Symbols Used by Food Companies in the U.S.

PepsiCo: “Smart Spot”

Unilever: “Eat Smart”

American Dairy Assn.: “3-A-Day of Dairy”

American Heart Association’s Food Certification Program: “Heart Check”

General Mills: “Goodness Corner”

Kraft: “Sensible Solution”

Kellogg’s: “Best to You”
Examples of Nutritional Rating Symbols Officially Established by the U.K. Food Standards Agency

McCain Oven Chips

McCain Home Fries

Waitrose Mini Chicken Pie

Waitrose Moussaka

New Covent Garden Food Co. Pea and Ham Soup

New Covent Garden Food. Co Chicken Soup