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Report Highlights:

On May 24, Mexico's Health and Sanitary Risks Authority (COFEPRIS) published a manual to provide clarity to the commercial and sanitary information required for processed foods and non-alcoholic beverages and provided further instruction on proper labeling formats as required by NOM-051 Front of Package Labeling Law. This report intends to inform U.S. Processed Foods and Non-Alcoholic Beverage companies interested in the Mexican market about the manual for the Front of Pack Labeling Law that entered into force on October 1, 2020. This report serves as a courtesy translation of the manual.

General Information:

Domestic and imported retail prepackaged, processed foods and non-alcoholic beverages in Mexico are subject to labeling regulations including the front-of-the pack (FOP) labeling requirement. This report intends a courtesy translation of the manual regarding the amendments of the Mexican Official Standard NOM-051.

Standard NOM-051 Amendment Manual

On May 24, 2021, a manual related to the Mexican Official Standard NOM-051 (entered into force on October 1, 2020) and its amendments to the New Front of Pack Labeling Law was published on the website of the Federal Commission for Sanitary Risks (COFEPRIS). The Spanish version with labeling examples is available at the following [link](#).

The modifications expressed in the manual are mandatory for domestic and imported retail prepackaged, processed foods and non-alcoholic beverages in Mexico.

It is important to mention that COFEPRIS is the organism in charge of verification at the point of entry and point of sales.

The purpose of the manual is to identify in a practical way the commercial and sanitary requirements of the front of pack labeling system for processed foods and non-alcoholic beverages sold in Mexico, with the purpose of facilitating the surveillance actions for the standard's compliance.

Standard NOM-051 does not apply to the following:

- a) Pre-packaged food and non-alcoholic beverages that are subject to the commercial and sanitary information contained in specific Mexican Official Standards that do not include as normative reference standard NOM-051, or in any other federal regulation in force that explicitly excludes from compliances with this standard;
- b) Food and non-alcoholic beverages in bulk presentation;
- c) Food and non-alcoholic beverages packed at the point of sale; and
- d) Other products determined by the authorities according to their attributions.

TRANSLATION - COFEPRIS - Manual de la modificación de la Norma Oficial Mexicana NOM-051-SCFI/SSA1-2010 (COFEPRIS – Amendment Manual of Mexican Official Standard NOM-051-SCFI/SSA1-2010)

General Labeling Requirements

The information contained on the labels of prepackaged foods and non-alcoholic beverages should be truthful, described and presented in such a way that it does not mislead the consumer as to the nature and characteristics of the product.

The label of prepackaged products may include warning signs or endorsement legends of recommendation or re-recognition by professional organizations or associations with objective and reliable scientific evidence.

For endorsement, products must not exceed one or more of the critical added nutrients.

The label of prepackaged products that do not contain warning signs and cautionary legends may declare it only in written form with the phrase in Spanish “Este producto no contiene sellos o leyendas” (This product does not contain warning signs or cautionary legends).

The statement should be placed on the information surface. The information surface is any area of the container or packaging other than the main display surface.

Prepackaged products with one or more warning signs or cautionary legend must not:

- a) Include on their labeling characters, animations, cartoons, celebrities, athletes or mascots, interactive elements, such as, visual-space games or digital downloads.
- b) Refer on their label to elements that are not related to them.

The following are mandatory requirements of commercial and sanitary information:

- Name or denomination of the prepackaged products
- Ingredient list in decreasing quantitative descending order. Ingredients or additives that cause hypersensitivity, must add the word “Contiene” in Spanish (Contains).
- Nutrition table
- Net content and drained mass
- Name, denomination or corporate name and tax address
- Country of origin
- Identification lot
- Expiration date or preferable consumption date

- Prepackaged products with the Mexican Official Standard (NOM)

Name or denomination of prepackaged products

The name of the prepackaged product must appear in bold type within the main display surface of the label, in a line parallel to the base as the product is designed.

In absence of the name, the following order should be used:

a) Common use name

b) Description according to the basic characteristic of the composition and nature of the prepackaged product

c) International Codex Standard, in its case

In the case of imitation products, the denomination of the product shall appear in the upper left part of the main display surface, with the word IMITACION in Spanish at the beginning in capital letters, with bold font on a light background in a size double that of the rest of the denomination.

Imitation products cannot make use of the words in Spanish “tipo” (type), “estilo” (style) or any other similar term, in the name of the product or on their label.

Ingredient list

A list of ingredients must appear on the label of the prepackaged product sold individually, except in the case of single-ingredient foods that do not include any additives.

The list of ingredients must be headed or preceded by the term in Spanish “Ingredientes” (Ingredients).

The ingredients of the prepackaged food or non-alcoholic beverage must be listed in quantitative order of mass over mass (m/m) ratio.

Water added by order of predominance must be indicated in the list of ingredients, except when it is part of a compound ingredient, for example, but not limited to brine, syrup or broth.

Sugars are all the monosaccharides and disaccharides in prepackaged foods and non-alcoholic beverages.

Free sugars from monosaccharide and disaccharide sugars added to foods and non-alcoholic beverages by the manufacturer, plus sugars that are naturally present in honey, syrups and fruit or vegetable juices.

Added sugars, free sugars added to foods and soft drinks during industrial processing.

The added sugars must be declared according to the following:

a) Grouped by prefixing the words "azúcares añadidos" (added sugars) followed by the list in parentheses with the specific names of all added free sugars present in the prepackaged product, except those forming part of a compound ingredient, if any.

b) In decreasing quantitative order m/m according to the sum of all the added sugars considered in a), and

c) When there are compound ingredients in which several added sugars form part, these must also be grouped within the same, in accordance with the provisions of paragraphs a) and b).

All ingredients or additives that may cause hypersensitivity, intolerance or allergy must be declared, such as:

· Cereals containing gluten (wheat, rye, oats, barley, spelt or their hybrid strains, and products thereof). Exceptions: wheat-based glucose syrups (including dextrose), wheat-based maltodextrins, barley-based glucose syrups.

· Eggs, their products and by-products.

· Crustaceans and their products.

· Fish and fish products. Exceptions: fish gelatin used as a carrier of vitamins, flavorings or carotenoid preparations.

· Mollusks and their products.

· Peanuts and their products.

· Sulfite in concentrations of 10 mg/kg or more.

· Soy and its products. Exceptions: fully refined soybean oil and fat; natural mixed tocopherols, natural d-alpha tocopherol, natural d-alpha tocopherol acetate derived from soybeans; phytosterols and phytosterol esters derived from soybean vegetable oils; phytosterols esters derived from soybean oil phytosterols.

· Milk, milk products and dairy products (including lactose). Excluding lacithol.

· Tree nuts and derived products, such as almonds (*Prunus Amygdalus*) and walnuts (*Juglans species*), but applies generally to all nuts produced by trees, including hazelnuts (*Corylus spp.*), pecans (*Carya illinoensis*), Brazil nuts (*Bertholletia excelsa*), cashews (*Anacardium occidentale*), chestnuts (*Castanea spp.*), macadamia nuts (*Macadamia spp.*).

· Allergens shall be declared in bold and preceded by the word in Spanish "Contiene" (Contains) and at the end of the list of ingredients.

If the ingredient is a derivative containing albumin, casein or gluten, it may be labeled by stating its origin, such as the following example contains: casein (milk) or milk casein.

If there is a possibility of contamination during the production or processing processes up to packaging by the manufacturer, the phrase in Spanish "Puede contener" must be included at the end of the list of ingredients.

Additives must be declared under the common name or, failing that, one of the synonyms established in the Agreement on the determination of additives and adjuvants in foods, beverages and food supplements, their use and health provisions.

Enzymes and flavorings, flavoring or aromatizing agents may be declared as generic names, except caffeine, which must be declared specifically.

The percentage of the ingredient must be declared when:

- (a) It is emphasized on the label as present, by means of words or pictures or graphics; or
- b) It does not appear in the name or denomination of the prepackaged food or non-alcoholic beverage and is essential to characterize the prepackaged food or non-alcoholic beverage.

The percentage of the ingredient, by weight or volume, shall be declared in close proximity to the words or pictures or graphic that emphasizes the ingredient, or next to the common name or denomination of the prepackaged food or non-alcoholic beverage, or adjacent to the ingredient that corresponds in the list of ingredients.

Name, company name or corporate name and tax address

The name, denomination or company name and fiscal address of the person responsible for the product must be indicated on the label.

In the case of imported products, the name and address of the importer, in both cases, the expression in Spanish "fabricado o envasado por o para" (manufactured or packaged by or for) may be included.

For imported prepackaged products, the name, denomination or company name and tax address of the person responsible for the product must be indicated on the label.

It is important to mention on the labeling the preparation or usage instructions in Spanish. As well, any additional information of the product

Nutritional Labeling

Nutrients declaration

The following nutrients must be declared, except those prepackaged products regulated by other applicable legal regulations. Please see the chart below for reference in Spanish:

Declaración nutrimental	Por 100 g o 100ml
Contenido energético*	_____kcal (kJ)
Proteína	_____g
Grasas totales	_____g
Grasas saturadas	_____g
Grasas trans	_____mg
Hidratos de carbono disponibles	_____g
Azúcares	_____g
Azúcares añadidos	_____g
Fibra dietética	_____g
Sodio	_____mg
Información adicional**	_____mg, µg o % de VNR

Source: COFEPRIS - Manual de la modificación de la Norma Oficial Mexicana NOM-051-SCFI/SSA1-2010

Notes:

*Contenido Energético (Energy content) this declaration must also be made for the total contents of the product.

**Información adicional (Additional information) any other nutrient for which a claim of properties is made.

Where a specific claim is made concerning the amount or type of carbohydrate, the amounts of starch and, if any, other types of carbohydrates may also be indicated.

When a claim is made with regards to the amount or type of fats or the amount of cholesterol, the amounts of monounsaturated fats, polyunsaturated fats and cholesterol must be declared.

The following products are exempted from including the nutrient declaration, if they do not include a nutrition or health claim:

- i. One ingredient products
- ii. Herbs, spices or mixes
- iii. Coffee extracts, whole or ground coffee beans, whether decaffeinated or not and that do not contain added ingredients other than flavorings;
- iv. Herbal teas, decaffeinated tea or not, instant and/or soluble tea containing no added ingredients;
- v. Fermented vinegars and substitutes;
- vi. Water for human consumption and natural mineral water.
- vii. Products where the largest surface area is less than 78 square centimeters, must provide a telephone number or web page where the consumer can obtain information on the nutrition information on the nutrition declaration.

Presentation of the Nutrients Declaration

Energy Content (Calories)	Vitamins and Minerals	Proteins, from carbohydrates, from fat, from diet fiber and sodium
<p>It must be expressed in kcal (kJ) per 100 g or 100 ml and for the total content of the container.</p> <p>The portion can be declared</p> <p>The statement and amount of energy content should be highlighted in bold.</p>	<p>It be expressed in measuring units of 100g or 100 ml or in a percentage of the reference nutrient values per portion.</p>	<p>It must be expressed in measuring units of 100 g or 100 ml.</p> <p>Highlight in bold the claim and the amount of saturated fat, added sugars, trans fat and sodium.</p>

In addition, it may be declared “per serving” in packages containing several portions, or “per package” when it contains only one portion.

For products intended to be reconstituted or requiring preparation prior to consumption, the nutrients declaration should be made in accordance with label with the instructions for use.

The information printed on the nutrition declaration must be presented in a font size of at least 1.5 mm in height, in the following cases it must be 1 mm:

- a) Products which main display surface is equal to or less than 32 cm,
- b) Products required to declare more than 20 nutrients, and their main display area is less than or equal to 161 cm, and its
- c) In returnable containers in which the information is on the cork or screw cap.

The declaration of vitamin and mineral content is optional, except for foods and non-alcoholic beverages modified in their composition.

The declaration of any of these nutrients does not oblige to declare the other nutrients and is only made if a Nutrient Reference Value (NRV) is assigned and the content of the portion is equal to or above 5% of the referred NRV; either Recommended Daily Intake (RDI) or Recommended or Suggested Daily Intake (SDI).

The number of portions in the container can use the term in Spanish “aproximadamente” (approximately) or "aprox."

Information based on recommended reference values for non-Mexican populations may be declared, when it is presented together with the nutrition declaration required in Mexico. Please refer to the example below.

Presentation of the nutritional declaration of vitamins and minerals based on percentage of nutritional reference value.

Nutrients /Percentage of NRV (Mexico)

Vitamin A _____%
Vitamin B1 _____%
Vitamin B2 _____%
Vitamin B6 _____%
Vitamin C _____%
Niacin _____%
Folic Acid _____%
Iron _____%
... _____%

Nutrients/ Percentage of NRV (Country name)

Vitamin A _____%
Vitamin B1 _____%
Vitamin B2 _____%
Vitamin B6 _____%
Vitamin C _____%
Niacin _____%
Folic Acid _____%
Iron _____%
... _____%

The following rounding parameters can be used for the nutrient declaration:

Nutrient	Rounding Parameter
Energy content or calories	< 5 kcal – report 0 < 50 kcal – express in multiples of 5 kcal > 50 kcal – express in multiples of 10 kcal
Protein	<0.5 g – report 0 < 1g – report “contains less than 1 g” or “less than 1 g or > 1 g round to the nearest integer
Total fat and its components	<0.5 g – report 0 < 5 g – express in multiple of 0.5 g > 5g – round to the nearest integer
Trans fat and cholesterol	< 2 mg –report 0 2 to 5 mg – report “less than 5 mg” > 5 mg – express in multiples of 5 mg
Carbohydrates and its components Dietary Fiber	<0.5 g – report 0 < 1 g – report “contains less than 1 g” or “less than 1 g” > 1 g round to the nearest integer
Sodium	< 5 mg – report 0 5 mg to 140 mg – express in multiples of 5 mg > 140 mg – express in multiples of 10 mg
Vitamins and minerals	Express in percentages of NRV < 5 % of NRV - no need to report 5% to 10% of NRV – express in multiples of 2% > 10% to 50% of NRV – express in multiples of 5% > 50% of NRV – express in multiples of 10%

Additional Nutritional Information

Additional nutritional information should be included on the label of prepackaged products that:

- a) Contain added: free sugars, fats or sodium; and
- b) The energy value, the amount of free sugars, saturated fat, trans-fat, and sodium meet the established nutrient profiles.

Prepackaged product with added free sugars

Those to which free sugars (or ingredients that contain free sugars) have been added during the manufacturing process.

Prepackaged product with added fats

Those to which vegetable or animal fats, partially hydrogenated vegetable oils or products and ingredients containing them, have been added during the manufacturing process.

Prepackaged product with added sodium

Those to which vegetable or animal fats, partially hydrogenated vegetable oils (or products and ingredients containing them) have been added during the manufacturing process.

For products that are intended to be reconstituted or require preparation, additional nutrition information should be declared as consumed, according to label instructions.

The following products are exempted from additional nutritional information:

- Products that are exempted from the nutrition declaration.
- Infant formulas, formulas for infants with special nutritional needs, follow-on formulas and follow-on formulas for special nutritional needs.
- Foods and non-alcoholic beverages for infants and young children that have nutritional specifications for any of the following nutrients: fats, sugars and sodium as established in the applicable legal regulations.
- Vegetable oils, vegetable or animal fats; sugar, honey, iodized salt, and fluoridated iodized salt, as well as cereal flours.

Front of Pack Labeling

Information system located on the main display area that includes:

Warning signs



Warning signs are mandatory and must display the number of signs applicable to the excess nutrients contained in the product (calories, sugars, saturated fats, trans-fats, sodium) and must include the legend “Secretaría de Salud.”

Cautionary legends



The cautionary legends are applicable to those products that contain sweeteners and caffeine and should be avoided in children.

Supplementary nutritional information to be provided using warning signs, as appropriate and in accordance with the provisions of Appendix A (Normative).



Returnable packages used as containers for more than one type of product or flavor shall declare the seal on the outside of the lid.

Products which individual presentation indicates the legend "not labeled for individual sale" and which are in multiple or collective packaging, the latter must include the corresponding seals.

Collective packaging containing more than one type of product must be individually labeled. In addition, the collective packaging must include as many seals as correspond to the products it contains.

Placement and order of the warning signs

The warning sign(s) should be placed in the upper right-hand corner of the main display area.

In those products with a main display area of less than 60 cm², the seals may be placed in any area of such surface.

When more than one warning sign is to be included, the order of inclusion should be from left to right as follows:

- EXCESO CALORÍAS (Excess Calories)
- EXCESO AZÚCARES (Excess Suga)
- EXCESO GRASAS SATURADAS (Excess Saturated Fats)
- EXCESO GRASAS TRANS (Excess Trans Fats)

· EXCESO SODIO (Excess Sodium)

When including cautionary legends “CONTIENE CAFEINA- EVITAR EN NIÑOS” (CONTAINS CAFFEINE - AVOID FOR CHILDREN" or “CONTIENE EDULCORANTES – NO RECOMENDABLE EN NIÑOS" (CONTAINS SWEETENERS - NOT RECOMMENDED FOR CHILDREN"), cautionary legends should be on the upper right side of the main display surface; in case the prepackaged product has warning signs, they should be below them.

Normative appendix- Graphic components of the warning signs

Appendix A.1 - The warning sign is composed of:

1. Black octagon with the excess nutrient legend
2. White margin on the octagon outline
3. White box background
4. Legend
5. Secretaria de Salud signature



Appendix A.2 - Color and font of the graphic components of the warning signs

The color of the font on the black background must be white and on the white background black

The font to be used is Arial Bold in the texts inside the octagons and

Bold Arial for the cautionary legends “CONTIENE CAFEINA, EVITAR EN NIÑOS” (CONTAINS CAFFEINE, AVOID IN CHILDREN) and “CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS” (CONTAINS SWEETENERS, NOT RECOMMENDED IN CHILDREN) and for the signature "SECRETARIA DE SALUD".

Appendix A.3 - Size of the warning sign

The size of the seal(s) must conform to the specifications set forth in Table A.1.

Table A1- Size of the warning signs	
Main display surface area	Warning sign size
$\leq 5 \text{ cm}^2$	At least 15% of the main display surface area
$> 5 \text{ cm}^2$ to $\leq 30 \text{ cm}^2$	1 cm wide x 1.11 cm high
$> 30 \text{ cm}^2$ to $\leq 40 \text{ cm}^2$	1.5 cm wide x 1.66 cm high
$> 40 \text{ cm}^2$ to $\leq 60 \text{ cm}^2$	1.5 cm wide x 1.66 cm high
$> 60 \text{ cm}^2$ to $\leq 100 \text{ cm}^2$	2 cm wide x 2.22 cm high
$> 100 \text{ cm}^2$ to $\leq 200 \text{ cm}^2$	2.5 cm wide x 2.77 cm high
$> 200 \text{ cm}^2$ to $\leq 300 \text{ cm}^2$	3.0 cm wide x 3.32 cm high
$> 300 \text{ cm}^2$	3.5 cm wide x 3.88 cm high

Appendix A.4.4. – Warning signs graphic components

According to the number of warning signs they should be distributed as shown in figure A3.



Source: COFEPRIS - Manual de la modificación de la Norma Oficial Mexicana NOM-051-SCFI/SSA1-2010

Evaluation Phases of the Front of Pack Labeling

First phase

From October 1st, 2020 to September 30, 2023 (3 years), the calculation of the additional nutritional information will take place with the following criteria and values:

1. Critical nutrients added to processed foods and non-alcoholic beverages:

A. If added sugars are added, sugars and calories should be evaluated.

B. If fats are added, saturated fats, trans-fats and calories should be evaluated.

C. If sodium is added, only sodium should be evaluated.

2. Nutritional Profiles First Phase

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
Solids in 100 g of product	≥ 275 kcal totals	≥ 10% of the total energy from free sugars.	≥ 10% of the total energy from saturated fats	≥ 1% of the total energy from trans fat	≥ 350 mg
Liquids in 100 ml of product	≥ 70 kcal totals or ≥ 10 kcal of free sugars	Beverages with <10 kcal of free sugars are exempted from seals.			Beverages without calories ≥ 45 mg
Legend to be used	EXCESS CALORIES	EXCESS SUGARS	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

Second phase

From October 1st, 2023 to September 30th, 2025 (2 years), the calculation and evaluation of the complementary nutritional information shall be carried out following the criteria and values:

1. Critical nutrients added to processed foods and non-alcoholic beverages:

A. Added sugars, sugars and calories will be evaluated.

B. Added fats, saturated fats, trans-fats, and calories will be evaluated.

C. Added sodium, sodium will be evaluated.

2. Nutritional Profiles Second Phase

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
Solids in 100 g of product	≥ 275 kcal totals	≥ 10% of the total energy from free sugars.	≥ 10% of the total energy from saturated fats	≥ 1% of the total energy from trans fat	≥ 1 mg of sodium per kcal or ≥ 300 mg
Liquids in 100 ml of product	≥ 70 kcal totals or ≥ 8 kcal of free sugars				Beverages without calories ≥ 45 mg of

					sodium
Legend to be used	EXCESS CALORIES	EXCESS SUGARS	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

Third phase

Starting October 1, 2025, the calculation and evaluation of the supplementary nutritional information shall be carried out applying to the fullest the provisions contained in paragraphs 4.5.3, as well as Table 6 of the modification to the Nutritional Profiles standard.

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
Solids in 100 g of product	≥ 275 kcal totals	≥ 10% of the total energy	≥ 10% of the total energy from saturated fats	≥ 1% of the total energy from trans fat	≥1 mg of sodium per kcal or
Liquids in 100 ml of product	≥ 70 kcal totals or ≥ 8 kcal of free sugars	from free sugars.			≥300 mg Beverages without calories ≥45 mg of sodium
Legend to be used	EXCESS CALORIES	EXCESS SUGARS	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

Cautionary legends

If the ingredients list includes sweeteners, a cautionary legend must be placed on the front of pack labeling with the phrase in Spanish in capital letters “CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS” (contains sweeteners, not recommended in children). Please see the example below:

CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS

If the ingredients list includes caffeine added in any quantity, a cautionary legend must be placed on the front of pack labeling with the phrase in Spanish in capital letters “CONTIENE CAFEINA – EVITAR EN NIÑOS” (contains caffeine-avoid in children). Please see the example below:

CONTIENE CAFEÍNA – EVITAR EN NIÑOS

Presentation of the Mandatory Requirements

In a multiple or collective packages, the mandatory commercial information does not need to appear on the surface of the individual product.

Indication of the lot and “expiration date” or “best-before date” must appear on the individual product.

The legend in Spanish “No etiquetado para su venta individual” (Not labeled for individual sale) must always be indicated individually.

The data on the label must be indicated in clear, visible, indelible characters and in constant colors, easy to read by the consumer under normal circumstances of purchase and use.

When the container is covered by a wrapper, all applicable information must be provided on the wrapper, unless the container label can be easily read through the outer wrapper.

On the main display surface of the product must show at least the brand, the declaration of quantity, the denomination of the prepackaged product, the front labeling system and the information which location has been specified.

Language

In Spanish, without prejudice to its expression in other languages

The presentation of additional information or graphical representation on the label may be in another language and, where appropriate, should not replace, but be in addition to the labeling requirements.

Calculation

Nutrient calculation

Energy calculation

The amount of energy to be declared must be calculated using the following conversion factors:

Available carbohydrates	4 kcal/g -17 kJ/g
Proteins	4 kcal/g - 17 kJ/g

Fats	9 kcal/g-37 kJ/g
Alcohol (etanol)	7 kcal/g - 29 kJ/g
Polyols (*) (sorbitol, xilitol, maltitol, isomalt, isomaltitol, isomatitol, lactitol, manitol)	2.4 kcal/g-10 kJ/g
Eritritol (*)	0 kcal/g - 0 kJ/g
Allulose (*)	0 kcal/g - 0
Tagatose (*)	1.5 kcal/g -6.276 kJ/g

(*) When making a theoretical calculation of the energy content, the specific conversion factors for polyols, erythritol, tagatose and allulose should be used and not calculated within the available carbohydrates.

Properties Declarations

Prepackaged foods and non-alcoholic beverages shall not be described or presented in a false, misleading, or deceptive manner, or in any manner likely to create in the consumer an erroneous impression as to its nature.

Conditional properties declarations

It may be indicated that a processed food has acquired a special or superior nutritional value through the addition of nutrients such as vitamins, inorganic nutrients (minerals) and amino acids, only if such addition has been made on the basis of nutritional considerations in accordance with the applicable legal framework.

Indications that the food product has special nutritional qualities due to the reduction or omission of a nutrient, should be made on the basis of nutritional considerations and be subject to the applicable legal framework.

Terms such as "organic", "ecological", "biologic", and names with prefixes "bio" and "eco", must comply with the provisions of the Law on Organic Products.

Claims highlighting the absence or non-addition of certain substances or foods may be used, provided they are not misleading and the substance:

- i. Is not subject to specific requirements in any standard.
- ii. Is one that consumers would normally expect to find in the food.
- iii. Has not been substituted by another that confers equivalent characteristics on the food unless the nature of the substitution is explicitly stated with equal prominence; and
- iv. Is an ingredient that is permitted to be present in or added to the food.

Claims that emphasize the absence or non-addition of one or more nutrient, should be considered as nutrition claims.

The ritual or religious preparation of a food (e.g., Halal, Kosher) may be declared, provided that it complies with the requirements of religious authorities or the relevant ritual.

Nutrition and Health Claims

These claims may refer to the value of energy, protein, carbohydrates, fats and their derivatives, dietary fiber, sodium, vitamins and minerals, for which nutritional reference values have been established.

In the case that the prepackaged product includes in its labeling any of the warning signs indicated in the front of pack labeling (which includes complementary nutritional information and precautionary legends), the nutritional and health claim must comply with the following:

- A. No “healthy” claims should be made.
- B. No nutrition claims should be made that are directly related to the warning sign that has been declared on the label, and,
- C. Nutrition claims that may be made should be displayed on the information surface.

Transitory Articles

Third. Those responsible for pre-packaged products may temporarily use adhesive stickers or decals on the label of the products, provided that such stickers or decals comply exactly with the provisions referring to the front labeling system. This alternative may only be used until March 31, 2021.

Note: This article applies for domestic manufacturers. Importers can comply by using stickers when the information is at it is required by the Mexican authorities.

Dates to consider

Date	Action
March 27, 2020	Publication of the amendment to the Mexican Official Standard NOM-051-SCFI/SSA1-2010, general labeling specifications for prepackaged food and non-alcoholic beverages - commercial and sanitary information, published on April 5, 2020 in the Federal Registry.
October 1, 2020	Entry into force of sections 4.5.3.4 to 4.5.3.4.7 as well as 7.1.3 and 7.1.4 of the amendment to NOM-051-SCFI/SSA1-2010, General labeling specifications for prepackaged food and non-alcoholic beverages, commercial and sanitary information.

	(Front of pack labeling system and inclusion, when appropriate, of the legends “CONTIENE CAFEINA- EVITAR EN NINOS” (contains caffeine - avoid in children) or “CONTIENE EDULCORANTES -NO RECOMENDABLE EN NINOS” (contains sweeteners - not recommended for children).
June 1, 2021	Entry into force of the remaining paragraphs of the amendment to the aforementioned Mexican Official Standard.

The following are examples presented in the manual in Spanish about how the nutritional information, warning signs and cautionary legends must be presented.

Example 1: Seasoned peanuts with chili pepper and lime (page 60)

Net content: 65 grams

Ingredients: Peanuts, oil and vegetable fat, seasoning (iodized salt, chili pepper (0.5%), citric acid, natural and artificial flavorings, modified starch, food color (red 40, yellow 6, blue 1), aspartame (220 mg/100 g), paprika extract.

Contains: Peanuts

It may contain: Soy, milk, yellow 5, gluten

Please see the below for the nutritional

Nutrient Declaration
Per 100 g

Energy content

Energy content per container

Protein

Total Fats
Saturated fats
Trans fats

Available
Saturated fats
Trans fats

Dietary Fiber

Sodium

Declaración nutrimental	
Por 100 g	
Contenido energético	565 kcal (2345kJ)
Contenido energético por envase	365 kcal (1515 kJ)
Proteína	28 g
Grasas totales	45 g
Grasas saturadas	8 g
Grasas trans	0 mg
Hidratos de carbono disponibles	12 g
Azúcares	0 g
Azúcares añadidos	0 g
Fibra dietética	9 g
Sodio	738 mg

image reference on declaration:

Source: COFEPRIS - Manual de la modificación de la Norma Oficial Mexicana NOM-051-SCFI/SSA1-2010

Calculations according to the first phase

	Energy	Sugars	Saturated Fats	Trans Fat	Sodium
Solids in 100g of product	≥ 275 kcal total	≥ 10% of the total energy from free sugars.	≥ 10% of the total energy from saturated fats	≥ 1% of the total energy from trans fat	≥ 350 mg
Liquids in a 100 mL of product	≥ 70 kcal total Or ≥ 10 kcal or free sugars	Beverages with less than <10 kcal are exempted			Zero calorie beverages ≥ 45 mg
Legend to be used	EXCESS CALORIES	EXCESS SUGARS	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

Energy	
100 g	565 kcal
Excess calories	

Sugars	
100 g	0 g
Conversion factor grams to calories	
Grams are multiplied by 4	0 g x 4 = 0 kcal
% total energy from free sugars	565 kcal – 100 % 0 kcal- 0%

Saturated Fats	
100 g	8 g
Conversion factor grams to calories	
Grams are multiplied by 9	8 g x 9 = 72 kcal
% total of energy from saturated fats	565 kcal – 100% 72 kcal – 12.7%
Excess Saturated Fats	

Calculations according to the first phase

	Energy	Sugars	Saturated Fats	Trans Fat	Sodium
Solids in 100g of product	≥ 275 kcal total	≥ 10% of the total energy	≥ 10% of the total energy	≥ 1% of the total energy	≥ 350 mg
Liquids in a 100 mL of product	≥ 70 kcal total Or ≥ 10 kcal or free sugars	from free sugars. Beverages with less than <10 kcal are exempted	from saturated fats	from trans fat	Zero calorie beverages ≥ 45 mg
Legend to be used	Excess Calories	Excess Sugars	Excess Saturated Fats	Excess Trans Fat	Excess Sodium

Trans Fats	
100 g	0 g
Conversion factor grams to calories	
Grams are multiplied by 9	0 g x 9 = 0 kcal
% total energy from saturated fats	565 kcal – 100 % 0 kcal- 0%

Sodium	
100 g	739 mg
Excess sodium	

Front of pack labeling example for seasoned peanuts



Main exhibition area:

60 cm² to ≤100 cm²

Warning sign size individually:

2.0 cm width x 2.22 cm height

Source: COFEPRIS - *Manual de la modificación de la Norma Oficial Mexicana NOM-051-SCFI/SSA1-2010*

Example 2: Orange Cookies

Orange cookies

Net content: 440 g

Ingredients:

Wheat flour added with iron and folic acid. Added sugars (standard sugar, 2% orange juice), hydrogenated vegetable fats, fresh egg, whole milk powder, 3% orange peel and rosemary essential oil.

Contains: wheat flour (gluten), egg and milk.

Galletas con Naranja	
Contenido neto 440g	
Ingredientes:	
Harina de trigo adicionada con hierro y ácido fólico. Azúcares añadidos (azúcar estándar, 2% jugo de naranja), grasas vegetales hidrogenadas, huevo fresco, leche entera en polvo, 3% de raspadura de naranja y aceite esencial de romero.	
Contiene: harina de trigo (gluten), huevo y leche	

Declaración nutrimental	
Por 100 g	
Contenido energético	499 kcal
Contenido energético por envase	2195 kcal
Proteína	6 g
Grasas totales	23 g
Grasas saturadas	12 g
Grasa monoinsaturada	8 g
Grasa poliinsaturada	2 g
Grasas trans	0 mg
Colesterol	5 mg
Hidratos de carbono disponibles	67 g
Azúcares	18 g
Azúcares añadidos	14.7 g
Fibra dietética	8 g
Sodio	2 mg

Nutritional declaration

Per 100 g

Energy content 499 kcal

Energy content per container 2195 kcal

Protein 6 g

Total fats 23 g

Saturated fats 12 g

Monounsaturated fat 8 g

Polyunsaturated fat 2 g

Trans fat 0 g

Cholesterol 5 g

Available carbohydrates 67 g

Sugars 18 g

Added sugars 14.7 g

Diet fiber 8 g

Sodium 2 mg

Source: COFEPRIS - *Manual de la modificación de la Norma Oficial Mexicana NOM-051-SCFI/SSA1-2010*

Calculations according the first phase

	Energy	Sugars	Saturated Fats	Trans Fat	Sodium
Solids in 100g of product	≥ 275 kcal total	≥ 10% of the total energy from free sugars. Beverages with less than <10 kcal are exempted	≥ 10% of the total energy from saturated fats	≥ 1% of the total energy from trans fat	≥ 350 mg Zero calorie beverages ≥ 45 mg
Liquids in a 100 mL of product	≥ 70 kcal total Or ≥ 10 kcal or free sugars				
Legend to be used	EXCESS CALORIES	EXCESS SUGARS	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

Energy	
100 g	499 kcal
EXCESS CALORIES	

Sugars	
100 g	14.7 g
Conversion factor grams to calories	
Grams are multiplied by 4	14.7 g x 4 = 58.8 kcal
% total energy from free sugars	499 kcal – 100 % 58.8 kcal- 11.8%
EXCESS SUGARS	

Saturated Fats	
100 g	12 g
Conversion factor grams to calories	
Grams are multiplied by 9	12 g x 9 = 108 kcal
% total of energy from saturated fats	499 kcal – 100% 108 kcal- 21.6%
EXCESS SATURATED FATS	

	Energy	Sugars	Saturated Fats	Trans Fat	Sodium
Solids in 100g of product	≥ 275 kcal total	≥ 10% of the total energy from free sugars. Beverages with less than <10 kcal are exempted	≥ 10% of the total energy from saturated fats	≥ 1% of the total energy from trans fat	≥ 350 mg Zero calorie beverages ≥ 45 mg
Liquids in a 100 mL of product	≥ 70 kcal total Or ≥ 10 kcal or free sugars				
Legend to be used	EXCESS CALORIES	EXCESS SUGARS	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

Trans Fats	
100 g	0 g
Conversion factor grams to calories	
Grams are multiplied by 9	0 g x 9 = 0 kcal
% total energy from saturated fats	499 kcal – 100 % 0 kcal- 0%

Sodium	
100 g	2 mg



Main exhibition area: >300 cm²

Warning sign size individually: 3.5 cm width x 3.88 cm height

Source: COFEPRIS - *Manual de la modificación de la Norma Oficial Mexicana NOM-051-SCFI/SSA1-2010*

Example 3: Strawberry smoothie

Strawberry smoothie
Net content 250 ml
Ingredients:
 Pasteurized partially skimmed milk, 19% fruit preparation (added sugars (standard sugar), strawberry (15.7%), pectin), calcium lactate, artificial flavor, potassium sorbate, natural color red 4, dairy cultures.
Contains: Lactose (milk)

Licuada con fresa
Contenido neto 250 ml
Ingredientes:
 Leche parcialmente descremada pasteurizada, 19% de preparado de fruta (azúcares añadidos (azúcar estándar), fresa (15.7%), pectina), lactato de calcio, saborizante artificial, sorbato de potasio, color rojo 4 natural, cultivos lácteos.
Contiene: Lactosa (leche).

Declaración nutrimental	
Por 100 g	
Contenido energético	78 kcal (331 kJ)
Contenido energético por envase	196 kcal (830 kJ)
Proteína	2.5 g
Grasas totales	1.6 g
Grasas saturadas	0.9 g
Grasas trans	0 mg
Hidratos de carbono disponibles	13.5 g
Azúcares	13.5 g
Azúcares añadidos	10.4 g
Fibra dietética	Menos de 1 g
Sodio	46 mg
Calcio	109 mg

Nutritional Declaration
 Per 100 g
 Energy content 78 kcal (331 kJ)
 Energy content per container 196 kcal (830 kJ)
 Protein 2.5 g
 Total fats 1.6 g
 Saturated fats 0.9 g
 Trans Fats 0 mg
 Available carbohydrates 13.5 g
 Sugars 13.5g
 Added sugars 10.4 g
 Diet fiber Less than 1 g
 Sodium 46 mg
 Calcium 109 mg

Calculations according to the first phase

	Energy	Sugars	Saturated Fats	Trans Fat	Sodium
Solids in 100 g of product	≥ 275 kcal total	≥ 10% of the total energy from free sugars. Beverages with less than <10 kcal are exempted	≥ 10% of the total energy from saturated fats	≥ 1% of the total energy from trans fat	≥ 350 mg Zero calorie beverages ≥ 45 mg
Liquids in a 100 mL of product	≥ 70 kcal total Or ≥ 10 kcal or free sugars				
Legend to be used	EXCESS CALORIES	EXCESS SUGARS	EXCESS SATURATED FATS	EXCESS TRANS FATS	EXCESS SODIUM

Energy	
100 g	78kcal
EXCESS CALORIES	

Sugars	
250 g	26 g
Conversion factor grams to calories	
Grams are multiplied	10.4 g x 4 = 41.6 kcal

by 4	
% total energy from free sugars	78 kcal – 100 % 41.6 kcal- 53.3%
EXCESS SUGARS	

Note: This example the saturated fats, trans-fats and sodium, were not calculated as these nutrients were not added.



Main exhibition area: .60 cm² to ≤100 cm²

Warning sign size individually: 2.0 cm width x 2.22 cm height

It is recommended to U.S. exporters to work with your Mexican importer and a Mexican compliance agency regarding the warning signs and cautionary legends that your products could be subject to.

For further information and to learn more about the services provided by the Agricultural Trade Office (ATO) in Mexico, please contact us at:

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Attachments:

No Attachments.