



## **MODIFICATION OF NOM-051-SCFI/SSA1-2010**

**General labeling specifications for pre-packaged, non-alcoholic foods and beverages. Commercial and Sanitary Information.**

# COURSE OBJECTIVE

To present the most relevant information of the standard (norm), converted into practical terms for the industry and focusing on what you as our clients need.

At the end of this course:

- you'll have a simplified understanding of the changes your labels require,
- you'll know how to use the tools that will support you to apply those changes in your particular case in a precise way,
- and you'll feel familiarized enough with the new standard to be confident that its implementation will be simple and successful.

1

Background and theoretical framework.  
Important definitions.

2

Nutrition Facts/Information.

3

Front labeling system.

4

Practical examples.  
Tools  
and supporting material.

## 2019

Derived from the reform to the General Health Law (DOF Nov. 8), the Ministry of Economy released the project to modify NOM-051.

Promoted by various NGO's and institutions related to the Ministry of Health.

Workshops are held to prepare the project and review the public consultation comments.



**Etiquetados Claros  
¡YA!**

## 03.27.2020

The modification is published in the Official Gazette of the Federation.

To take effect:

## 10.01.2020

Products on  
the shelf

## 1 To establish the commercial and health information that must be included in the labeling of the pre-packaged products:

- **Intended for the final consumer,**
- of national or foreign manufacture,
- marketed in national territory,
- to determine the characteristics of said information.

## 2 To establish a **FRONT LABELING SYSTEM**

- clearly and truthfully warns about the content of critical nutrients and ingredients that pose risks to your health if excessively consumed.

**It does not apply** to pre-packaged food and non-alcoholic beverages:

- subject to provisions of commercial and health information contained in specific Official Mexican Norms (NOM) and that do not include this NOM as a normative reference, or in any other current federal regulation that explicitly excludes from compliance with ordinance;
- in bulk,
- point-of-sale packaged foods,
- other products determined by the competent authority, according to its powers.



# definition: products

## BULK PRODUCT

product placed in a container of any nature and whose content may be variable, having to be weighed, counted or measured in the presence of the consumer at the time of sale.



# definition: products



**PRE-PACKAGED PRODUCT**  
food and non-alcoholic beverages that are placed in a container of any nature, in the absence of the consumer, and the quantity of product contained in it cannot be altered, unless the container is opened or modified significantly.



## MAIN EXHIBITION SURFACE

area of the label, except for the sealing and splicing areas, where the name and trademark of the product are found, among others.

→ Its dimensions are calculated according to the NOM-030-SCFI-2006.



## INFORMATION SURFACE

any area of the container, other than the main display surface, where the nutritional declaration, ingredients list, and allergen declaration, may be included.



# definition: surfaces



# definition: critical nutrients

**SUGARS**

**FREE**                      **ADDED**



**SODIUM**



**FAT**

**SATURATED**                      **TRANS**  
excluding meat and dairy

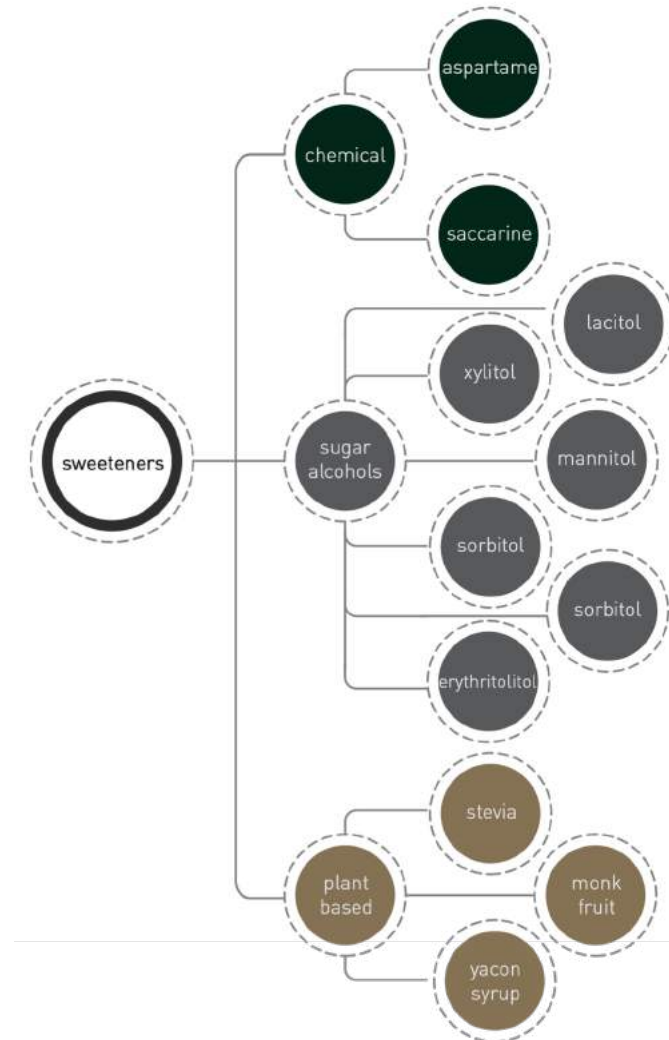




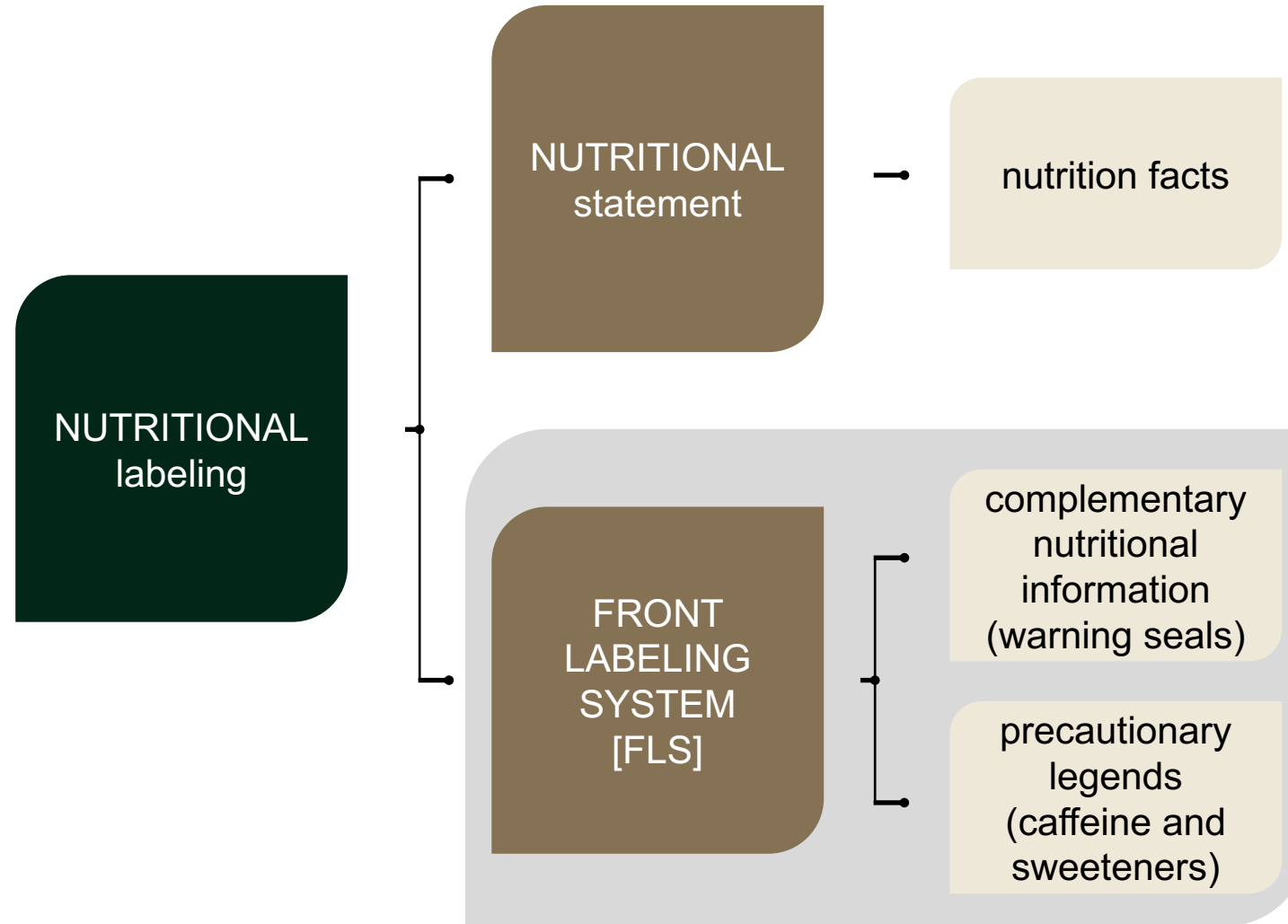
# definition: sweeteners

Substances other than monosaccharides and disaccharides, that convey a sweet flavor to products.

[Source: AGREEMENT determining the additives and coadjuvants in food, beverages and food supplements, their use and sanitary provisions published in the Official Gazette of the Federation on July 16, 2012 and its modifications.]



# nutritional labelling



# product denomination

## DEFINED BY TAKING INTO ACCOUNT BY ORDER OF PRELATION/PRIORITY:

- Official Mexican Standards, if the product has the same.
- Commonly used name.
- Description according to the basic characteristics of composition and nature of the product.
- Codex standard.

## IMITATION PRODUCTS:

- Placed at the **top left of the main display surface**.
- The word **IMITACION** (imitation) must be at the beginning of the sentence, in capital and bold letters.
- On a **light background**.
- With **twice the size** of the the rest of the denomination.
- Its use is prohibited in the case of imitating products with appellation of origin and protected geographical indications recognized by the Mexican State.
- They cannot use in the denomination or in the label:



## THE PRODUCT DENOMINATION MUST:

- **Stand within the main exhibition area.** In line parallel to the base.
- Be of a **size equal to or greater than** the data of the net content in accordance with NOM-030-SCFI-2006.
- Appear in bold.

**The denomination must be complete and together.**

# denomination of origin products - examples



café de Chiapas



cacao de Grijalva



café de Veracruz



arroz de  
Morelos



mango ataúlfo  
del Soconusco



chile habanero  
de Yucatán



chile de Yahualica



vainilla de Papantla

# denominations recognized by Mexico

Those recognized by the international treaties that contemplate it:

- TMEC (USMCA)
- Lisbon agreement

**INTERNATIONAL  
REGISTRY OF  
DESIGNATIONS OF  
ORIGIN**

## MEMBERS OF THE LISBON UNION ASSEMBLY

Albania	Cuba	Italy	Republic of Moldova
Algeria	Czech Republic	North Macedonia	Dominican Republic
Bosnia and Herzegovina	France	<b>Mexico</b>	Democratic People's Republic of Korea
Bulgaria	Gabon	Montenegro	Samoa
Burkina Faso	Georgia	Nicaragua	Serbia
Cambodia	Hungary	Peru	Togo
Congo	Iran (Islamic Republic of)	Portugal	Tunisia
Costa Rica	Israel	Slovakia	European Union (EU)



# product denomination



# product denomination



The products must contain, at least, the following mandatory commercial information on their labels:

- Quantity indication according to NOM-030-SCFI-2006.
- The quantitative data of the product in question must be located on the main exhibition surface, and must appear free of any information that prevents its reading.

## MARCA

Cont. Net. XXXX  
Masa Drenada XXXX

## BRAND

Net. Cont. XXXX  
Drained weight XXXX

In the case of products that show their quantity by numerical account or length, they must indicate it in the corresponding size according to Table 1, the main exhibition area is determined in accordance with 4.3.

Main surface in square centimetres (cm <sup>2</sup> )	Minimum height of numbers and letters in mm
Up to 32	1.5
Higher than 32 and up to 161	3.0
Higher than 161 and up to 645	4.5
Higher than 645 and up to 2,580	6.0
Higher than 2,580	12.0

In the case of products that show their quantity in metrological magnitudes of mass or volume, they can indicate it in the size that corresponds to the main exhibition surface.

Net content	Minimum height of numbers and letters in mm
Up to 50 gr or ml	1.5
Higher than 50 g o mL and up to 200 g or mL	2.0
Higher than 200 g o mL and up to 750 g or mL	3.0
Higher than 750 g o mL and up to 1 kg or L	4.5
Higher than 1 kg o L and up to 5 kg or L	5.0
Higher than 5 kg or L	6.0

The specifications in Table 2 don't apply to the legends CONTENIDO, CONTENIDO NETO or their abbreviations CONT., CONT. NET. and CONT. NETO and can be written in upper and/or lower case letters.

They must go together with the quantitative data and the corresponding measuring unit.

In the event that the packaging contains accessories or products that complement each other, the legend CONTENIDO, CONTENIDO NETO or its abbreviations must include, in addition to the aforementioned, data that allows the identification of these products, regardless of their size or location.

On products that include promotions, offers or free samples, the content or net content declaration must correspond to the quantity of product for which the consumer pays or declare the total content or net content.







In products that are marketed in multiple or collective packages:

- The quantity declaration can be expressed interchangeably by numerical account for the containers it contains or for net content, except when the content or net content is obvious, the location and size of the font used are not restrictive.
- On these cases, the individual packages must contain the quantity declaration of the quantitative data according to this regulation. In the event that the individual packages do not contain the quantity declaration, this must be declared in the multiple or collective package, the location and size of the font used not being restrictive.

The word **INGREDIENTES** should be included at the beginning:

Listed in decreasing quantitative order.

→ Compound ingredients:

Declaration of the ingredients contained in a compound ingredient when it equals 5% or more of the product.

The additives of a compound ingredient should ALWAYS be declared WHEN THEY HAVE A LOGICAL FUNCTION OF THE FINISHED PRODUCT OR WHEN THEY ARE ALLERGENS.

→ Water declaration:

In quantitative order except when it's part of a compound ingredient (brine, syrup, broth that is declared as such in the list) and that which is used as cooking or reconstitution.

→ Added sugars:

The phrase "Azúcares añadidos" is preceded.

ALL added free sugars are listed in parentheses and declared in decreasing quantitative order.

In the compound ingredients it will also be grouped within its list of ingredients.

## ALERGENS

Cereals with gluten, eggs, crustaceans, fish, molluscs, soy (lecithin), milk, nuts, sulfites.



They include some additional exceptions and editorial adjustment.

## FLAVORS

→ they can be classified as “**natural**” (natural), “**idéntico al natural**” (identical to natural) or “**artificial**” (artificial) unless their presence is highlighted in some way, which forces the declaration with the specific term.

- **At the end of the ingredient list.**
- Proceeded by “**Contiene**” (contains).
- In **bold**.
- Of equal or greater size to the other ingredients.
- If it comes from a derivative, it can be declared with its origin.
- Possibility of contamination: “**Puede contener**” (may contain) in bold, and the same size as the ingredients.



INGREDIENTES: Alitas de pollo, agua, almidón de papa, sazónador (sal, almidón modificado grado alimenticio, fosfato de sodio, caldo de pollo y saborizantes naturales), azúcar añadido: azúcar, proteína de soya, harina de trigo, aceite de maíz, espesante (goma de guar), regulador de acidez (E 450).

**Contiene gluten y soya. Puede contener: leche, huevo, apio, mostaza y ajonjolí.**

# expiration and preferred consumption

If not otherwise determined in a NOM, the expiration date or the preferred consumption date must comply with the following:

The manufacturer must declare it on the container or label, which must consist of at least:

- The day and month for products with a maximum duration of three months (DD/MM).
- The month and year for products lasting more than three months (MMYYYY).

The date must be preceded by a legend specifying that said date refers to the expiration date or the preferred consumption.

- In the case of expiration date, it must be indicated by one of the following legends, their abbreviations or similar legends, preceding the date:

"Fecha de caducidad \_\_\_\_", "Caducidad \_\_\_\_", "Fech Cad \_\_\_\_", CAD, Cad, cad, Fecha de expiración, Expira, Exp, EXP, exp, Fecha de vencimiento, Vencimiento.

# expiration and preferred consumption

In the case of preferred consumption, it must be indicated by one of the following legends, their abbreviations or similar legends, preceding the date:

"Consumir preferentemente antes del \_\_\_\_", "Cons. Pref. antes del \_\_\_\_". y "Cons Pref".

The words prescribed in section ii) must be accompanied by: the date itself; or a reference to where the date appears.

In the case of imported products, when the coding of the expiration date or preferred consumption does not correspond to the format established in it, it may be adjusted in order to comply with the established formality, or, where appropriate, the label or container must include the interpretation of the appointed date.

In none of these cases will the adjustments be considered an alteration.



- They must display the official NOM mark when so determined by the Official Mexican Standard that regulates their name or the Federal Law on Metrology and Standardization.
- They must include, either under the NOM mark or on the right side of it, the three digits corresponding to the key or code of the specific Mexican official standard for the product name, with the same proportionality and typography.
- Products in individual presentation with the legend “No etiquetado para su venta individual” (not labeled for individual sale) or similar, and require the use of the NOM mark, must do so only on the collective packaging.



# language and country of origin

The prepackaged product must display the mandatory information referred to in this Official Mexican Standard in the Spanish language, notwithstanding that it is expressed in other languages.



The products of foreign origin must incorporate the legend that identifies the country of origin of the products:

"Hecho en..."  
"Producto de ..."  
"Fabricado en ..."

- Subject to the provisions of international treaties to which Mexico is a party.
- The use of names and other analogous (precise) terms is permitted:

"Producto  
español",  
"Producto  
estadounidense"

Declaración Nutricional	
Energía por envase	2885.4 kcal (12146.4 kJ)
	Por 100 g
<b>Cont. Energético</b>	<b>458 kcal (1928 kJ)</b>
Proteínas	4 g
Grasas totales	14.8 g
<b>Grasa Saturada</b>	<b>7.6 g</b>
<b>Grasa Trans</b>	<b>1 mg</b>
Hidratos de Carbono disponibles	77.2 g
Azúcares	69.6 g
<b>Azúcares añadidos</b>	<b>48 g</b>
Fibra dietética	2.4 g
<b>Sodio</b>	<b>400 mg</b>
Información adicional**	___ mg, µg o % de VNR

Additionally it can be declared by portion.

Minimum  
Font size  
1.5 mm  
height

carbohydrates

Critical nutrients must be highlighted in bold.

\*\* For vitamins and minerals in case of percentage of VNR must be done per serving.

For products that require preparation, the nutrition facts must be presented according to the food prepared following the cooking instructions.

not including the trans fats naturally present in dairy and meat ingredients

# theoretical calculation of energy content

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
Fat	9 Kcal/g-37 kJ/g
Alcohol (etanol)	7 Kcal/g-29 kJ/g
Polyols (*) (sorbitol, xilitol, maltitol, isomalt, Isomaltitol, lactitol, mannitol)	2.4 Kcal/g-10 kJ/g
Erythritol (*)	0 Kcal/g-0 kJ/g
Allulose (*)	0 Kcal/g-0 kJ/g
Tagatosa (*)	1.5 Kcal/g-6.276 kJ/g

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



# nutrition facts - exceptions



- Single ingredient products.
- Herbs, spices or their mixtures.
- Coffee extract, coffee beans (includes flavored).
- Herbal teas, tea.
- Vinegars.
- Water and mineral water.
- Products whose largest area is less than 78 cm<sup>2</sup> without declaration of properties and that include the information on the website or telephone.



# endorsements and claims

Professional organizations or associations endorsement seals or legends may be included when:



→ **Present the appropriate documentation** – with scientific, objective and reliable evidence (article 32 of the Federal Law on Consumer Protection).

→ **Do not exceed one or more of the added critical nutrients.**

→ Specify the target population with a specific health condition.

To comply, PROFECO (Mexico's Consumers Protection Federal Office) must issue no later than October 1, 2020, the guidelines for the registration and recognition of professional organizations or associations that can issue seals or recommendation legends for food and non-alcoholic beverages.



# endorsements and claims

## Exceptions:

- Special or superior nutritional value thanks to the **addition of nutrients**, such as vitamins, inorganic nutrients (minerals) and amino acids.
- **Ritual or religious** preparation of food.
- Indications that the food has special nutritional qualities thanks to the **reduction or omission of a nutrient**.
- Terms like “orgánico” (organic), “ecológico” (ecological). “biológico” (biological) and the names with prefixes “bio” and “eco”, must comply with the provisions of the Organic Product Regulations.



Products that bear seals and/or legends on their labels cannot make use of healthy statements or claims.

Nutritional declarations are allowed in the previously mentioned products, with the following restrictions:

- **They must not** be directly related to the warning seal of any of the critical nutrients established in the frontal labeling system.
- They must be described on the information surface and with a maximum height in accordance with the quantitative statement of net content established in NOM-030-SCFI-2006.

\* New presidential decree.



contributes to  
growth  
+ calcium  
+ phosphorus  
+ iron



source of  
calcium,  
phosphorus and  
iron

# products intended for children

If the products bear one or more warning seals or the sweeteners precautionary legend, **THEY MUST NOT:**

→ Include on the label:

- Children's characters, animations, cartoons, celebrities, athletes or pets.
- Interactive elements, such as visual-spatial games or digital downloads, which, being directed at children, incite, promote or encourage the consumption, purchase or choice of products with excess critical nutrients or sweeteners.

→ Make reference to elements outside the label for the same purposes as in the previous paragraph.

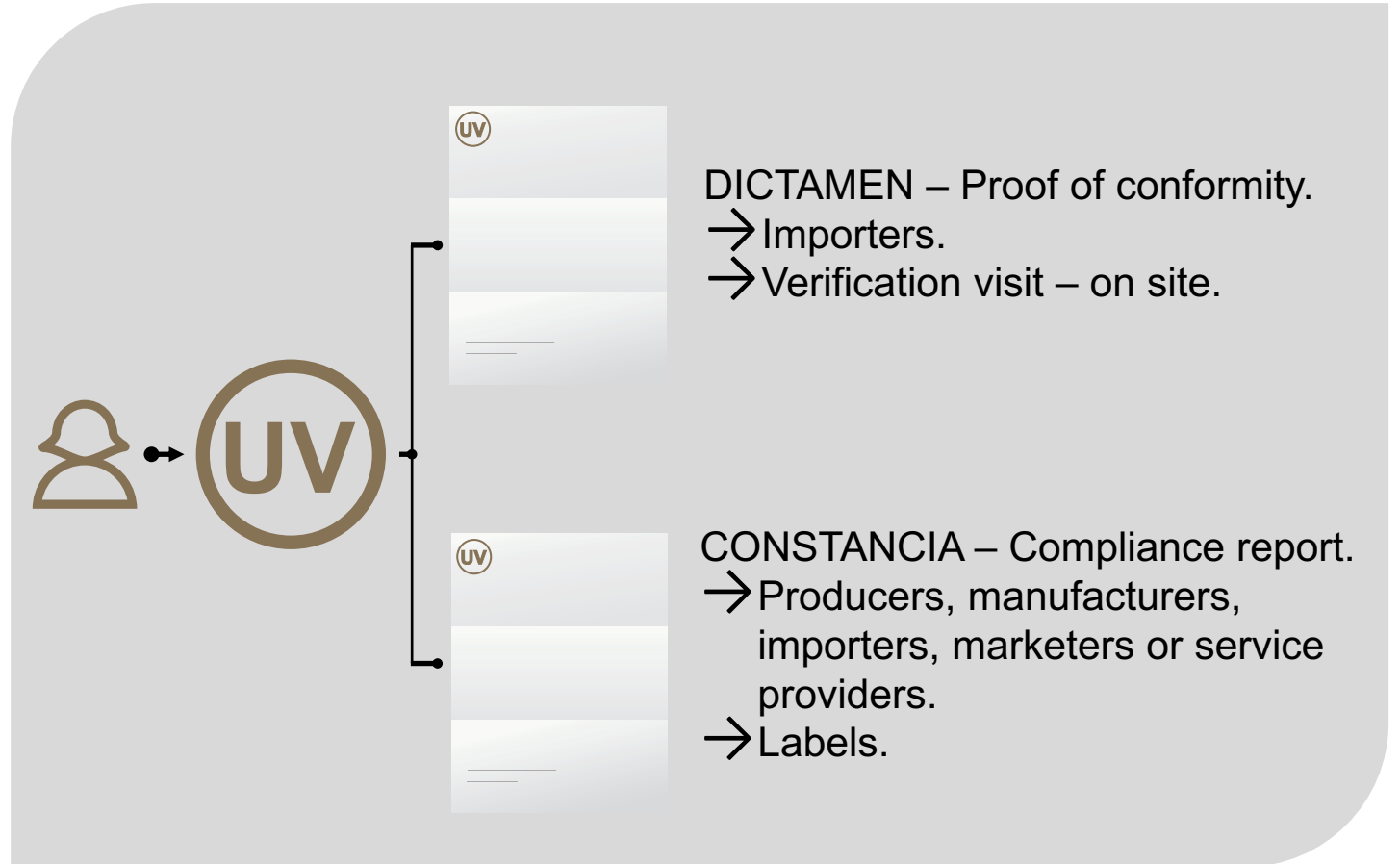
Children:  
36 months to  
12 years old.



\* New presidential decree.

This NOM's conformity assessment:

- **is not certifiable,**
- **voluntary scheme,**
- by persons accredited by the Federal Law on Metrology and Standardization (LFMN) and its regulations.



# surveillance and verification/ sanctions

In accordance with:

- Mexican Law on Consumer Protection,
- General Health Law,
- Mexican Law on Metrology and Standardization,
- and other applicable legal systems.



Possible penalties/sanctions:

- Fines.
- Product retention.

Based on the Federal Law on Consumer Protection Article 128 BIS there may be sanctions of total or partial closure, which may be up to ninety days and with a fine of \$168,591.18 to \$4'720,552.80.

# surveillance and verification

Submitted for public consultation on July 1, 2020 → Agreement establishing CRITERIA for implementation, verification and monitoring, which indicates:

- as of October 1, 2020, the labels must comply with the Modification of the Standard **at the point of sale** in national territory.
- as of April 1, 2021, the products must **definitively** include in their labels the commercial and health information provided in the Modification.
- changes can be made in advance (to any of the implementation phases) without any penalty.
- for **importers**, there will be no date limit for the use of adhesives.

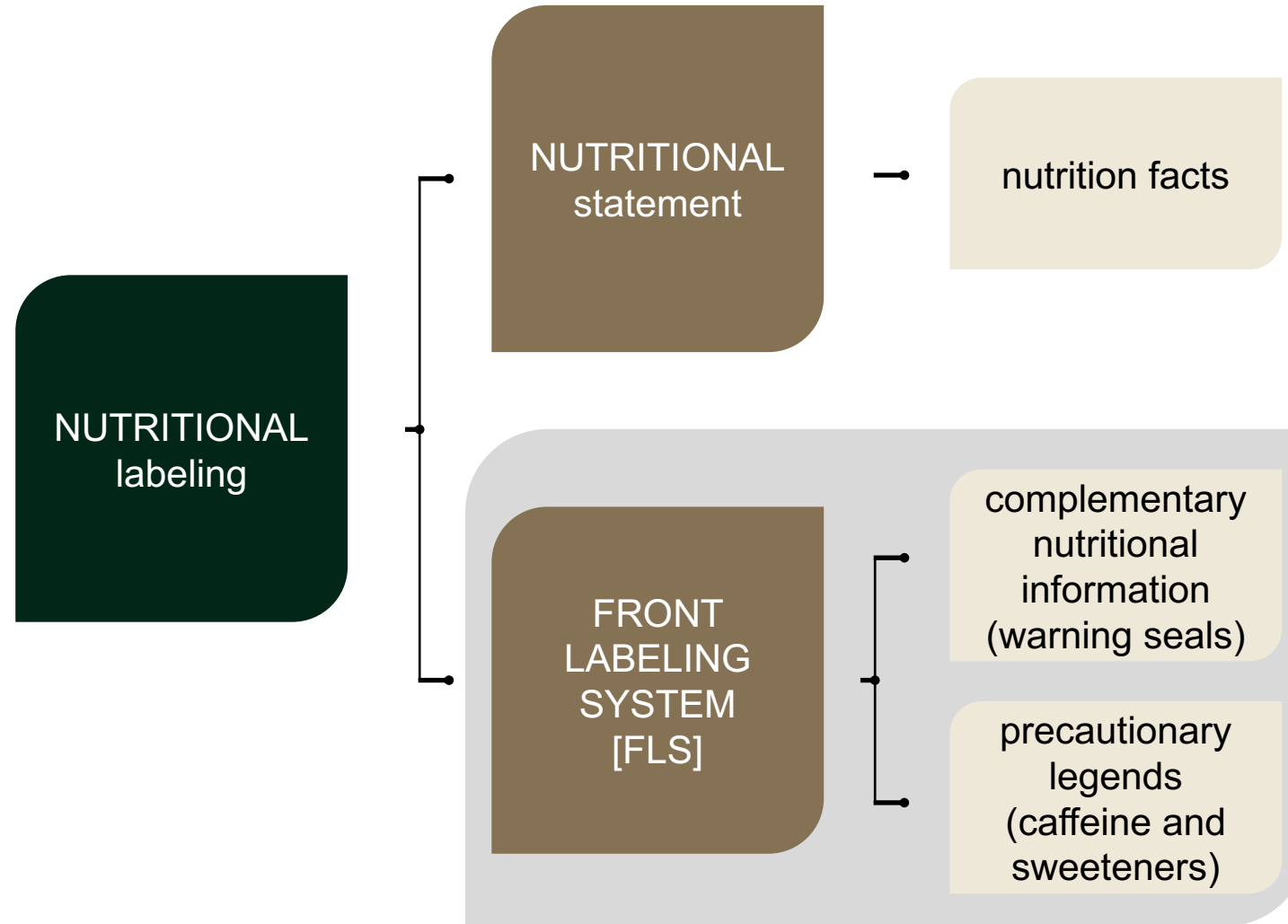




The process will not change, however, it is necessary that as of October 1, the updated compliance report of NOM-051, along with the other documents, be delivered to the customs agent at the time of export.

It is possible to make a commitment letter so that the labels can be conditioned with stickers under the supervision of a Verification Unit and thus import the product, if the compliance report was not available by October 1.

# nutritional labelling



# complementary nutritional information - warning seals

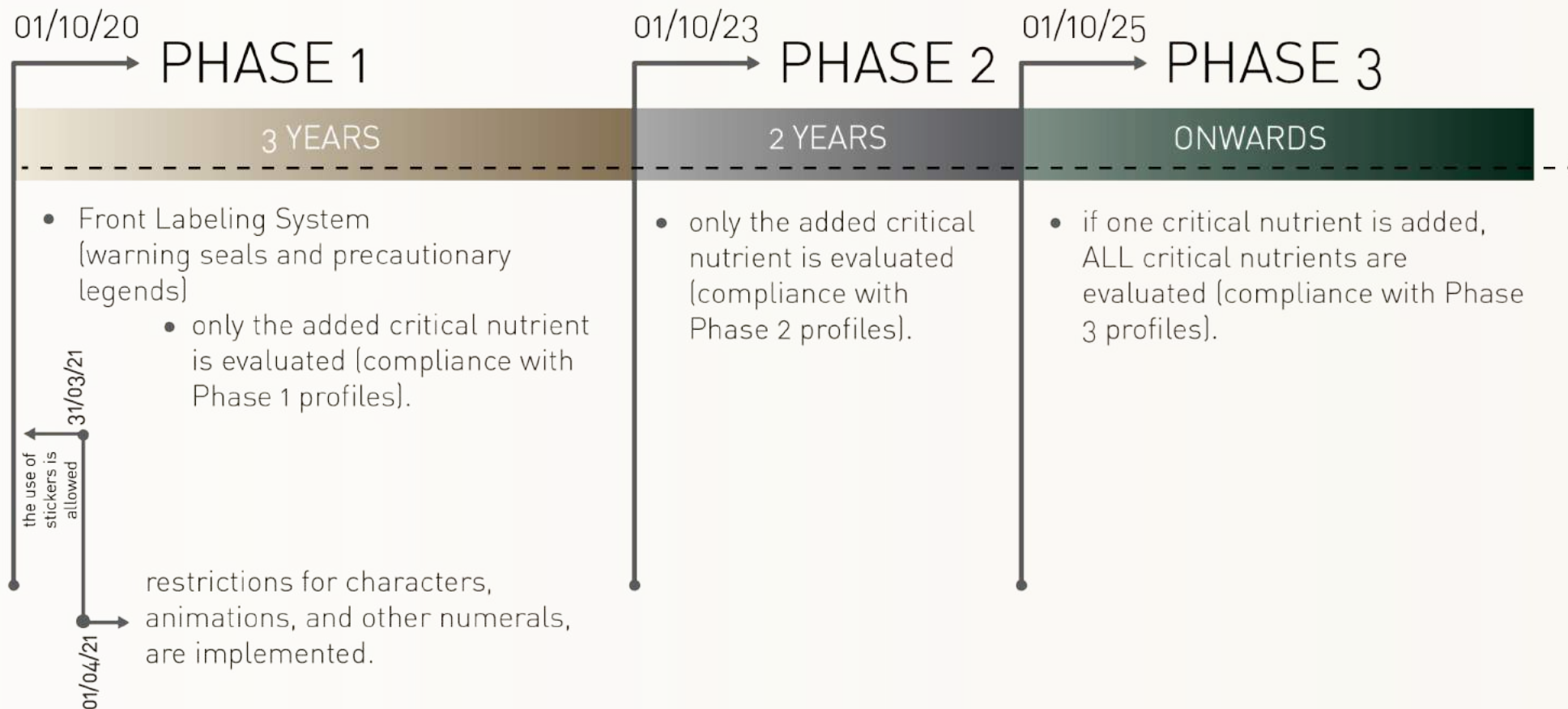
Supplemental nutritional information – WARNING SEALS - must be included on the label of prepackaged products that:

- contain added: free sugars, fats or sodium; and
- the energy value, the amount of free sugars, saturated fat, trans fat and sodium that meet the nutritional profiles established in Table 6.

**Table 6-Nutritional Profiles for Supplementary Nutrition Information**

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
<b>Solids in 100 g of product</b>	≥ 275 total kcal	≥ 10% of total energy comes from free sugars	≥ 10% of total energy comes from saturated fats	≥ 1% of total energy comes from trans fats	≥ 1 mg of sodium per kcal or ≥ 300 mg
<b>Liquids in 100 mL of product</b>	≥ 70 total kcal or ≥ 8 kcal of free sugars				Calorie free beverages: ≥ 45 mg of sodium
<b>Legend to be used</b>	<b>EXCESO CALORÍAS</b>	<b>EXCESO AZÚCARES</b>	<b>EXCESO GRASAS SATURADAS</b>	<b>EXCESO GRASAS TRANS</b>	<b>EXCESO SODIO</b>

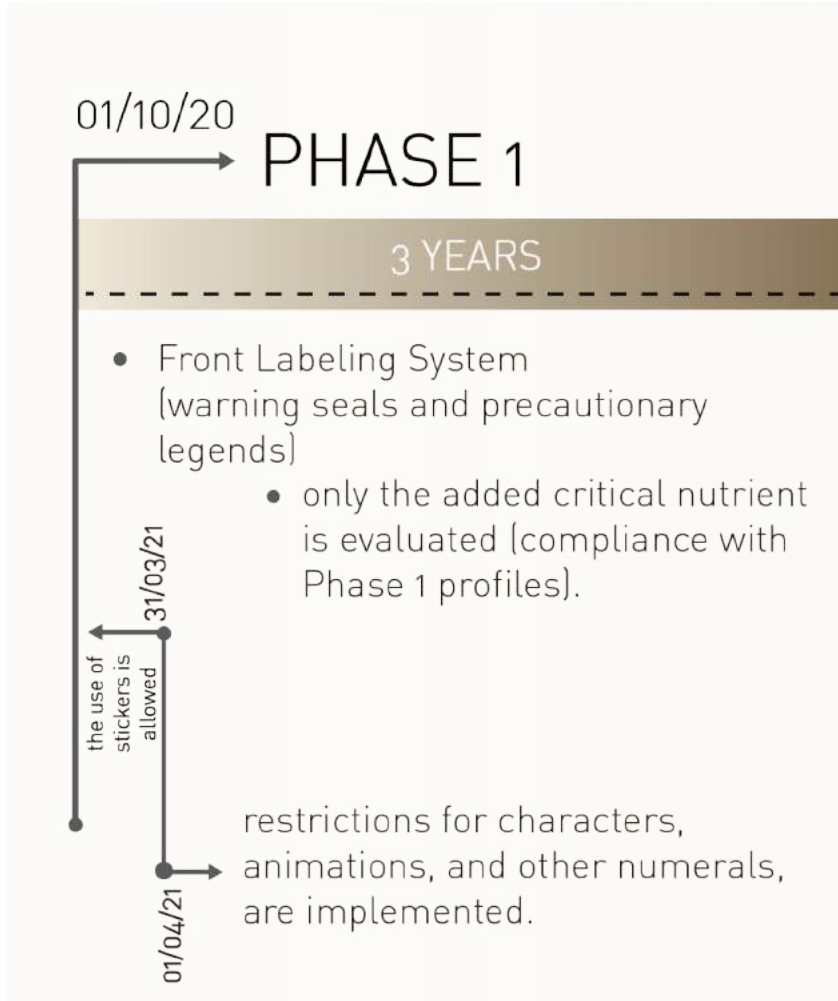
# implementation phases - FLS



NO EXTENSIONS ARE PROVIDED FOR ANY PHASE

Exept for  
trans fats  
naturally  
present in  
meat and  
dairy.

# implementation phases – FLS [1]



	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
<b>Solids in 100 g of product</b>	≥ 275 total kcal	≥ 10% of total energy comes from free sugars	≥ 10% of total energy comes from saturated fats	≥ 1% of total energy comes from trans fats	≥ 350 mg
<b>Liquids in 100 mL of product</b>	≥ 70 total kcal or ≥ 10 kcal of free sugars	Except for beverages with <10 kcal of free sugars			Calorie free beverages: ≥ 45 mg
<b>Legend to be used</b>	<b>EXCESO CALORÍAS</b>	<b>EXCESO AZÚCARES</b>	<b>EXCESO GRASAS SATURADAS</b>	<b>EXCESO GRASAS TRANS</b>	<b>EXCESO SODIO</b>

# implementation phases – FLS [2]

01/10/23

## PHASE 2

2 YEARS

- only the added critical nutrient is evaluated (compliance with Phase 2 profiles).

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
<b>Solids in 100 g of product</b>	≥ 275 total kcal	≥ 10% of total energy comes from free sugars	≥ 10% of total energy comes from saturated fats	≥ 1% of total energy comes from trans fats	≥ 1 mg of sodium per kcal or ≥ 300 mg
<b>Liquids in 100 mL of product</b>	≥ 70 total kcal or ≥ 8 kcal of free sugars				Calorie free beverages: ≥ 45 mg of sodium
<b>Legend to be used</b>	<b>EXCESO CALORÍAS</b>	<b>EXCESO AZÚCARES</b>	<b>EXCESO GRASAS SATURADAS</b>	<b>EXCESO GRASAS TRANS</b>	<b>EXCESO SODIO</b>



# implementation phases – FLS [3]

01/10/25

## PHASE 3

### ONWARDS

- if one critical nutrient is added, ALL critical nutrients are evaluated (compliance with Phase 3 profiles).

	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
<b>Solids in 100 g of product</b>	≥ 275 total kcal	≥ 10% of total energy comes from free sugars	≥ 10% of total energy comes from saturated fats	≥ 1% of total energy comes from trans fats	≥ 1 mg of sodium per kcal or ≥ 300 mg
<b>Liquids in 100 mL of product</b>	≥ 70 total kcal or ≥ 8 kcal of free sugars				Calorie free beverages: ≥ 45 mg of sodium
<b>Legend to be used</b>	<b>EXCESO CALORÍAS</b>	<b>EXCESO AZÚCARES</b>	<b>EXCESO GRASAS SATURADAS</b>	<b>EXCESO GRASAS TRANS</b>	<b>EXCESO SODIO</b>

Specifications in **Normative Appendix A:**

## SEALS:

- They should be placed in the upper right corner of the main display surface.
- In those products with a main exhibition surface of less than 60 cm<sup>2</sup>, the stamps may be placed in any area of said surface.

## SEALS WITH NUMBERS:

- Main display area  $\leq 5$  cm<sup>2</sup> - seal with a minimum size of 15% of the display area.
- Main exhibition area of more than 5 and  $\leq 40$  cm<sup>2</sup> - seal with the size established in Table A1.



# characteristics of the warning seals - size

→ The size of each warning seal depends on the area of the main display surface.

Tabla A1-Tamaño de los sellos

Área de la superficie principal de exhibición	Tamaño de cada sello
$\leq 5 \text{ cm}^2$	Al menos el 15% de la superficie principal de exhibición
$> 5 \text{ cm}^2 \text{ a } \leq 30 \text{ cm}^2$	1 cm de ancho x 1.11 cm de alto
$> 30 \text{ cm}^2 \text{ a } \leq 40 \text{ cm}^2$	1.5 cm de ancho x 1.66 cm de alto
$> 40 \text{ cm}^2 \text{ a } \leq 60 \text{ cm}^2$	1.5 cm de ancho x 1.66 cm de alto
$> 60 \text{ cm}^2 \text{ a } \leq 100 \text{ cm}^2$	2.0 cm de ancho x 2.22 cm de alto
$> 100 \text{ cm}^2 \text{ a } \leq 200 \text{ cm}^2$	2.5 cm de ancho x 2.77 cm de alto
$> 200 \text{ cm}^2 \text{ a } \leq 300 \text{ cm}^2$	3.0 cm de ancho x 3.32 cm de alto
$> 300 \text{ cm}^2$	3.5 cm de ancho x 3.88 cm de alto

warning seal with number of seals

warning seals with critical nutrients

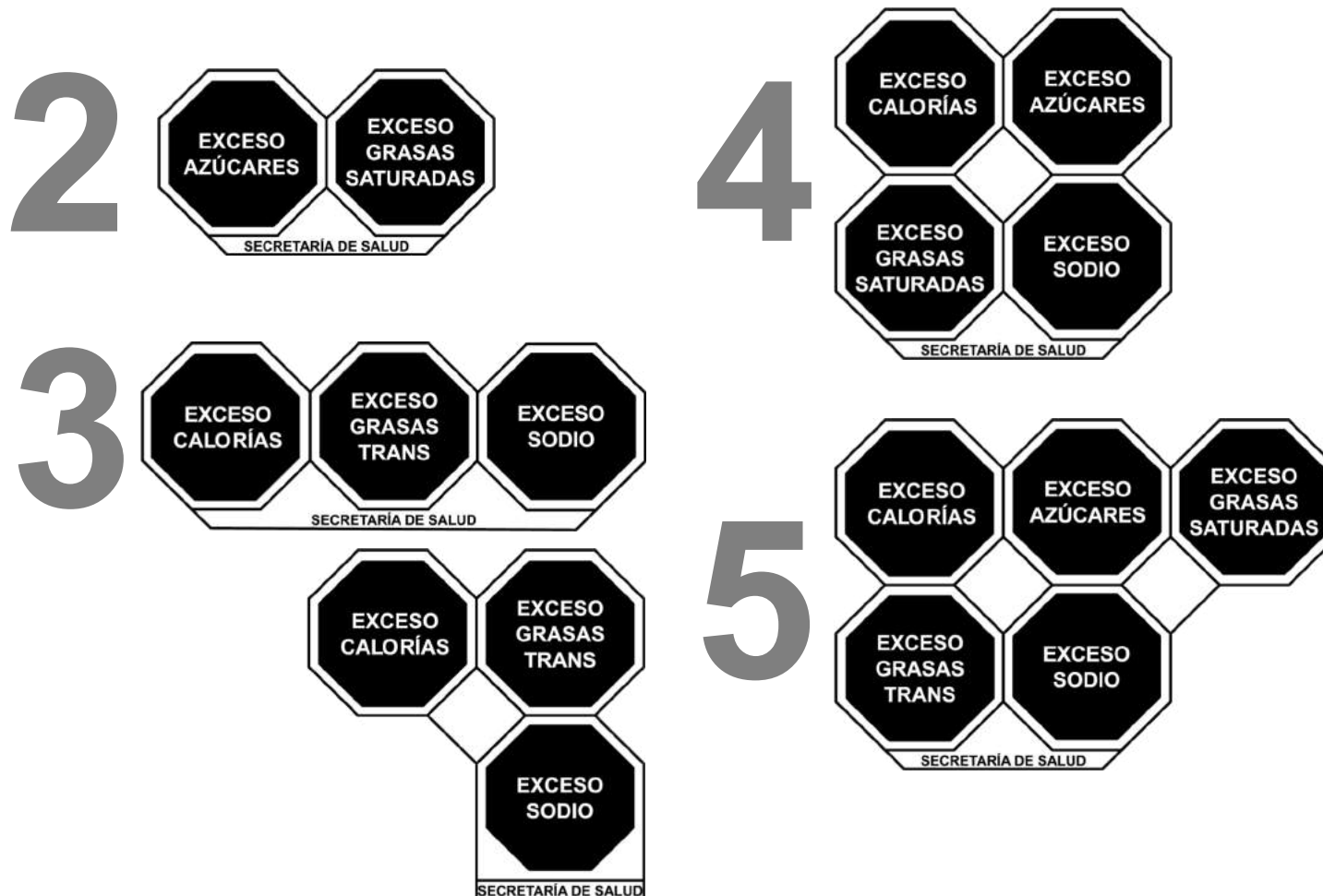


Figura A3. Proporciones del sello 3



# characteristics of the warning seals - grouping

→ The way warning seals should be grouped depends on the number of warning seals.



Seal = black octagon with white frame, does not include the area mentioning "SECRETARIA DE SALUD"

Order of inclusion of warning seals (left to right).

# precautionary legends

Specifications in **Normative Appendix A:**

## PRECAUTIONARY LEGENDS:

- If the list of ingredients includes sweeteners, the following front precautionary legend should be placed in capital letters: **“CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS”** (“CONTAINS SWEETENERS, NOT RECOMMENDED IN CHILDREN”).
- When the prepackaged product contains added caffeine within the list of ingredients in any quantity, the following precautionary legend should be included in capital letters: **“CONTIENE CAFEÍNA, NO RECOMENDABLE EN NIÑOS”** (“CONTAINS CAFFEINE, TO AVOID IN CHILDREN”).

**CONTIENE CAFEÍNA EVITAR EN NIÑOS**

**CONTIENE CAFEÍNA  
EVITAR EN NIÑOS**

**CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS**

**CONTIENE EDULCORANTES,  
NO RECOMENDABLE EN NIÑOS**

# characteristics of the legends- size

## A.5 De la leyenda "CONTIENE CAFEÍNA EVITAR EN NIÑOS"

La tipografía y colores corresponden al de los sellos expresados en el punto A.2. La leyenda debe cumplir con las especificaciones de la Figura A4.

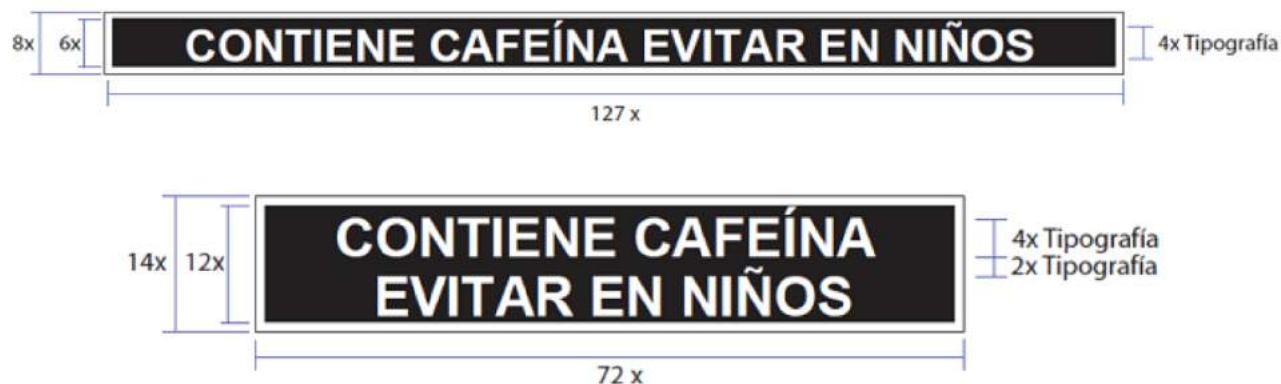


Figura A4. Proporciones de la leyenda

## A.6 De la leyenda "CONTIENE EDULCORANTES, NO RECOMENDABLE EN NIÑOS"

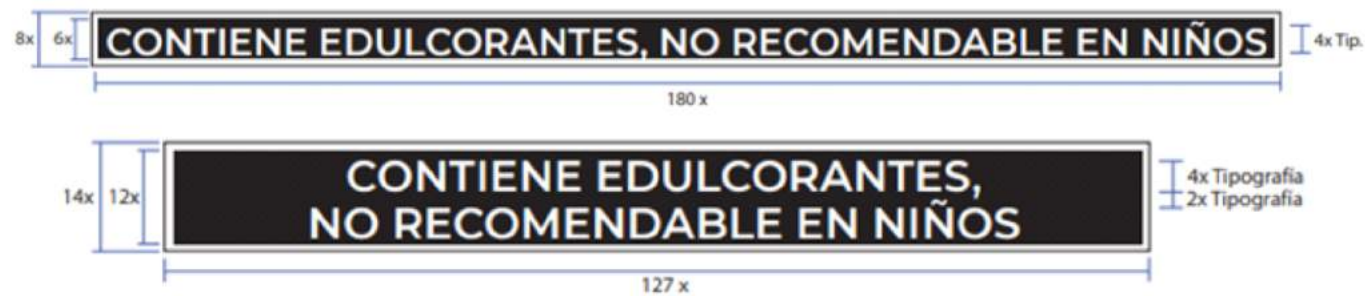


Figura A5. Proporciones de la leyenda

The regulation/NOM does not specify the size for the legends. The assumption is to use the same sizes specified for the warning seals in Table A1.



# products with NO warning seals

It can only be declared in writing using the phrase:

**“Este producto no contiene sellos ni leyendas”** (this product does not contain seals or legends).

- placed on the information surface and its font and size must be equal to or less than the minimum quantitative size of the net content in accordance with NOM-030-SCFI-2006.
- you must not use graphic or descriptive elements alluding to them.

A.1 Graphic components of the warning seal – point 3 was removed and the squared white background is no longer required.

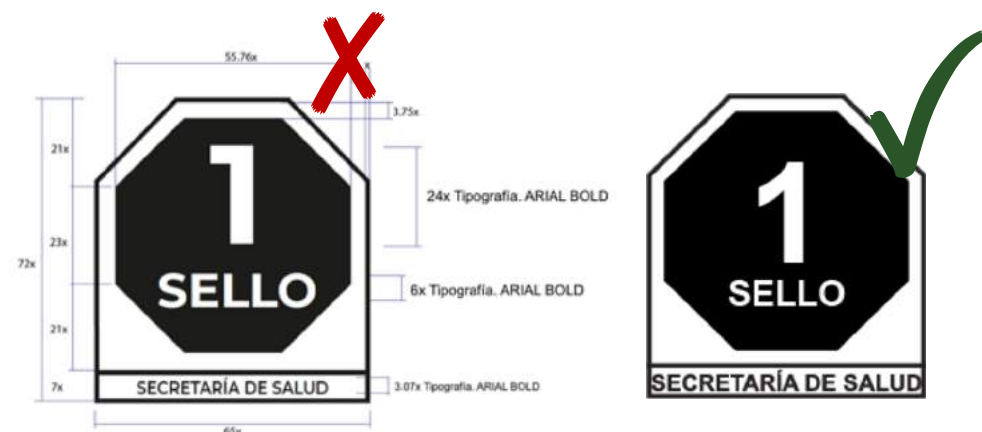
A.2.2 The Font to be used us Arial Bold for the texts inside the octagons (they refer to it incorrectly).

7.1.4 The graphic representation of the legend for caffeine is shown with the wrong Font:

CONTIENE CAFEÍNA – EVITAR EN NIÑOS

CONTIENE CAFEÍNA EVITAR EN NIÑOS

4.5.3.4.2 Not all the warning seals presented use the indicated Font:



Corrected in the Explanatory Note  
officially published on June 16, 2020:

- Table A.1 Linear measurements expressed in cm<sup>2</sup>
- Incorrect or inexistent reference points for 4.5.2.4.1 y 4.5.3.4.2

A.4 Proportion of the graphic components of the warning seal.

X unit of proportion on which the warning seal is built.

A.4.2 The message contained in the warning seals “EXCESO CALORÍAS”, “EXCESO AZÚCARES”... must completely cover 23x.

→ Vertically and horizontally?

A.4.3 SECRETARÍA DE SALUD must completely cover the area for 7x

→ In the presented graphics it does not cover all the area (4.5.3.4.1 / A.4.4).

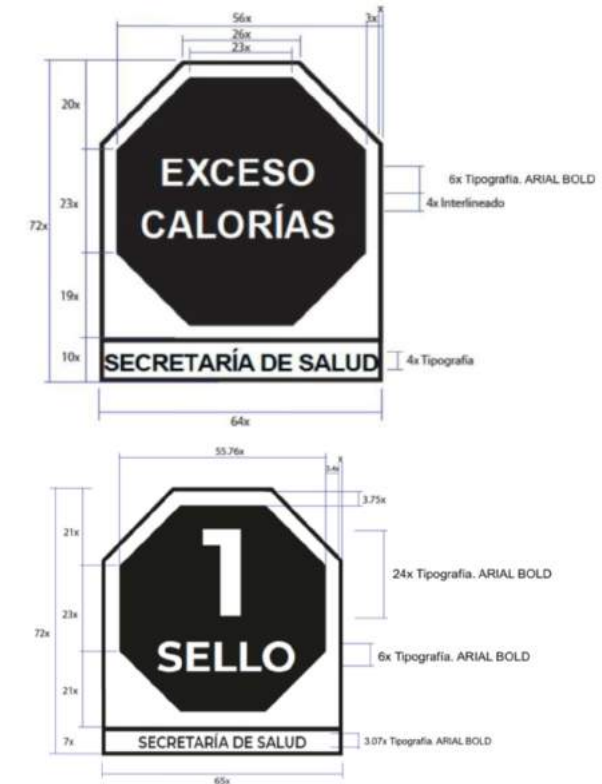
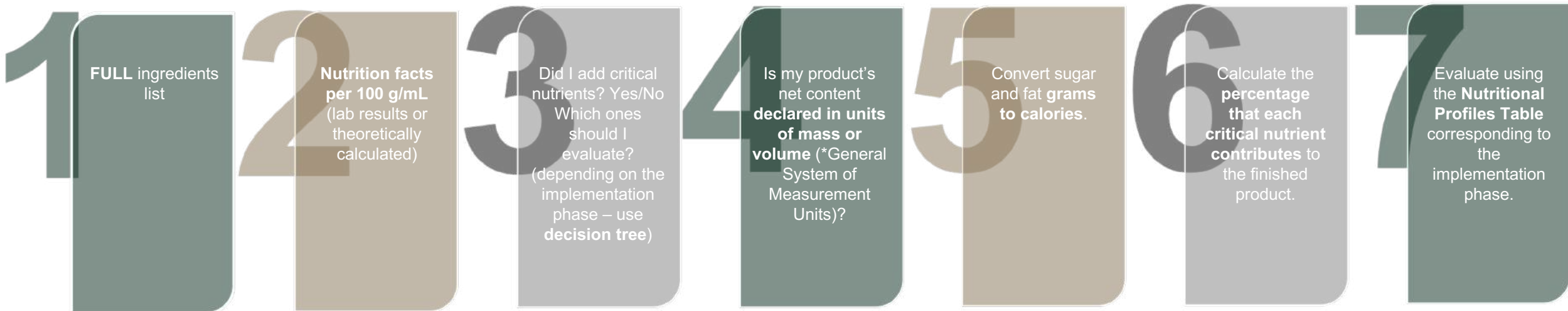


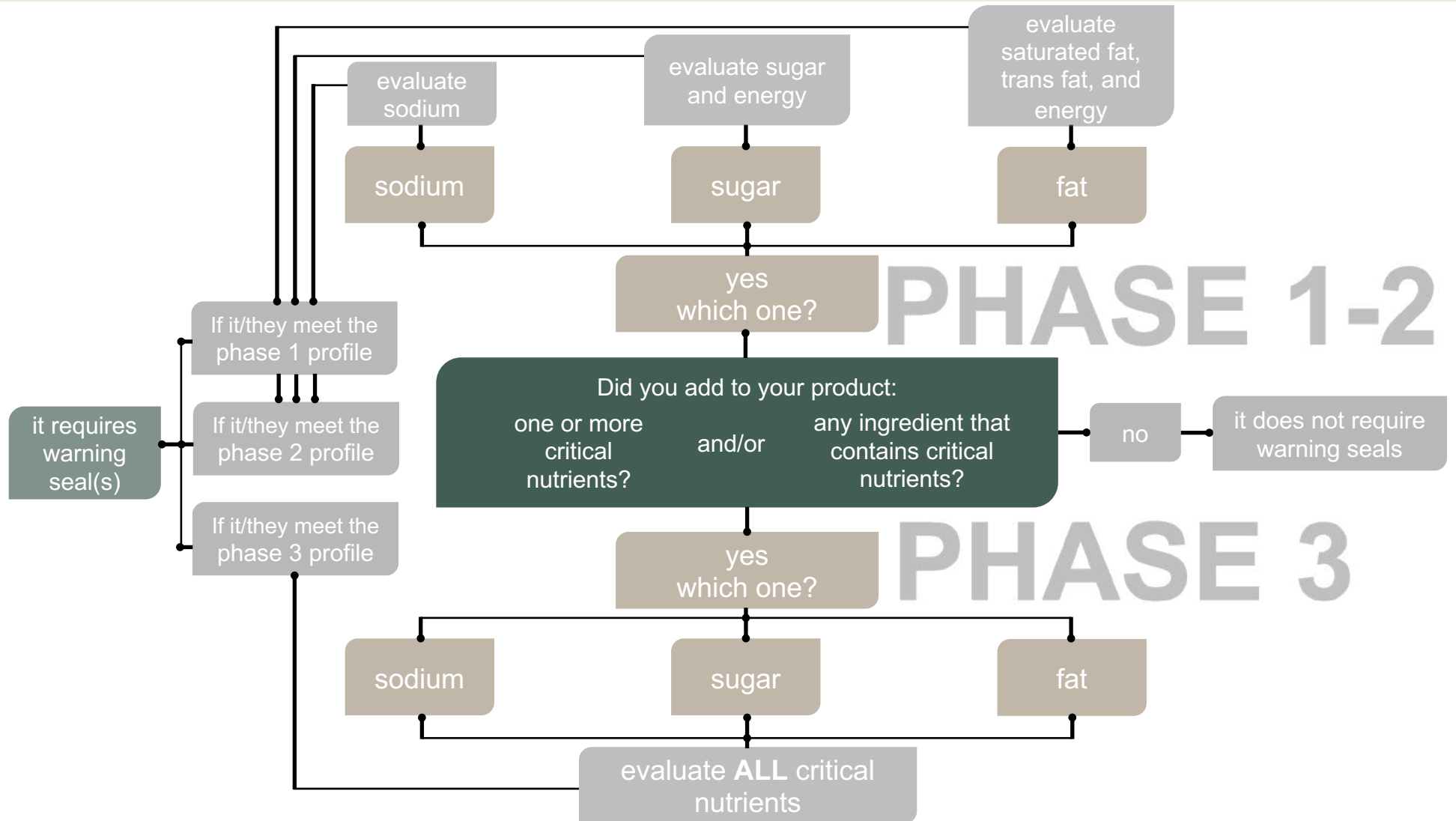
Figura A3. Proporciones del sello 3

# 7 steps to determine the warning seals

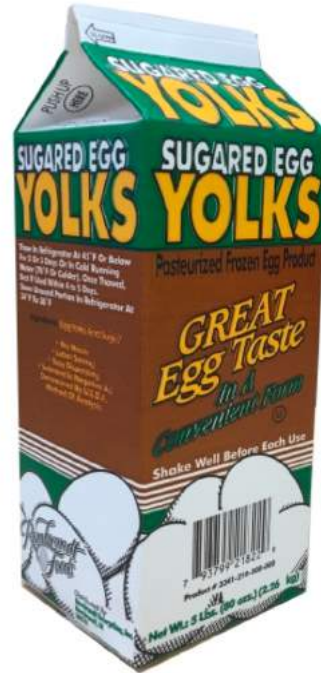


# decision tree

3 Did I add critical nutrients? Yes/No Which ones should I evaluate? (depending on the implementation phase – use **decision tree**)



# example 1 – sugared egg yolks



## 1 FULL Ingredients list

Portions per package:  $2260 \text{ g} / 100 = 22.6$

Declaración nutrimental	
Contenido energético por envase	6,895.26 kcal (28,869.07 kJ)
Por 100 g	
Contenido energético	350.10 kcal (1,277.39 kJ)
Proteínas	13.98 g
Grasas totales	23.04 g
Grasas saturadas	7.75 g
Grasas trans	90 mg
Hidratos de carbono disponibles	10.72 g
Azúcares	10.13 g
Azúcares añadidos	10 g
Fibra dietética	0 g
Sodio	60.3 mg

Ingredientes: Yema huevo, azúcares añadidos (azúcar)

Contiene: Huevo

4.2.2.2.3

4.2.2.1.8

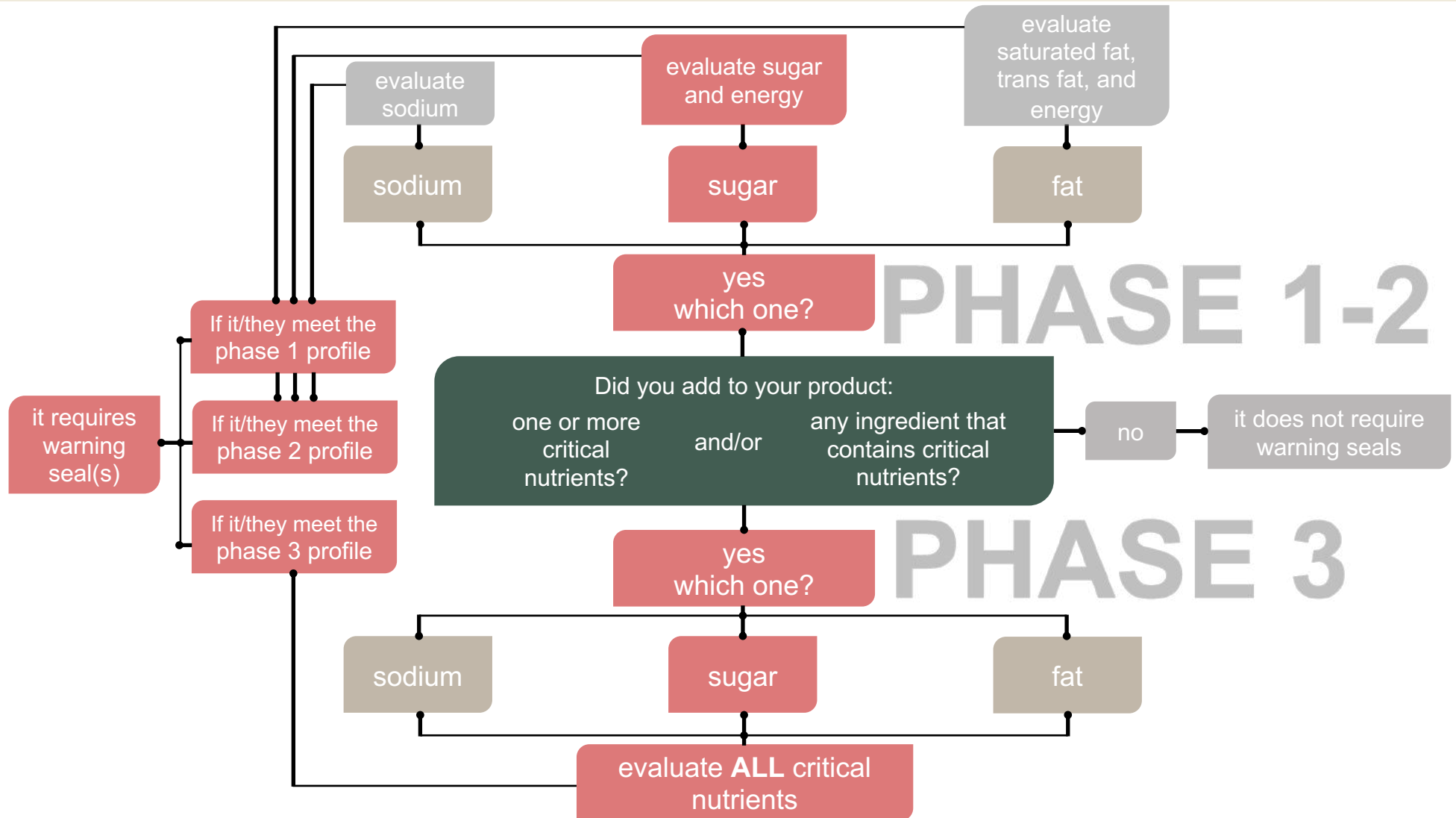
Font size,  
minimum 1.5 mm  
height  
(4.5.2.4.7.BIS)

## 2

Nutrition  
facts  
per 100 g/mL  
(lab results or  
theoretically  
calculated)



3 Did I add critical nutrients? Yes/No Which ones should I evaluate? (depending on the implementation phase – use decision tree)



4 Is my product's net content **declared in units of mass or volume** (\*General System of Measurement Units)?

Grams = mass

Calculations:

$13.98 \times 4 = 55.92$  cal from protein

$10.72 \times 4 = 42.88$  cal from available carbohydrates

$23.04 \times 9 = 207.36$  cal from fats

5 Convert sugar and fat **grams** to calories.

## PHASE 1

**6** Calculate the percentage that each critical nutrient contributes to the finished product.

Sugars  
40.52 cal = 13%

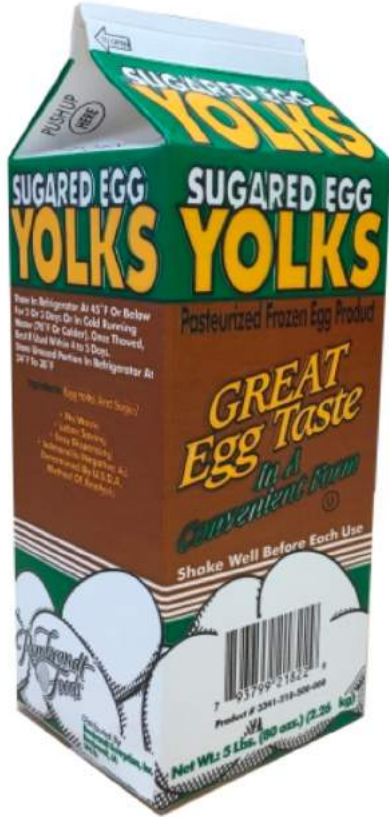
Saturated Fats  
69.75 cal = 23%

Trans Fats  
0.81 cal = 0.26%

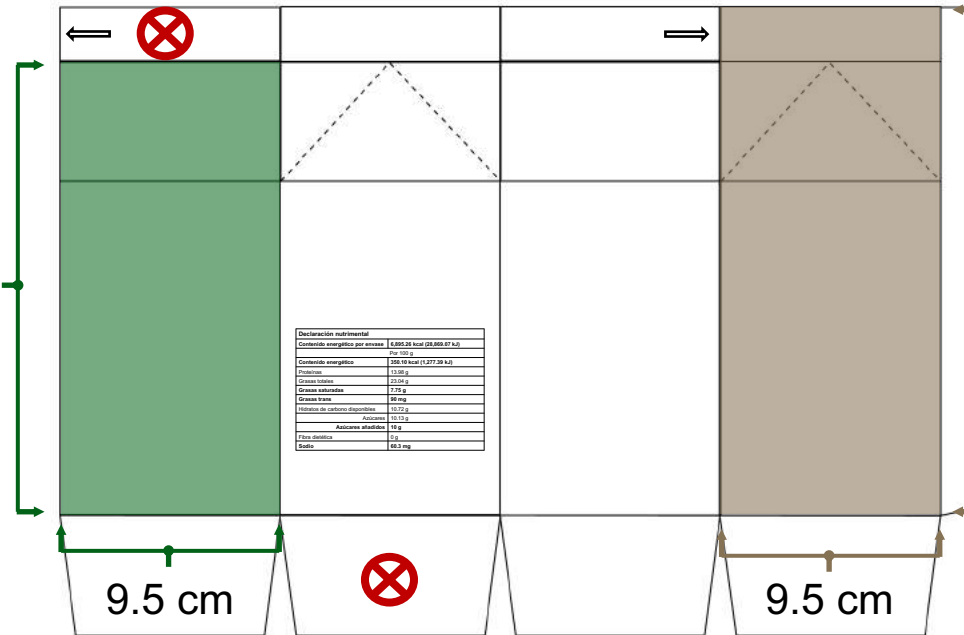
	Energy	Sugars	Saturated Fats	Trans Fats	Sodium
<b>Solids in 100 g of product</b>	≥ 275 total kcal	≥ 10% of total energy comes from free sugars	≥ 10% of total energy comes from saturated fats	≥ 1% of total energy comes from trans fats	≥ 350 mg
<b>Liquids in 100 mL of product</b>	≥ 70 total kcal or ≥ 10 kcal of free sugars	Except for beverages with <10 kcal of free sugars			Calorie free beverages: ≥ 45 mg
<b>Legend to be used</b>	<b>EXCESO CALORÍAS</b>	<b>EXCESO AZÚCARES</b>	<b>EXCESO GRASAS SATURADAS</b>	<b>EXCESO GRASAS TRANS</b>	<b>EXCESO SODIO</b>

**7** Evaluate using the **Nutritional Profiles Table** corresponding to the implementation phase.

# example 1



Main exhibition  
surface:  
 $25 \times 9.5 = 237.5 \text{ cm}^2$



26.5 cm

Main exhibition  
surface to  
calculate the  
font size of the  
net content:  
4.5 mm

CALCULATION  
TOOL

## Results:

- Two warning seals in phase 1 and phase 2:  
Calories and Sugars (>200 – 300 cm<sup>2</sup>)
- Three warning seals in phase 3: Calories,  
Sugars and Saturated fats (>200 – 300 cm<sup>2</sup>)
- Follow indicated order and location (4.5.3.4.6.)

Product  
denomination:  
same font size for  
the full  
denomination.

## Phase 1 & 2



## Phase 3



## example 2 – eggs

- Product denomination in bold parallel to the base, size greater than or equal to the net content (4.2.1.1)
- **Ingredients list and Nutritional Facts: Does not apply** because it's a single ingredient (4.2.2.1 and 4.5.2.3)
- Net Content: According to NOM-030 (4.2.3)
- Information of the person responsible for the product: Name, fiscal address. For imported products, the producer's information is declared, together with the information of the person responsible for the product in Mexico “**fabricado por ... para...**” (4.2.4.1), it can be added after the customs, but before selling the product (4.2.4.2)
- Product origin: “Hecho en ...” (4.2.5)
- Lot: indelible and permanent, several display options (4.2.6)
- Expiration date: day and month, imported products can adjust the format or contain the interpretation of the date (4.2.7.1)
- Complementary nutritional information (**seals and legends**): **Does not apply** because no critical nutrients are added (4.5.3)
- Language: Spanish, it can coexist with another language, as long as the information complies with the NOM (4.8)
- Declaration of properties (6), **can show nutritional and healthy declarations** (6.3)

## example 3 – honey-orange boneless duck breast







Ingredients: boneless duck breast, added sugars (honey), brine (sea salt, cornstarch, xanthan gum, orange oil, natural flavor). (4.2.2.)

Font size: 1.5 mm  
minimum height.  
(4.5.2.4.7. BIS)

CALCULATION  
TOOL

## Declaración nutrimental

Contenido energético por envase	460 kcal (1925.93 kJ)
---------------------------------	-----------------------

Por 100 g

Contenido energético	205.35 kcal (859.76 kJ)
----------------------	-------------------------

Proteínas	15.17 g
-----------	---------

Grasas totales	15.17 g
----------------	---------

Grasas saturadas	4.01 g
------------------	--------

Grasas trans	0 mg
--------------	------

Hidratos de carbono disponibles	1.78 g
---------------------------------	--------

Azúcares	1.78 g
----------	--------

Azúcares añadidos	1.78 g
-------------------	--------

Fibra dietética	0 g
-----------------	-----

Sodio	276.78 mg
-------	-----------

Main exhibition surface NOM-030 for net content  
font size (Table1 NOM-030):

$$38.41 \times 26.98 = 1,036.30 \text{ cm}^2 = 6 \text{ mm}$$



Main exhibition surface (3.49): label area,  
minus the sealing and splicing areas:  
 $12.25 \times 4.75 = 58.18 \text{ cm}^2$





Denomination: Boneless honey-orange duck breast, size equal to or greater than the net content and **with the same proportion.** (4.2.1.1.)

- Information of the person responsible for the product: Name, fiscal address. For imported products, the producer's information is declared, together with the information of the person responsible for the product in Mexico **“fabricado por ... para...”** (4.2.4.1), it can be added after the customs, but before selling the product (4.2.4.2)
- Product origin: **“Hecho en ...”** (4.2.5)
- **Lot:** permanent (4.2.6)
- **Expiration date:** day and month, imported products can adjust the format or contain the interpretation of the date (4.2.7.1)
- Conservation legend: **“Consérvase en refrigeración”** (4.2.7.2)
- **Use instructions: Cocínese** (4.3)
- **Language: Spanish**, it can coexist with another language, as long as the information complies with the NOM (4.8)
- Properties declaration: **The wording “All Natural” is not allowed** since it can be misleading (6.1.2), it can show nutritional declarations as long as they are not related to the seal in maximum size of 6 mm, it cannot show healthy declarations (6.3)

## Complementary Nutritional Information:

- One warning seal in phase 1: Saturated fats (>40 - 60cm<sup>2</sup>)
- Two warning seals in phases 2 and 3:  
Saturated fats and Sodium (>40 - 60cm<sup>2</sup>)
- Follow indicated order and location (4.5.3.4.6.)
- Avoid covering the warning seals with the mandatory information to export the product.

### Phase 1



### Phase 2 & 3



# acknowledgements

This presentation/document  
is part of the materials  
prepared by CHAOTIC  
GREEN for the ONLINE  
SEMINAR NOM-051  
focussed on poultry and egg,  
working in collaboration with:



[Background vector created by vectorpocket - www.freepik.com](https://www.freepik.com/free-photos-vectors/background)

[Background psd created by rawpixel.com - www.freepik.com](https://www.freepik.com/free-photos-vectors/background)

[Mockup psd created by freepik - www.freepik.com](https://www.freepik.com/free-photos-vectors/mockup)

[Background photo created by topntp26 - www.freepik.com](https://www.freepik.com/free-photos-vectors/background)

[Food vector created by macrovector - www.freepik.com](https://www.freepik.com/free-photos-vectors/food)

[Food photo created by valeria\\_aksakova - www.freepik.com](https://www.freepik.com/free-photos-vectors/food)