



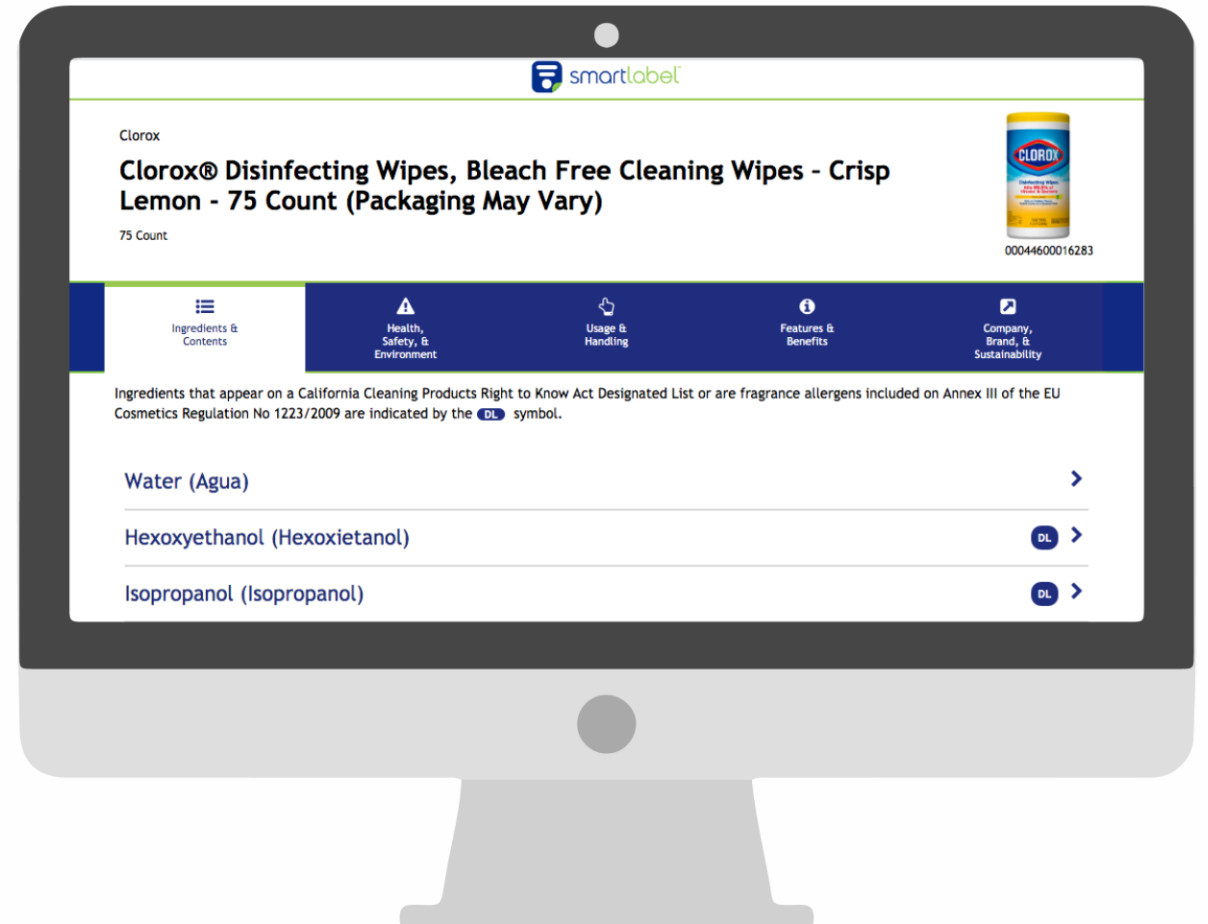
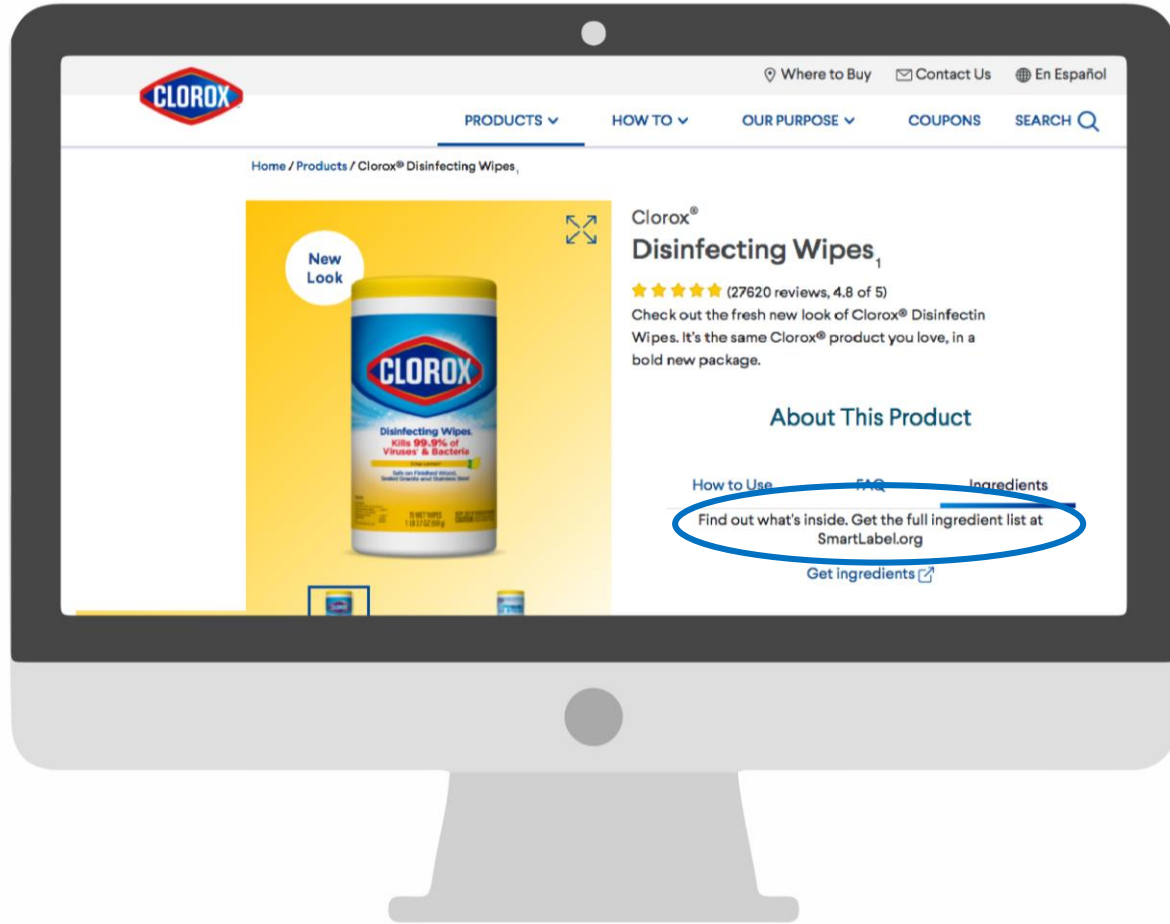
 smartlabel<sup>®</sup> **SMARTER PACKAGING  
FOR TODAY'S CONSUMER**



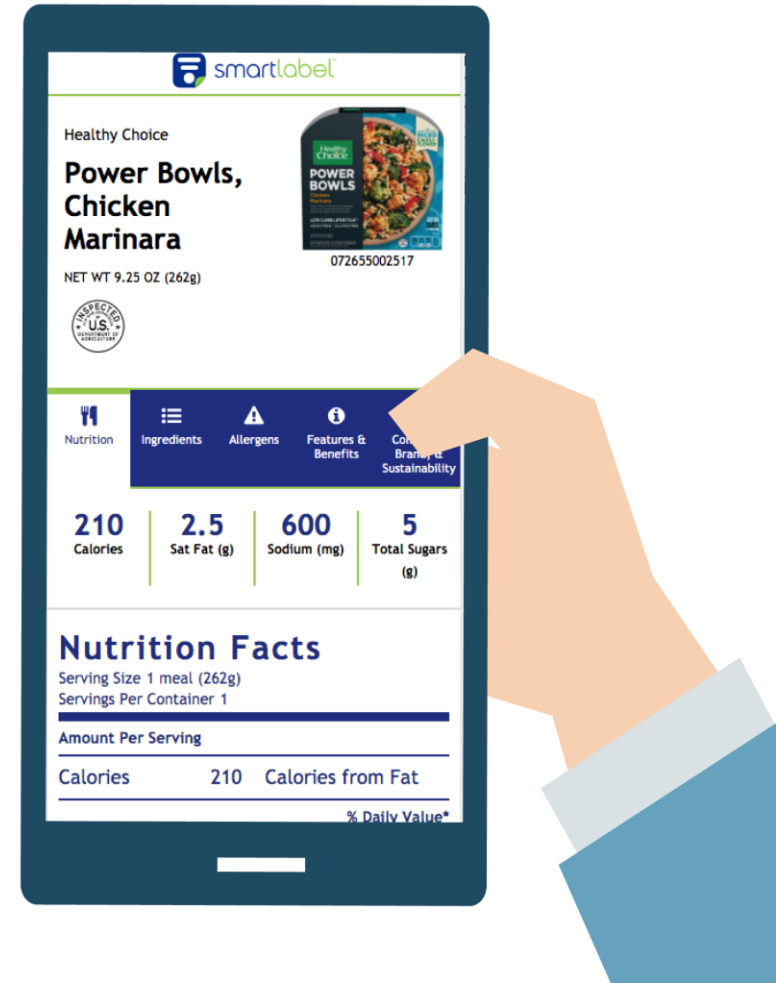
# What is SmartLabel?

- Consumer packaged goods digital platform to offer more product information to the consumer
- Over 350 product characteristics, 200 of which are voluntary
- Categories currently included in SmartLabel: food, beverage, supplements, pet food, personal care, household cleaning and OTC products

# SmartLabel Channels



# SmartLabel Channels



# Nutrition Facts

The image shows a tablet displaying the SmartLabel app interface for 'Best Foods, Light Mayonnaise'. The app shows a product image, a barcode (048001213463), and a navigation bar with tabs for Nutrition, Ingredients, Allergens, Features & Benefits, and Company, Brand, & Sustainability. Below the navigation bar, key nutrition facts are displayed: 35 Calories, 0.5 Sat Fat (g), 130 Sodium (mg), and 0 Sugars (g). The main section is titled 'Nutrition Facts' and includes a table with the following data:

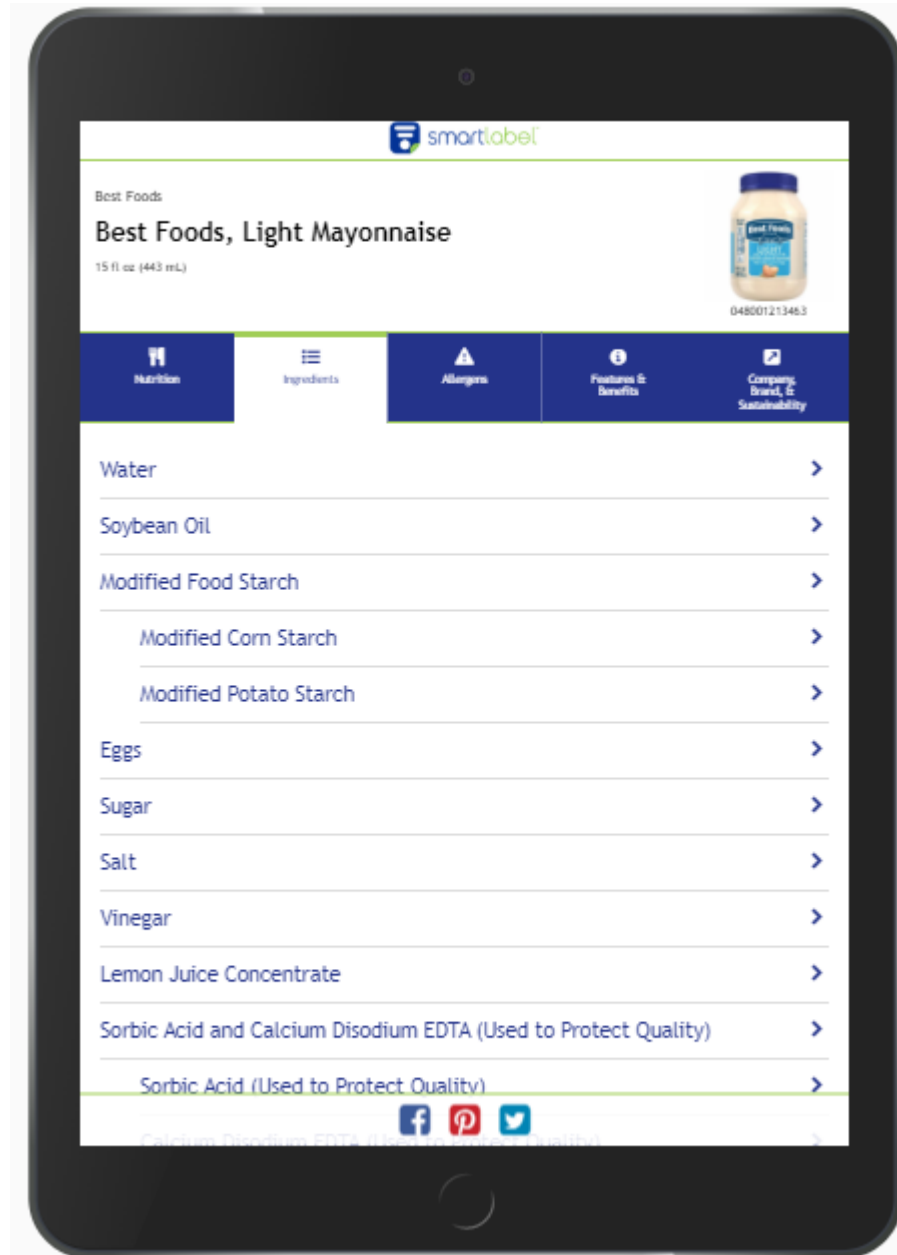
Nutrition Facts		
Serving Size: 1 Tbsp (15g)		
Servings Per Container: 30		
Amount Per Serving		
Calories	35	Calories from Fat 30
% Daily Value*		
Total Fat	3.5 g	5%
Saturated Fat	0.5 g	3%
Polyunsaturated Fat	2 g	
Monounsaturated Fat	1 g	
Cholesterol	< 5 mg	0%
Sodium	130 mg	5%
Total Carbohydrate	< 1 g	0%
Protein	0 g	

Not a significant source of trans fat, dietary fiber, sugars, vitamin A, vitamin C, calcium and iron.

At the bottom of the screen, there are social media icons for Facebook, Pinterest, and Twitter, along with the text '© 2015'.

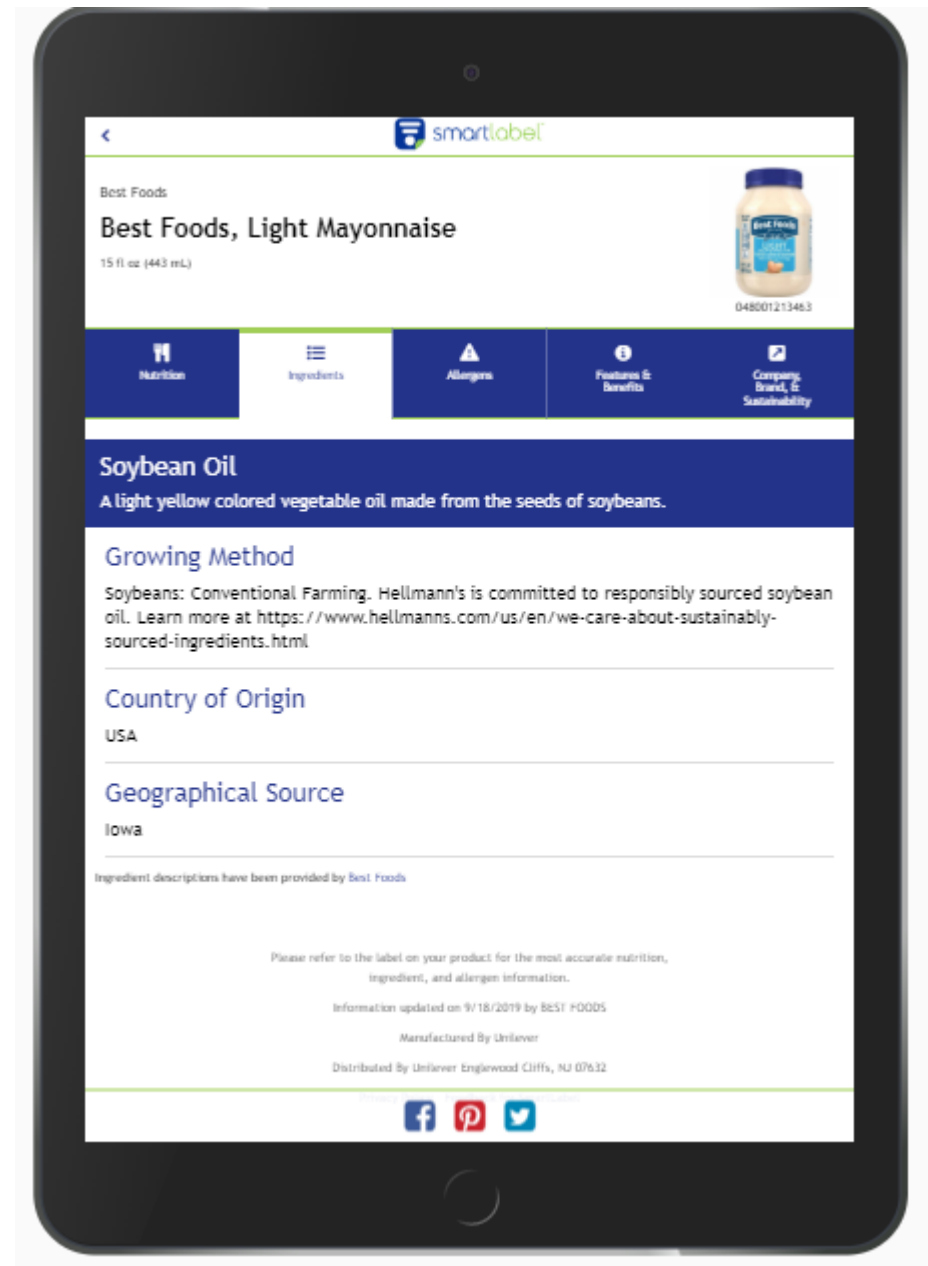
# Ingredients

- **Second tab**
- **Ingredients appear in descending order of predominance**



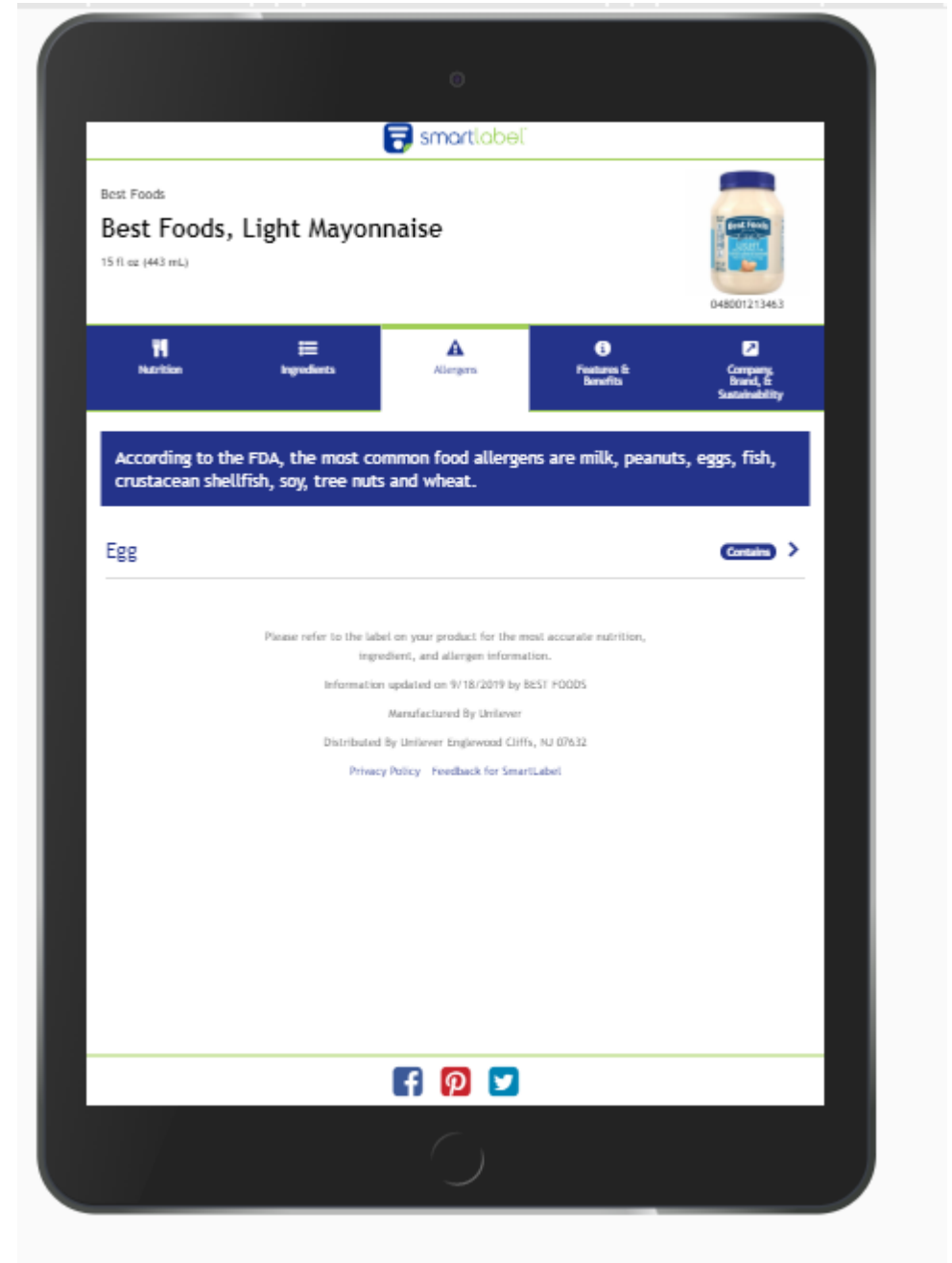
# Ingredients

- **Ingredient drilldown can support**
  - Ingredient definition
  - Sourcing information



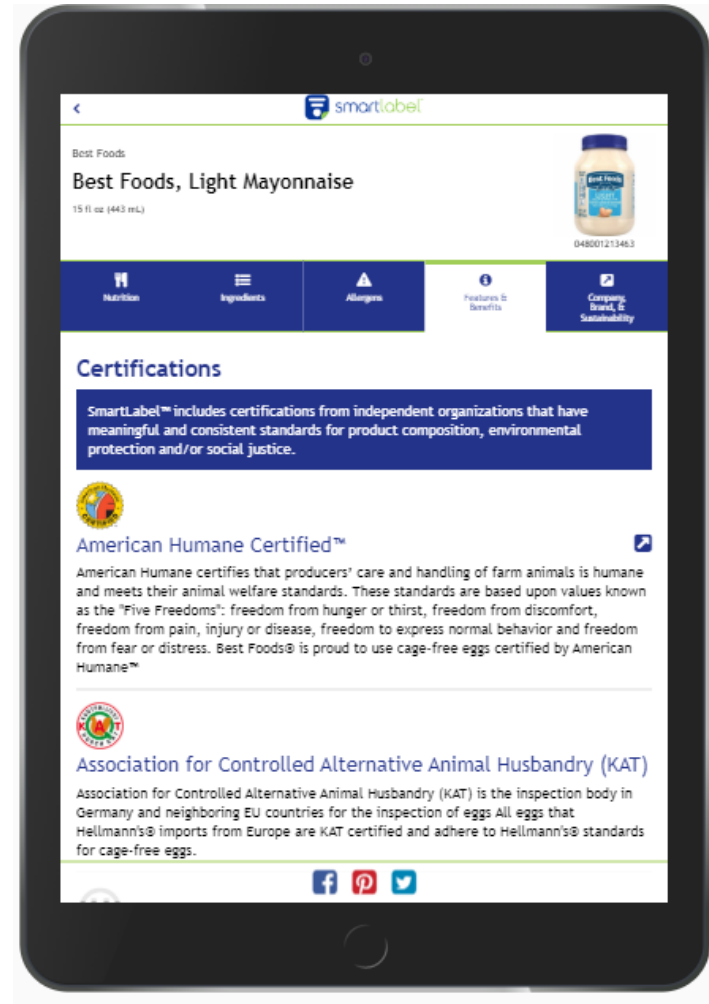
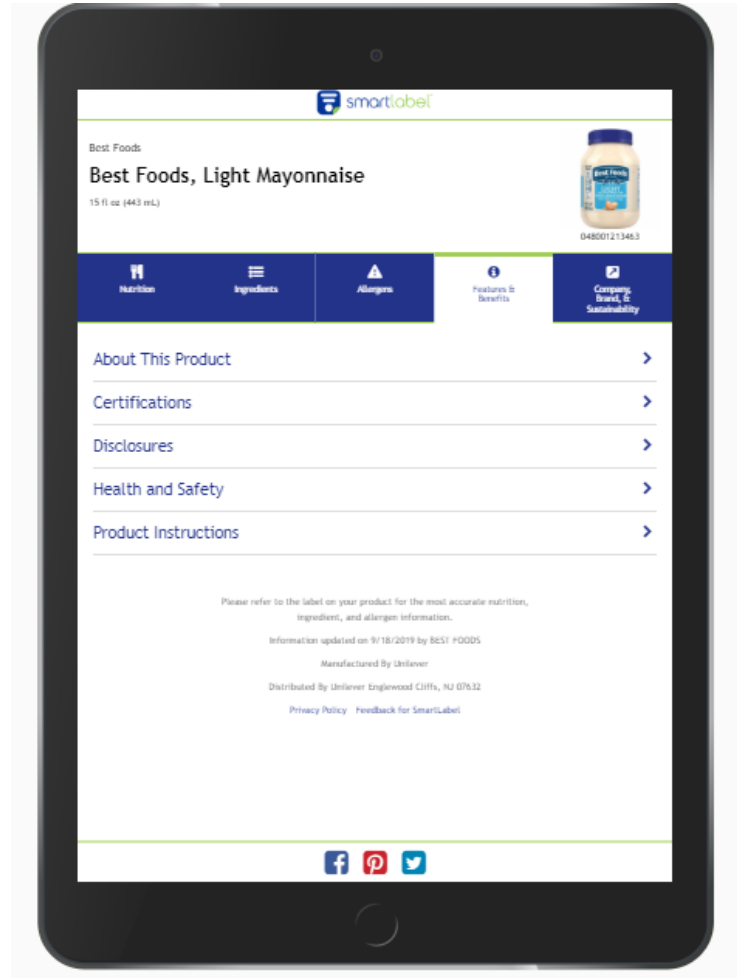
# Allergens

- **Allergen labeling consistent with package label**
- **Allergen drilldown can support**
  - More information on which ingredients are Top 8 allergens
  - Links to additional resources on allergy prevention and management



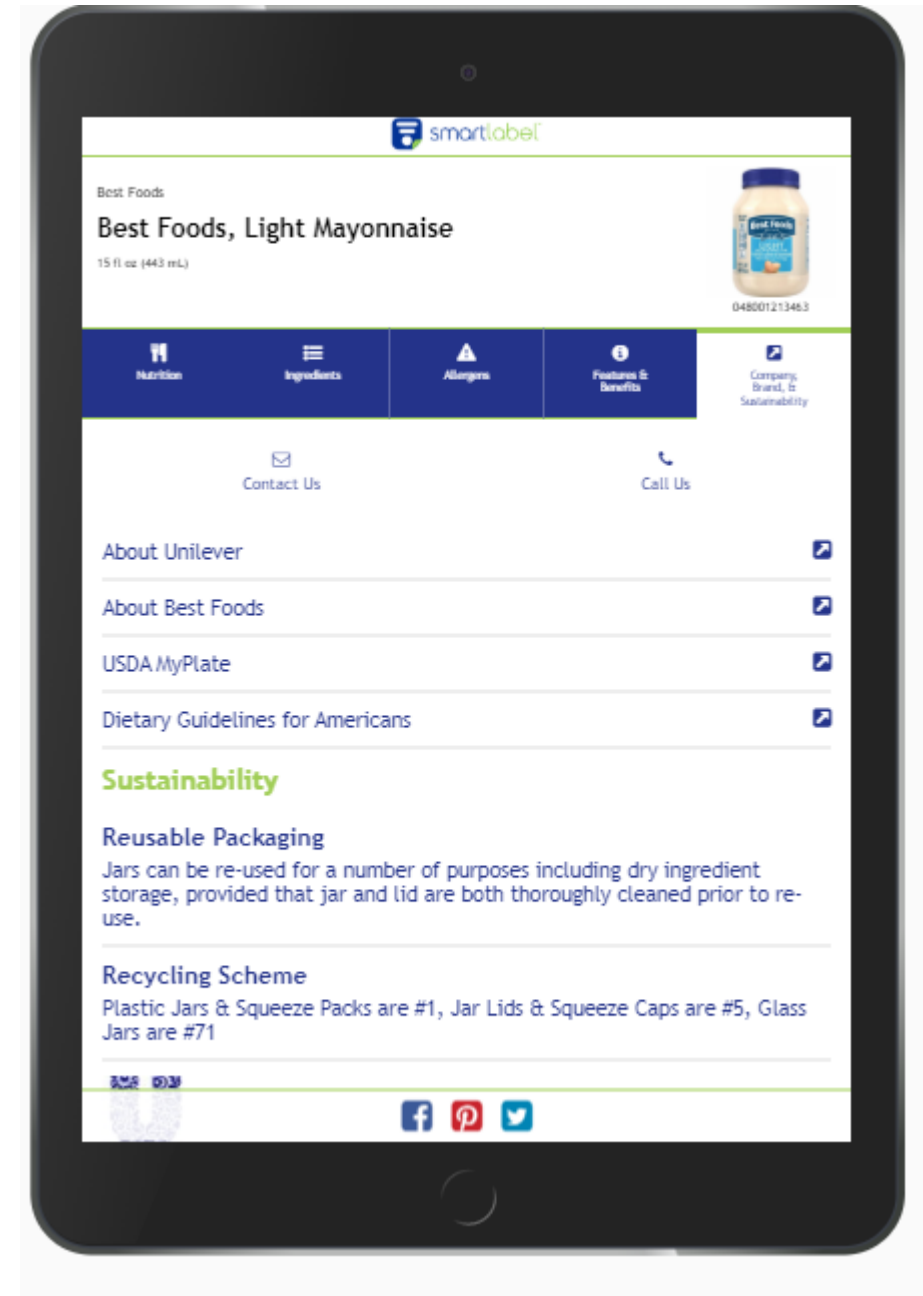


# Features & Benefits



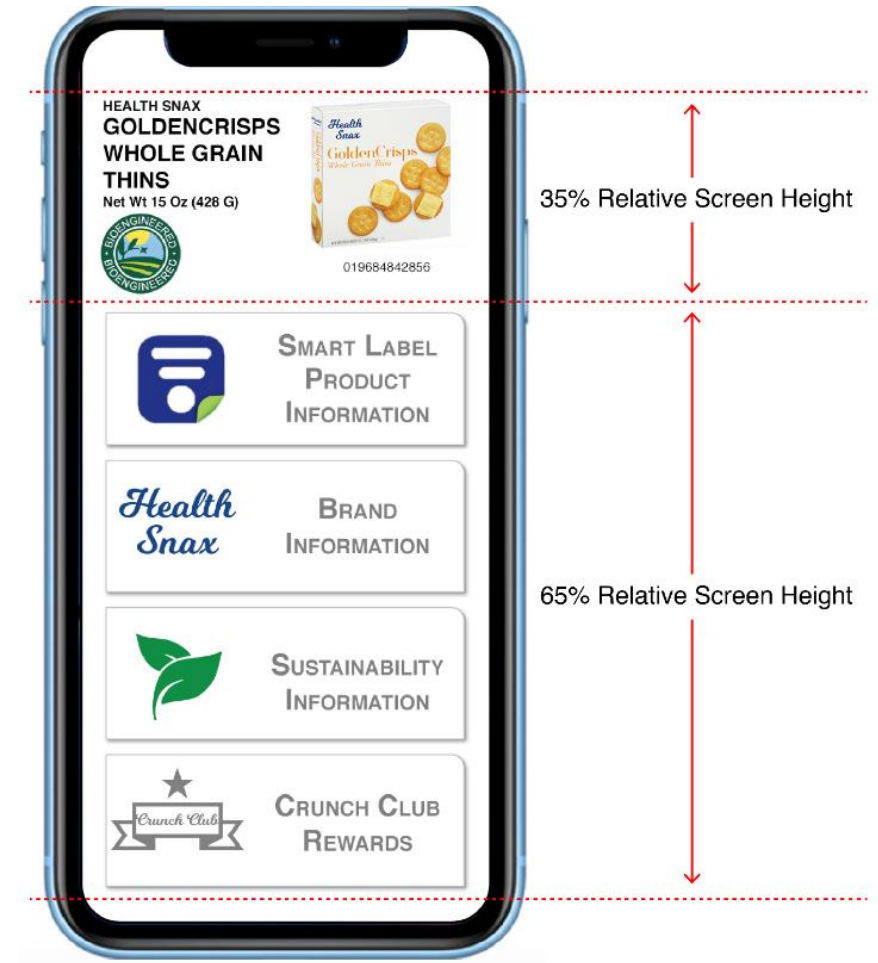
# Company, Brand & Sustainability

- **Hyperlinks to take the consumer outside of SmartLabel and continue to engage**
- **Sustainability attributes are also featured**



# Intermediate Access Menu

- A new iteration of the SmartLabel experience
- A menu that enables consumer to access even more information



# Current implementation



**63**

companies



**1,000+**

brands



**77k**

products

*\*based on October 30, 2020 data*



smartlabel<sup>®</sup>

# FUTURE OF SMART PACKAGING

# Recall and Public Health Alerts

## COMMUNICATIONS



smartlabel®

Scan here for more food information or call 1-800-123-4567.

**RECALL ALERT** [Click here for details](#)

**TASTY BRAND**  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



01234567890



 SmartLabel® Product Information

 USDA-FSIS Recalls and Public Health Alerts

 Identifying Affected Packages

 Cooking Instructions



# Recall and Public Health Alerts

## COMMUNICATIONS



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**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



01234567890

**BIOENGINEERED** **INSPECTED BY THE U.S. DEPARTMENT OF AGRICULTURE P-42**

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**RECALL ALERT** [Click here for details](#)

TASTY BRAND  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



01234567890

**BIOENGINEERED** **INSPECTED BY THE U.S. DEPARTMENT OF AGRICULTURE P-42**

**150** Calories | **1.5** Sat Fat (g) | **130** Sodium (mg) | **22** Sugar (g)

**Nutrition Facts**  
Serving Size 371g  
Servings Per Container 1

Amount Per Serving

**Navigation:** Nutrition, Ingredients, Allergens, Features & Benefits, Company, Brand, & Sustainability



# Recall and Public Health Alerts

## COMMUNICATIONS



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**TASTY BRAND**  
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NET WT 13.1oz (371g)



01234567890


 SmartLabel® Product Information

 USDA-FSIS Recalls and Public Health Alerts

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 **USDA FSIS**

### Current Recalls and Alerts

This page contains summary data on **ACTIVE** recall cases involving FSIS-regulated food products.\*

 [Receive email notification when recalls or public health alerts are issued.](#)

### FSIS Public Health Alerts

- [FSIS Issues Public Health Alert for Ineligible Imported Cooked Duck Blood Curds from China \(Sep 4, 2020\)](#)
- [FSIS Issues Public Health Alert for Ready to Eat Sausage Products due to Possible Listeria Contamination \(Aug 7, 2020\)](#)
- [FSIS Issues Public Health Alert For Ready-to-Eat Meat and Poultry Products Containing FDA-Regulated Onions that have been Recalled due to Possible Salmonella Newport Contamination \(Aug 5, 2020\)](#)
- [FSIS Issues Public Health Alert for Meat and Poultry Taquitos and Regulated Diced Green Chilies That Have Been Recalled Due 1, 2020\)](#)
- [FSIS Issues Public Health Alert for Ready-To-Eat Diced Chicken Products Due to Misbranding and an Undeclared Allergen \(Jul 8, 2020\)](#)
- [FSIS Issues Public Health Alert for Raw Beef Ravioli Products Due to Possible \*E. Coli\* O157:H7 Contamination \(May 12, 2020\)](#)
- [FSIS Issues Public Health Alert for Chicken Noodle Soup Products Due to Misbranding and an Undeclared Allergen \(May 2, 2020\)](#)





# Recall and Public Health Alerts

## COMMUNICATIONS



Scan here for more food information or call 1-800-123-4567.

**RECALL ALERT** [Click here for details](#)

**TASTY BRAND**  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



01234567890



 SmartLabel® Product Information


 USDA-FSIS Recalls and Public Health Alerts

 Identifying Affected Packages

 Cooking Instructions



**TASTY BRAND** **RECALL INFORMATION**



**IDENTIFYING PRODUCTS UNDER RECALL**

Product comes in 13.1 ounces (371 grams) plastic black rectangular tray with skin vacuum seal and is kept refrigerated. Best If Used By/Freeze By: 9/15/2020 and prior.

Look for Lot #08201808 and Product #915516 on back of the package next to the UPC code.

The recall alert was initiated due to potential contamination of *Listeria monocytogenes*. *Listeria monocytogenes* is an organism



# Recall and Public Health Alerts

## COMMUNICATIONS



Scan here for more food information or call 1-800-123-4567.

**RECALL ALERT** [Click here for details](#)

TASTY BRAND  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



01234567890


 SmartLabel® Product Information

 USDA-FSIS Recalls and Public Health Alerts


 Identifying Affected Packages

 Cooking Instructions






 **RECALL ALERT** [Click here for details](#)


TASTY BRAND  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)





01234567890


 

 Nutrition

 Ingredients

 Allergens

 Features & Benefits

 Company, Brand, & Sustainability

### Product Instructions

#### Conventional Oven:

Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.



# Recall and Public Health Alerts

## COMMUNICATIONS

**RECALL ALERT** [Click here for details](#)

TASTY BRAND  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



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**BIOENGINEERED** **INSPECTED BY THE U.S. DEPARTMENT OF AGRICULTURE P-42**

**SmartLabel® Product Information**

**USDA** USDA-FSIS Recalls and Public Health Alerts

**Identifying Affected Packages**

**Cooking Instructions**

**RECALL ALERT** [Click here for details](#)

TASTY BRAND  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



01234567890

**BIOENGINEERED** **INSPECTED BY THE U.S. DEPARTMENT OF AGRICULTURE P-42**

**Nutrition** **Ingredients** **Allergens** **Features & Benefits** **Company, Brand, & Sustainability**

<b>150</b> Calories	<b>1.5</b> Sat Fat (g)	<b>130</b> Sodium (mg)	<b>22</b> Sugar (g)
------------------------	---------------------------	---------------------------	------------------------

**Nutrition Facts**

<b>Serving Size</b>	<b>371g</b>
<b>Servings Per Container</b>	<b>1</b>

Amount Per Serving

**USDA** **FSIS**

**Current Recalls and Alerts**


This page contains summary data on ACTIVE recall cases involving FSIS-regulated food products.\*

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**TASTY BRAND** **RECALL INFORMATION**



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Look for Lot #08201808 and Product #915516 on back of the package next to the UPC code.

The recall alert was initiated due to potential contamination of *Listeria monocytogenes*.

**RECALL ALERT** [Click here for details](#)

TASTY BRAND  
**Turkey Penne Pasta Dinner**  
NET WT 13.1oz (371g)



01234567890

**BIOENGINEERED** **INSPECTED BY THE U.S. DEPARTMENT OF AGRICULTURE P-42**

**Nutrition** **Ingredients** **Allergens** **Features & Benefits** **Company, Brand, & Sustainability**

**Product Instructions**

**Conventional Oven:**

Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.

# Food Safety

## COMMUNICATIONS



Scan here for more food information

TASTY BRAND  
Farm Raised  
Premium Frozen  
Turkey  
NET WT 2.8 kg



01234567890



-  SmartLabel® Product Information
-  How to safely thaw
-  How to easily and accurately take temperature readings
-  Cooking Instructions



# Food Safety

## COMMUNICATIONS




Scan here for more food information

TASTY BRAND  
Farm Raised  
Premium Frozen  
Turkey  
NET WT 2.8 kg



01234567890



SmartLabel® Product Information

How to safely thaw

How to easily and accurately take temperature readings

Cooking Instructions



YouTube

SIGN IN

### How to Thaw Foods Properly

289K views

1.1K 71 Share Save Report

USDA FoodSafety 7.29K subscribers **SUBSCRIBE**

Up next Autoplay

**Defrost Meat Quickly** 6:05 GardenFork 287K views

**The Importance of Cooking to a Safe Internal Temperature and How to...** 3:18 USDAFoodSafety 143K views



# Food Safety

## COMMUNICATIONS



smartlabel®

Scan here for more food information

TASTY BRAND  
Farm Raised  
Premium Frozen  
Turkey  
NET WT 2.8 kg



01234567890



SmartLabel® Product Information

How to safely thaw

How to easily and accurately take temperature readings

Cooking Instructions



Safe at 165°F

The Importance of Cooking to a Safe Internal Temperature and How to Use a Food Thermometer

143K views

300 38 Share Save Report

USDA Food Safety 7.29K subscribers **SUBSCRIBE**

Up next Autoplay

Basic Food Safety: Chapter 3 "Temperature Control" (English) eFoodhandlers Inc. 250K views 6:56

How to Properly Use a Meat Thermometer



# Food Safety

## COMMUNICATIONS



Scan here for more food information

TASTY BRAND  
Farm Raised  
Premium Frozen  
Turkey  
NET WT 2.8 kg



01234567890



SmartLabel® Product Information

How to safely thaw

How to easily and accurately take temperature readings

Cooking Instructions



smartlabel

TASTY BRAND  
Farm Raised  
Premium Frozen  
Turkey  
NET WT 2.8 kg



01234567890



Nutrition Ingredients Allergens Features & Benefits Company, Brand, & Sustainability

### Product Instructions

#### Conventional Oven:


Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.




# Food Safety

## COMMUNICATIONS

TASTY BRAND  
**Farm Raised Premium Frozen Turkey**  
NET WT 2.8 kg



01234567890



SmartLabel® Product Information

How to safely thaw

How to easily and accurately take temperature readings

Cooking Instructions

smartlabel

TASTY BRAND  
**Farm Raised Premium Frozen Turkey**  
NET WT 2.8 kg



01234567890



Nutrition Ingredients Allergens Features & Benefits Company, Brand, & Sustainability

170	2.5	200	0
Calories	Sat Fat (g)	Sodium (mg)	Sugar (g)

**Nutrition Facts**  
Serving Size 4oz. (112g)  
Servings Per Container Varied

YouTube

How to Thaw Foods Properly

289K views

1.1K 71 Share Save Report

USDAFoodSafety 7.29K subscribers SUBSCRIBE

Up next Autoplay

**Defrost Meat Quickly** 6:05  
GardenFork 287K views

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YouTube

Safe at 165°F

The Importance of Cooking to a Safe Internal Temperature and How to Use a Food Thermometer

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**Basic Food Safety: Chapter 3 "Temperature Control" (English)** 6:56  
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smartlabel

TASTY BRAND  
**Farm Raised Premium Frozen Turkey**  
NET WT 2.8 kg



01234567890



Nutrition Ingredients Allergens Features & Benefits Company, Brand, & Sustainability

**Product Instructions**

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Do not prepare in toaster oven. Preheat oven to 350°F. Peel back corner of film to vent. Cook on baking sheet in center of oven 60 minutes. Remove film. Check that food is cooked thoroughly.



INGREDIENT CHANGES DUE TO COVID-19

Click here for details



HEALTH SNAX  
**GOLDEN CRISPS  
WHOLE GRAIN  
THINS**

NET WT 15 oz (428g)



019684842856



SmartLabel® Product Information



Product Changes due to COVID Shortages



Learn more about managing food allergies



Product Information: Allergens



Additional Allergen Information - Health Snax Manufacturing

# Allergen Awareness

## COMMUNICATIONS



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Scan here for more food information

INGREDIENT CHANGES DUE TO COVID-19

Click here for details

HEALTH SNAX  
GOLDEN CRISPS  
WHOLE GRAIN  
THINS

NET WT 15 oz (428g)



019684842856



SmartLabel® Product Information



Product Changes due to COVID Shortages



Learn more about managing food allergies



Product Information: Allergens



Additional Allergen Information - Health Snax Manufacturing



## INGREDIENT CHANGES DUE TO COVID-19

Due to supply chain disruptions during COVID-19, bleached flour could have been replaced with unbleached flour for this product.

While there continues to be “bleached” flour shortages as a result of the COVID-19 pandemic, “bleached” flour ingredients may be replaced with “unbleached” flour ingredients for this product without a corresponding label change.

### — WHERE TO GET MORE INFORMATION

U.S Food & Drug Administration



# Allergen Awareness

## COMMUNICATIONS



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Scan here for more food information

INGREDIENT CHANGES DUE TO COVID-19

Click here for details

HEALTH SNAX  
GOLDEN CRISPS  
WHOLE GRAIN  
THINS

NET WT 15 oz (428g)



019684842856



SmartLabel® Product Information



Product Changes due to COVID Shortages



Learn more about managing food allergies



Product Information: Allergens



Additional Allergen Information - Health Snax Manufacturing



### I Am So Much More Than My Food Allergies

FARE is dedicated to improving life and health for 32 million Americans with potentially life-threatening food allergies, advocating for research, and providing resources, support and hope for the entire food allergy community.

# Allergen Awareness

## COMMUNICATIONS




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Scan here for more food information

**INGREDIENT CHANGES DUE TO COVID-19** [Click here for details](#)

HEALTH SNAX  
**GOLDEN CRISPS  
 WHOLE GRAIN  
 THINS**  
 NET WT 15 oz (428g)




019684842856

- SmartLabel® Product Information
- Product Changes due to COVID Shortages
- Learn more about managing food allergies (FARE)
- Product Information: Allergens
- Additional Allergen Information - Health Snax Manufacturing



smartlabel

HEALTH SNAX  
**GOLDEN CRISPS  
 WHOLE GRAIN  
 THINS**  
 NET WT 15 oz (428g)



019684842856

- Nutrition
- Ingredients
- Allergens**
- Features & Benefits
- Company, Brand, & Sustainability

According to the FDA, the most common food allergens are milk, peanuts, eggs, fish, crustacean shellfish, soy, tree nuts and wheat.

- Soy Contains >
- Wheat Contains >

# Allergen Awareness


## COMMUNICATIONS



smartlabel  
 Scan here for more food information

**INGREDIENT CHANGES DUE TO COVID-19** [Click here for details](#)

**HEALTH SNAX**  
**GOLDEN CRISPS**  
**WHOLE GRAIN**  
**THINS**  
 NET WT 15 oz (428g)



019684842856

- SmartLabel® Product Information
- Product Changes due to COVID Shortages
- Learn more about managing food allergies
- Product Information: Allergens
- Additional Allergen Information - Health Snax Manufacturing



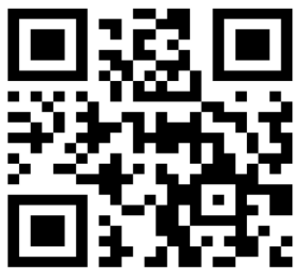
**ADDITIONAL ALLERGEN INFORMATION**

**- FACILITY INFORMATION**  
 Our production lines are thoroughly cleaned between allergen containing products and we follow good manufacturing practices. We have validated (through testing) our allergen cleaning processes in all of our facilities. We are very concerned about food allergies and want to ensure that our products are safe for food allergic consumers to eat. Scientific evidence has shown that consumers with peanut and tree nut allergies can have a severe reaction to amounts that are below the current detectable limits based on existing technology. For this reason, we have chosen to warn consumers allergic to peanuts and tree nuts of the potential for extremely low levels by using a may contain statement.

**+ INGREDIENT HANDLING**  
**+ FURTHER RESOURCES**

# Allergen Awareness

## COMMUNICATIONS



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Scan here for more food information

# Allergen Awareness

## COMMUNICATIONS

INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX  
**GOLDEN CRISPS  
WHOLE GRAIN  
THINS**  
NET WT 15 oz (428g)

019684842856

SmartLabel® Product Information

Product Changes due to COVID Shortages

Learn more about managing food allergies

Product Information: Allergens

Additional Allergen Information - Health Snax Manufacturing

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INGREDIENT CHANGES DUE TO COVID-19 [Click here for details](#)

HEALTH SNAX  
**GOLDEN CRISPS  
WHOLE GRAIN  
THINS**  
NET WT 15 oz (428g)

019684842856

80 Calories	1 Sat Fat (g)	130 Sodium (mg)	1 Sugar (g)	

**Nutrition Facts**  
Serving Size 5 crackers (16g)  
Servings Per Container about 24

Amount Per Serving

**INGREDIENT CHANGES DUE TO COVID-19**

Due to supply chain disruptions during COVID-19, bleached flour could have been replaced with unbleached flour for this product.

While there continues to be “bleached” flour shortages as a result of the COVID-19 pandemic, “bleached” flour ingredients may be replaced with “unbleached” flour ingredients for this product without a corresponding label change.

**— WHERE TO GET MORE INFORMATION**  
U.S Food & Drug Administration

**FARE**  
Food Allergy Research & Education

**INGREDIENTS:** Loves to play outdoors, athlete, competitive, future baseball, basketball and hockey player, kind, cuddler, comedian, best brother, snack thief, allergic to peanuts  
**CONTAINS: COURAGE®**

**I Am So Much More Than My Food Allergies**

FARE is dedicated to improving life and health for 32 million Americans with potentially life-threatening food allergies, advocating for research, and providing resources, support and hope for the entire food allergy community.

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HEALTH SNAX  
**GOLDEN CRISPS  
WHOLE GRAIN  
THINS**  
NET WT 15 oz (428g)

019684842856

--	--	--	--	--

According to the FDA, the most common food allergens are milk, peanuts, eggs, fish, crustacean shellfish, soy, tree nuts and wheat.

Soy [Contains >](#)

Wheat [Contains >](#)

**ADDITIONAL ALLERGEN INFORMATION**

**— FACILITY INFORMATION**

Our production lines are thoroughly cleaned between allergen containing products and we follow good manufacturing practices. We have validated (through testing) our allergen cleaning processes in all of our facilities. We are very concerned about food allergies and want to ensure that our products are safe for food allergic consumers to eat. Scientific evidence has shown that consumers with peanut and tree nut allergies can have a severe reaction to amounts that are below the current detectable limits based on existing technology. For this reason, we have chosen to warn consumers allergic to peanuts and tree nuts of the potential for extremely low levels by using a may contain statement.

**+ INGREDIENT HANDLING**

**+ FURTHER RESOURCES**

TASTY BRAND

Farm Raised  
Premium Frozen  
Turkey

NET WT 2.8 kg



01234567890



SmartLabel® Product  
Information



Where to buy



Brand Information



smartlabel


Scan here for more  
food information

# Where to...


## OPPORTUNITIES


# Where to.... OPPORTUNITIES

TASTY BRAND  
Farm Raised  
Premium Frozen  
Turkey  
NET WT 2.8 kg

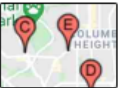


01234567890






SmartLabel® Product Information



Where to buy



Brand Information

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TASTY BRAND  
Farm Raised  
Premium Frozen  
Turkey  
NET WT 2.8 kg



01234567890



Nutrition	Ingredients	Allergens	Features & Benefits	Company, Brand, & Sustainability
170 Calories	2.5 Sat Fat (g)	200 Sodium (mg)	0 Sugar (g)	

**Nutrition Facts**  
Serving Size 4oz. (112g)  
Servings Per Container Varied


Amount Per Serving

Closest Tasty Brand products:  
ARLINGTON, VA

TASTY BRAND

Stores within 1 miles  
of 22209

- CVS  
Rosslyn, VA
- Safeway  
Arlington, VA
- CVS  
Arlington, VA
- CVS




THE TASTY BRAND  
STORY

**WHERE WE STARTED**

The turkey business started with John's grandmother in the mid 1940s, when she raised one hundred turkeys. John grew up on a farm where his family raised hundreds of turkeys, as well. When we married in 1976, we moved onto the farm and continued the family business. John's experience and knowledge of raising turkeys allowed us to expand the flock to several thousand over the years.

For twenty-four years, our farm was a





Recipes

eCommerce

# Additional Opportunities

Recycling

Sustainability

Powering every day.



smartlabel<sup>®</sup>

**Contact:**

**Julie Savoie, Director of SmartLabel**

**[jsavoie@consumerbrandsassociation.org](mailto:jsavoie@consumerbrandsassociation.org)**



**CONSUMER  
BRANDS  
ASSOCIATION**