

# Product labels - Hidden Sugars

## EXAMPLE

### Introduction

Understanding product labels is key to identifying hidden sugars. Look for alternative names for sugar, which can often be disguised as syrups, concentrates, or terms ending in **"-ose."** In the example's below, hidden sugars and what to look for are highlighted in **'yellow'** to help you recognise them more easily.

### Nutrition Information

Nutrient	Amount per Bake (35g)	% Reference Intake (RI) per Bake
ENERGY	540 kJ	128 kcal (6%)
FAT	3 g	4%
SATURATES	0.3 g	
<b>SUGARS</b>	<b>7.8 g</b>	<b>9%</b>
SALT	0.21 g	4%

Nutrition information based on an adult's reference intake. Energy per 100g: 1544 kJ, 367 kcal.

### Table of Nutritional Information

Nutrient	Per 100g	Per Bake (35g)
Energy (kJ)	1544	540
(kcal)	367	128
Fat	8.6 g	3.0 g
of which Saturates	0.8 g	0.3 g
Carbohydrate	69.7 g	24.4 g
of which Sugars	<b>22.3 g</b>	<b>7.8 g</b>
Fibre	4.8 g	1.7 g
Protein	3.3 g	1.2 g
Salt	0.61 g	0.21 g

Typical number of bakes per pack: 6

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## Ingredients

- Apple Flavoured Filling (43%) [**Glucose Syrup**, Humectant (Glycerine), **Glucose-Fructose Syrup**, Apple Juice Concentrate (1.8%), Wheat **Dextrin**, Acidity Regulators (Citric Acid, Malic Acid, Calcium Citrates), Gelling Agents (Pectins, Sodium Alginate), Vegetable Fibre, Thickener (Modified Starch), Natural Apple Flavouring]
- Flour (Wheat Flour, Calcium, Iron, Niacin, Thiamin)
- Oatmeal (11%)
- **Sugar**
- Vegetable Oil (Sunflower)
- Water
- **Maltodextrin**
- Partially Inverted Sugar Syrup
- Polydextrose
- Starch
- **Invert Sugar Syrup**
- Wheat Gluten
- Salt
- Raising Agents (Sodium Bicarbonate, Disodium Diphosphate)
- Emulsifiers (Soya Lecithin, E472e)
- Natural Flavouring
- **Contains the equivalent of 13% Apple Juice**

## Dietary Information

- Suitable for Vegetarians
- For allergens, including Cereals containing Gluten, see ingredients in bold.
- Free From Artificial Colours
- Free From Artificial Flavours

## Allergy Advice

May also contain Nuts, Milk, Egg.

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