

SmartLabel™ Fact Sheet

A Modern Day Tool to Get Even More Detailed Product Information

SmartLabel™ is an innovative transparency initiative that provides consumers with detailed information about the food, beverage, personal care, household and pet care products they use and consume. SmartLabel™ leverages digital technology and smart devices to bring consumers information about hundreds of product attributes that go well beyond the label. Consumers will have easy and instantaneous access to detailed information about thousands of products. SmartLabel™ was created by the Grocery Manufacturers Association (GMA), its member companies and retailers.

Meeting a Growing Demand for Information: Why SmartLabel™?

Consumers want an increasing amount of information about their food, beverage, household and personal care products - and SmartLabel™ meets that need. SmartLabel™ makes it easier than ever for shoppers to find information about products they use and consume.

SmartLabel™ will change the way people shop and will help them get answers to questions they have on the products they purchase when they want that information.

How Does SmartLabel™ Work?

SmartLabel™ empowers shoppers to learn even more about the products they buy and consume. Each product in SmartLabel™ will have a specific landing page containing detailed information on ingredients and other product attributes. The landing page is designed and organized in a consistent fashion across products - whether the consumer is looking at a gallon of ice cream or a gallon of laundry detergent.

This digital information can be accessed via smartphones, tablets and desktops. Consumers can use SmartLabel™ several ways:

- Web search through a search engine like Google or Bing
- A participating brand's or retailer's website
- Scanning a QR code on the package
- Eventually, through certified apps
- Participating retailers will also make it easy to use SmartLabel™. For shoppers without smartphones, many customer service desks will have access to the information or the ability to connect to a SmartLabel™ website or www.smartlabel.org.



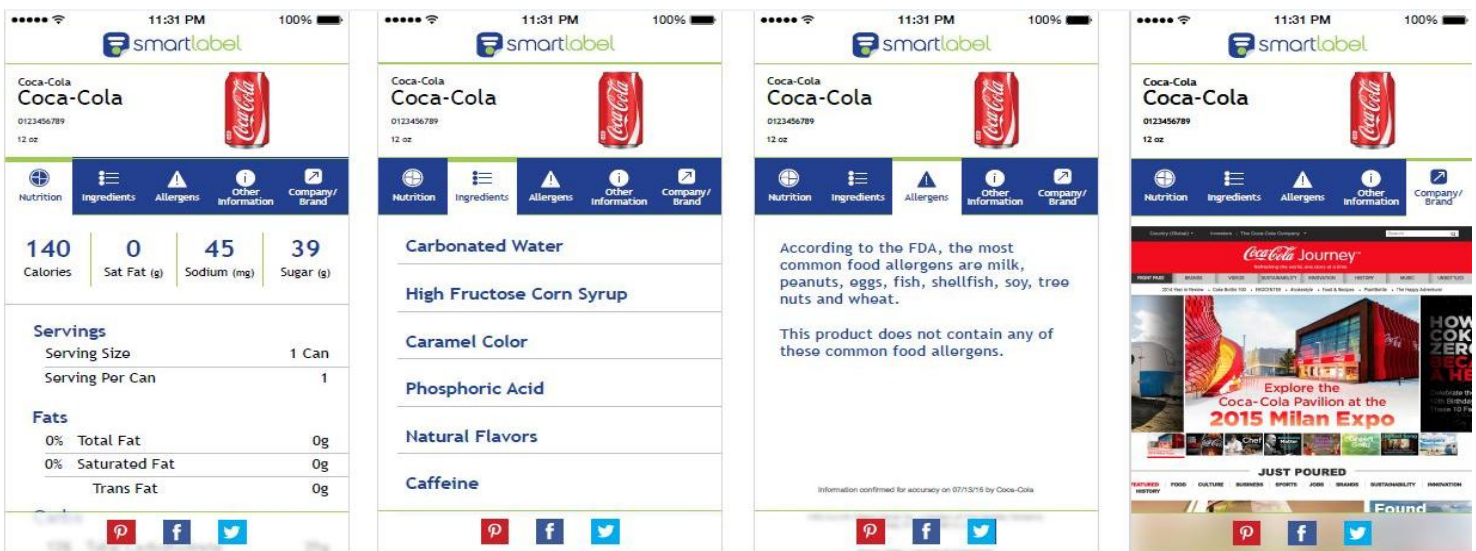
Illustration

What Information is Provided?

SmartLabel™ is rooted in the information consumers want to know. For food products, SmartLabel™ provides information on nutrition, ingredients, allergens and other information such as certifications. For non-food consumer products, SmartLabel™ includes things such as ingredients, usage instructions, advisories and handling information. SmartLabel also gives consumers a link to the product's web page.

The first version of SmartLabel™, known as Gen. 1.0, will include over 350 product attributes. Each attribute is classified as either “required” or “voluntary.” All “required” attributes in Gen. 1.0 are defined by US regulations and required to be available to consumers by U.S. law. A company can decide whether to disclose “voluntary” product attributes; and if it does so, it must use an industry-recognized standard definition.

All information on a SmartLabel™ landing page is bound by the same accuracy requirements as if it were printed on a label. The USDA and FDA misbranding authority apply to all information contained within SmartLabel™.



Who Has Committed to SmartLabel™?

As of December 1, 2015, more than 30 of the iconic U.S. food, beverage and consumer products companies are committed to utilizing SmartLabel™ to give consumers even more detailed information about their products. Some companies are beginning to offer products using SmartLabel™ late in 2015, with nearly 30,000 products featuring SmartLabel™ expected on store shelves by the end of 2017.

For More Information on SmartLabel™ and the products currently using it can be found at www.smartlabel.org.

