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NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA

GB 7718-2025

**National food safety standard -- General Standard for the
Labeling of Prepackaged Foods**

食品安全国家标准 预包装食品标签通则

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National food safety standard -- General Standard for the Labeling of Prepackaged Foods

1 Scope

This Standard applies to the labels of pre-packaged foods provided directly to consumers and the labels of pre-packaged foods not provided directly to consumers.

This Standard does not apply to food storage and transportation packaging labels that provide protection for food during storage and transportation, or the labels of bulk food and ready-to-eat food.

2 Terms and definitions

2.1 Pre-packaged foods

Foods pre-packaged or made in packaging materials or containers. This includes foods that are pre-packaged or made in packaging materials or containers in a certain quantity and have a uniform mass, volume or length mark within a certain quantity limit. It also includes foods that are pre-packaged or made in packaging materials or containers and sold in a measured manner.

2.2 Food labels

The text, graphics, symbols and all other explanatory materials on food packaging.

2.3 Digital labels

Food labels displayed on food packaging using information technology such as QR codes.

2.4 Ingredients

Any substance used in the manufacture or processing of food and present in food (including in a modified form), including food additives (including food nutrient fortifiers).

2.5 Production date (manufacturing date)

The date when the food becomes the final product, including the packaging or filling date.

information of the producer and/or operator, production date and shelf life expiration date, storage conditions, food production license number, product standard code, allergen warning and other information required to be indicated by laws, regulations and national food safety standards, except for the information exempted from food product labeling in laws, regulations and national food safety standards.

4.2 Food name

4.2.1 The name reflecting the true attributes of the food shall be marked in a prominent position on the food label. Attribute name refers to a special name that can reflect the inherent characteristics of the food itself that does not need to be explained or has been explained, including descriptions of one or more food-specific characteristics such as food or ingredient characteristics, process characteristics, food category, etc.

4.2.1.1 When one or more names of a food have been specified or adopted in national standards, industry standards, local standards, regulations issued by relevant departments of the State Council and announcements related to food naming, one of the names or a name that is essentially the same as the above names shall be selected as the attribute name.

4.2.1.2 When there is no name specified or used in national standards, industry standards, local standards, regulations issued by relevant departments of the State Council, or announcements related to food naming, a name that can fully explain the true attributes of the food and is not likely to mislead or confuse consumers shall be used as the attribute name.

4.2.2 On the same display page as the food attribute name, the food's "new name", "unique name", "transliterated name", "regional slang name" or "trademark name" etc. can be displayed at the same time. When the above names contain words or phrases that may easily mislead or confuse consumers about the food attribute, they shall be displayed in an adjacent position on the same display page with a font height no greater than the attribute name and in the same font and color as the attribute name.

4.3 Ingredients

4.3.1 The label of prepackaged food (including single-ingredient food) shall indicate the ingredient list. The ingredient list shall indicate the guide words. The various ingredients in the ingredient list shall be named in accordance with the requirements of 4.2. Food additives shall be named in accordance with the requirements of 4.3.4. The ingredients listed in A.4 of Annex A may be indicated by their specific names or by the classification method in Table A.1, unless otherwise specified by national standards, industry standards or local standards.

4.3.2 Various ingredients shall be listed in descending order according to the amount (by mass) added during the manufacture or processing of food. Ingredients added in an amount not exceeding 2% may not be listed in descending order. Ingredients that have been volatilized or removed during processing may not be indicated in the ingredient

list.

4.3.3 If an ingredient directly added to food is a composite ingredient made of two or more other ingredients or raw materials (excluding composite food additives), the name of the composite ingredient shall be indicated in the ingredient list. The original ingredients of the composite ingredient shall then be indicated in brackets according to the requirements of 4.3.2. If there are national, industry or local standards for composite ingredients and the amount added is less than 25% of the total amount of food, the original ingredients may not be indicated. The composite ingredients added to the composite ingredients may not be indicated in their original form.

4.3.4 Food additives shall be labeled with their common names in GB 2760, GB 14880 or the announcements of the health administrative departments of the State Council and the national food safety standards. The name of a food additive does not include its preparation method. If there are other provisions in the national food safety standards or announcements issued by the administrative departments of the State Council, they shall prevail. Food additives that can be used as food additives or food nutrition fortifiers and other ingredients shall be labeled according to their role in the final product.

4.3.4.1 Compound food additives shall be labeled with all food additives that play a role in the final product. Processing aids and enzyme preparations that have lost their activity may not be labeled. Food additives contained in compound ingredients that have national standards, industry standards, and local standards and whose addition amount is less than 25% of the total amount of food may not be labeled if they meet the carry-in principle stipulated in GB 2760 and can be introduced into food through food ingredients (including food additives). Excipients of food additives that do not play a functional role in the final product may not be labeled. If there are other provisions in national food safety standards, they shall prevail.

4.3.4.2 Food additives may be directly labeled with their common names. They may also be classified and labeled with their common names and the functional category names of the food additives at the same time. See Annex B for the labeling format. Only one format in Annex B shall be selected for labeling on the label of the same prepackaged food.

4.3.4.3 When labeling the common name and functional category name of a food additive at the same time, if the maximum surface area of the packaging material or packaging container is not greater than 60 cm² (the calculation method of the maximum surface area is shown in Annex C), the international code (INS number) listed in GB 2760 may be used to replace the common name of the food additive. If a food additive does not have a corresponding international code in GB 2760, or if it is necessary to label allergens, its common name shall be labeled.

4.3.5 Edible substances made from food and having certain packaging functions shall be indicated in the ingredient list, unless otherwise specified in national standards,

industry standards, local standards or other laws and regulations.

4.3.6 For bacteria directly added during the production process, if they have not been inactivated or removed, the specific name of the added bacteria shall be indicated. The corresponding strain number and strain content may be indicated at the same time. If the above bacteria play a fermentation role in food, they can also be classified and labeled as "fermentation bacteria" or "microbial fermentation agent". If the above bacteria are inactivated or removed by filtering or other methods, they do not need to be labeled. If they are labeled, the sterilization process of the product shall be clearly stated near the food attribute name or ingredient list, or "inactivated", "non-viable bacteria type", "sterilized type", "sterilized type" and other words that can fully indicate that the bacteria are no longer active. If there are other provisions in laws, regulations, and national food safety standards, they shall prevail.

4.4 Ingredient emphasis and quantitative labeling

4.4.1 If the food label specifically emphasizes the addition or inclusion of one or more ingredients or components, the amount of the ingredient or component added or the content in the finished product shall be indicated in the ingredient list or in additional text. See A.5 for the labeling format.

4.4.1.1 If the ingredients or components of food are mentioned in the food name, the amount of the relevant ingredients or components added or the content in the finished product shall be indicated.

4.4.1.2 The images used on food labels to illustrate taste, flavor, source of ingredients, method of consumption or purpose, etc., are not considered special emphasis. If only food flavors and spices are used to blend a certain ingredient or food flavor, only images other than real photos of the relevant ingredients or food may be used, and the words "Image is for taste reference only" shall be prominently displayed near the image.

4.4.2 When the food label specifically emphasizes that the content of one or more ingredients or components is low or absent, the content of the emphasized ingredients or components in the finished product shall be indicated.

4.4.2.1 When using words such as "none" or "does not contain", the content of the corresponding ingredients or components shall be "0". If there are other provisions in other laws, regulations or national standards, industry standards or local standards, they shall prevail. Food additives, contaminants, and substances that are not allowed to be added to food or shall not be present in food as stipulated in laws, regulations and standards, shall not be claimed using words such as "none" or "does not contain" or their synonyms. See A.5 for synonyms of content claims.

4.4.2.2 The words "no addition", "no use" and their synonyms shall not be used. If there are other provisions in other laws, regulations or national food safety standards, they shall prevail. For synonyms related to "no addition", see A.5.

4.5 Net content and specifications

The net content shall be indicated on the same display panel of the packaging or container as the food name.

4.6 Name, address and contact information of the producer and operator

The name, address and contact information of the producer and operator shall be marked in accordance with laws, regulations and the requirements of the food safety supervision and management department of the State Council.

4.7 Date labeling

4.7.1 The production date and expiration date of pre-packaged food shall be clearly marked in the order of year, month and day. See A.2 for the labeling format. If the date labeling adopts the form of "see a certain part of the packaging", the specific part of the packaging shall be marked. For products with a shelf life of 6 months or more, only the shelf life and expiration date may be marked. The date labeling shall be clear, eye-catching and easy to identify. It shall not be separated from the packaging or container. It shall not be affixed, reprinted or modified.

4.7.2 When the maximum surface area of the packaging material or packaging container is not more than 20 cm², only the shelf life and the expiry date may be indicated.

4.7.3 To guide consumers to consume food properly after purchasing it and avoid food waste, the shelf life can be marked according to the characteristics and process of the food, as the last date of consumption of the food under the storage conditions indicated on the food label. See A.2 for the labeling format.

4.8 Storage conditions

The storage conditions shall be indicated on the label of prepackaged food. See A.3 for the labeling format.

4.9 Food production license number

The food production license number shall be marked in accordance with relevant regulations.

4.10 Product standard code

Prepackaged foods produced and sold domestically shall be labeled with the standard code and serial number implemented by the product.

4.11 Product quality level

If the food standard has clearly specified the quality grade, the quality grade shall be indicated; otherwise, the quality grade shall not be indicated.

Chinese and foreign languages of the mandatory labeling content. The content expressed in other foreign languages or traditional Chinese characters visible on the label shall correspond to the standardized Chinese characters (except for trademarks, the producer and address of imported food, the name and address of foreign operators, and website addresses).

8.1.3 The information on the labels of imported prepackaged foods shall comply with the requirements of the corresponding clauses in Chapter 4 (except 4.9 and 4.10) and Chapter 5.

8.1.4 The labels of imported pre-packaged foods not directly provided to consumers shall comply with the relevant requirements in Chapter 5.

8.2 Ingredients

The contents of the foreign-language ingredient list of imported pre-packaged foods shall all have corresponding contents in the Chinese ingredient list. Ingredients in foods that are not indicated in the foreign-language ingredient list but shall be indicated according to Chinese laws, regulations and standards shall also be indicated in the Chinese ingredient list.

8.3 Name, address and contact information of the producer and operator

Imported pre-packaged foods shall indicate the name, address and contact information of the importer/agent, as well as the registration number of the overseas manufacturer in China or the registration number approved by the competent authorities of the country or region where the manufacturer is located.

8.4 Country or region of origin

Imported pre-packaged food shall be labeled with the country (region) of origin. For goods that are completely obtained in one country (region), the country (region) shall be the country (region) of origin. For goods produced by two or more countries (regions), the country (region) where the substantial change is finally completed shall be the country (region) of origin. If the country or region of filling or subpackaging is inconsistent with the country of origin, the country (region) of filling or subpackaging shall be labeled at the same time. The source of the raw materials or ingredients or the name of the country or region of production may also be labeled at the same time.

8.5 Date labeling

If the original packaging of imported pre-packaged food does not indicate the production date, the production date shall be indicated after calculation based on the shelf life, best before date and other related information indicated on the original packaging. For products with a shelf life of 6 months or more, only the shelf life and shelf life expiration date may be indicated.

8.6 Suitable groups, consumption amount or consumption method

The information on the original labels of imported pre-packaged foods involving suitable groups of people, serving sizes or methods of consumption, etc. shall have corresponding Chinese content and shall comply with the requirements of my country's national food safety standards and announcements issued by relevant departments of the State Council.

8.7 Others

Imported pre-packaged foods may not be labeled with the food production license number and product standard code.

9 Requirements for digital labels

9.1 Food producers are encouraged to display food label information through digital labels while pre-packaged food labels comply with the requirements of this Standard.

9.2 The content displayed on the digital label shall comply with the provisions of laws, regulations and national food safety standards, and shall be consistent with the food label information displayed on the food packaging.

9.3 When using digital labels, digital means that comply with national standards shall be used to provide digital labels. The identity of the digital label shall be clearly indicated by "digital label" or similar words near the digital label.

9.4 Digital labels shall be provided in an easily accessible form. Compatibility with multiple identification methods is encouraged. The content of the digital label shall be directly displayed on the first-level page after reading and shall not contain any interfering elements that affect normal reading.

9.5 The content of digital labels shall be clear, eye-catching, easy to read, and must not be tampered with. Food producers can provide digital labels according to the needs of specific consumer groups, such as providing food information through video, voice recognition, etc. on the basis of text labels.

9.6 The items that shall be marked on pre-packaged food are marked with digital labels. The label information marked on the pre-packaged food packaging can be simplified in accordance with relevant regulations.

9.7 Where there are clear provisions in Chinese laws, regulations, food safety standards and relevant departments of the State Council, such provisions shall be followed.

addition", "zero adding", "not adding", "not use", "not be used" and terms that are essentially the same as the above.

A.5.4 Exemptions from quantitative labelling

Ingredients or components mentioned on food labels are exempted from indicating their added amount or content if they meet one of the following conditions and are not considered to be specially emphasized. If there are other provisions in national standards, industry standards, local standards and other laws and regulations, they shall prevail.

- a) Ingredients or components mentioned in allergen warnings or other warning terms or warning terms;
- b) Ingredients or components mentioned only in the method of consumption or product pairing recommendations;
- c) The description of the "origin" of single-ingredient foods that all come from the same origin;
- d) Descriptive terms used only to describe the sensory characteristics of the final product process and properties, flavor, taste, mouthfeel, etc., or names used only in statements that describe the purpose of the product;
- e) Ingredients or components involved in food names (or names that are essentially the same) specified in national standards, industry standards, local standards, and announcements on standard naming issued by relevant departments of the State Council, or ingredients or components with specified addition amounts or content in finished products.

A.6 Recommended labeling content

A.6.1 Prepackaged food labels may indicate the batch number of the product as required.

A.6.2 Prepackaged food labels may indicate methods of consumption, such as how to open the container, how to consume or use the food, how to cook or heat the food, how to defrost or heat the food, how to store the food after thawing or heating it, how to rehydrate and reconstitute the food, how long the food will last after opening, how to store the food after opening, how to pair the food with other foods, and other instructions that may be helpful to consumers.

Annex B

Labeling format of food additives in the ingredient list

B.1 Overview

This appendix provides examples of the labeling of food additives in the ingredient list. When labeling the corresponding items, one of the options shall be selected according to the requirements of 4.3.4.

B.2 All common names of food additives indicated in descending order of added amount

Ingredients: water, whole milk powder, chocolate (cocoa mass, sugar, cocoa butter, lecithin, polyglycerol ricinoleate, flavoring, tartrazine), cream, vegetable oil, glucose syrup, propylene glycol fatty acid esters, carrageenan, guar gum, annatto, maltodextrin, flavoring.

B.3 All functional categories and common names of food additives indicated in descending order of added amount

Ingredients: water, whole milk powder, chocolate [cocoa mass, sugar, cocoa butter, emulsifier (lecithin, polyglycerol ricinoleate), flavoring, coloring agent (tartrate)], cream, vegetable oil, glucose syrup, emulsifier (propylene glycol fatty acid ester), thickener (carrageenan, guar gum), coloring agent (annatto), maltodextrin, flavoring.

B.4 When the maximum surface area of the packaging or packaging container of pre-packaged food is not more than 60 cm², the functional category names and international codes of all food additives may be indicated in descending order of the amount added

Ingredients: water, whole milk powder, chocolate [cocoa mass, sugar, cocoa butter, emulsifier (322, 476), cream, vegetable oil, flavoring, coloring agent (102)], glucose syrup, emulsifier (477), thickener (407, 412), coloring agent (160b), maltodextrin, flavoring.

B.5 Establish the format for labeling food additives

B.5.1 General principles

Food additives used directly shall be listed in the food additives section. Food additives not used directly shall not be listed in the food additives section. Nutritional enhancers, food flavors and fragrances, and base substances in gum-based candies can be listed outside the food additives section of the ingredient list.

The labeling position of a food additive item in the ingredient list is determined

Annex D

Labeling format of allergens in food labels

D.1 Overview

This appendix provides examples of labeling for prepackaged food ingredients that contain allergenic substances and for allergenic substances that may be indirectly introduced during production.

D.2 When allergenic substances are used as ingredients, they shall be labeled in one of the following ways.

D.2.1 Use easily recognizable names and labeling methods (bold font or underline can be used) in the ingredient list to indicate:

Ingredients: Water, whole milk powder, cream, vegetable oil, chocolate (cocoa mass, sugar, cocoa butter, lecithin, polyglycerol castor oil ester, flavoring, tartrazine), peanuts, glucose syrup, propylene glycol fatty acid ester, carrageenan, guar gum, annatto, maltodextrin, flavoring.

Ingredients: wheat flour, white sugar, hazelnut paste (hazelnuts, chocolate).

D.2.2 Specially indicate the prompt information near the ingredient list, using "food allergen (prompt)", "allergenic (causing allergenic) substance (prompt)" or "allergenic (causing allergenic) information (prompt)" as the guide words, or no guide words:

Contains eggs, peanuts, tree nuts, and milk ingredients;

Contains peanut butter and soy products;

This product contains fish and soy ingredients;

This product contains fish and soy ingredients, which may cause food allergies.

D.3 Allergenic substances that are indirectly introduced or may be introduced during the processing shall be indicated near the ingredient list or in other places in the following ways:

"This product may contain...";

"May contain...";

"May contain trace amounts of...";

"This production equipment also processes food (products) containing...";

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