



Labels to the Test: Who is the Intruder?

OBJECTIVE

Develop **critical reading skills of labels**, distinguishing real nutritional information from **marketing messages**, to support **healthier and more sustainable** food choices.

YOUR MISSION

It features three empty labels of similar food products, for example:

- Three types of **breakfast cereals**
- or three types of **cookies**

The challenge will be done **in a group**.

Step 1 - Analyse the labels

In a group, he carefully observes each label.

1. Ingredients list

Analyses:

- The **order of ingredients**
- the presence of **sugar, salt** and **additives**

Product	Sugar in the first ingredients?	Salt	Additives
1	☐ yes ☐ no	☐ yes ☐ no	☐ yes ☐ no
2	☐ yes ☐ no	☐ yes ☐ no	☐ yes ☐ no
3	☐ yes ☐ no	☐ yes ☐ no	☐ yes ☐ no



2. Nutritional table

Compares especially:

- **Sugars**
- **Fat**
- **salt**
(per 100 g)

Product	Sugars (g)	Fat (g)	Salt (g)
1			
2			
3			

3. Marketing claims

Tick the words or phrases used:

- ☐ fitness
- ☐ natural
- ☐ eco / sustainable
- ☐ No added sugar
- ☐ Other: _____

Do these claims match what you see in the ingredients and in the nutritional table?



Step 2 – Decide as a group

After the analysis, it identifies:

- **The Intruder** (The Least Healthy)
- **The healthiest product**
- **The most sustainable product**

Group justification:

FINAL REFLECTION

Answer individually:

1. What information on **the label** surprised you the most?

2. Can you now better recognize a **really healthy product**, beyond marketing? Why?

FOODWISELAB TIP

On labels, the most important information is often in the **ingredients list** and **nutrition label**, not in the large front-of-pack sentences.