



Label vs. Label Reality

OBJECTIVE

Develop the ability to **read labels critically**, distinguishing **marketing** from **real nutritional quality**, and understand how claims can influence (or confound) choices.

YOUR MISSION

Choose **two similar products** and find out if the label really matches reality.

(e.g. two cereal bars, two yoghurts, two breakfast cereals)

Step 1 – Choose your products

- Product A: _____
- Product B: _____

Step 2 – Compare the labels

It analyses the following aspects:

Criteria	Product A	Product B
List of ingredients (order and quantity)		
Sugars (g/100 g)		
Type of fat		
Additives		
Nutrition claims (e.g. "fitness", "natural", "sugar-free")		



Step 3 – Which Is Really Better?

Answers:

- Which product is more nutritionally balanced?

- Why?

Step 4 - Share the discovery

Explain your conclusion to someone in the family or a friend.

- Was this person surprised? ☐ Yes ☐ No
- With what, in particular?

FINAL REFLECTION

What did you learn about the difference between what the label promises and **what the product actually is**?

FOODWISELAB TIP

Not everything that seems healthy is. Learning to read labels gives you **the power of choice** and protects you from misleading marketing.