

시사점

- 2016

*출처 : Food Navigator USA 2016.5.2., Food Trends 2016 (think with Google)

작성 : 뉴욕지사

6-2 미국 건강식품 시장동향

■ 주요내용

- probiotic
2019 8.2% 가
- , Greek Yogurt, Frozen Yogurt가
가 . 2012 \$73 2019
\$112



- gluten-free 가
- 2015 8.4% \$39 8~16%
4~8%



- gluten 가 1 800 gluten free
- gluten-free 10% . 160 gluten
- gluten free

*출처 : Specialty Food News

시사점

- 가 , gluten-free, probiotic
- 가

작성 : LA지사

6-3 FDA 새로운 영양분석표 최종규제 발표

■ 주요내용

- FDA , D (potassium) 가
- 가 (added sugar) 'sugars' 'total sugars'
- 가
- D A C
-
- 1 (Daily Value)
-
- (footnote) 2,000 2,500

2018 7 26

2019 7 26

(Calories), (servings per container) (serving size)
 (actual amount) D, ,
 (percent Daily Value)
 (percent Daily Value) (footnote) 가 .

: "The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice."

Nutrition Facts	
8 servings per container	
Serving size	2/3 cup (55g)
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 8g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	
Includes 10g Added Sugars	20%
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 235mg	6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

가 (added sugars)
 10% 가

2015~2020

(Dietary Guidelines for

Americans)

Total Sugars 12g	
Includes 10g Added Sugars	20%

(Total Fat), (Saturated Fat) (Trans Fat)
 (Calories from Fat)
 - (serving size) . 1993
 2/3 . (soda) 8oz 12oz 1/2

실질적인 식품 제공량(serving size)

제공량 변화
 한 번의 제공량(single serving)이 바뀌었기 때문에 실제로 소비자들이 한 번에 먹는 양을 반영하여 바뀜

CURRENT SERVING SIZE | NEW SERVING SIZE

4 SERVINGS 200 CALORIES | 3 SERVINGS 270 CALORIES

*자료 : FDA

가 (single serving) . 20oz (two serving) 15oz

패키징에 따라 다른 제공량

패키징 사이즈에 따라 소비자들의 먹는 것과 마시는 것이 차이가 있음. 예를 들어 12 및 20 oz 들 다 모두 보통 한 번에 다 마시기 때문에 한 번의 제공량 (1 serving)으로 쳐야 함

12 OUNCES 130 CALORIES | 20 OUNCES 200 CALORIES

1 SERVING PER BOTTLE FOR EITHER BOTTLE SIZE

*자료 : FDA

(single serving)

(dual column)

(per serving)
24oz

/

(per package/per unit)
(pint)가

Nutrition Facts			
2 servings per container			
Serving size		1 cup (255g)	
Calories	Per serving	Per container	
	220	440	
	% DV*	% DV*	
Total Fat	5g 6%	10g	13%
Saturated Fat	2g 10%	4g	20%
Trans Fat	0g	0g	
Cholesterol	15mg 5%	30mg	10%
Sodium	240mg 10%	480mg	21%
Total Carb.	35g 13%	70g	25%
Dietary Fiber	6g 21%	12g	43%
Total Sugars	7g	14g	
Incl. Added Sugars	4g 8%	8g	16%
Protein	9g	18g	
Vitamin D	5mcg 25%	10mcg	50%
Calcium	200mg 15%	400mg	30%
Iron	1mg 6%	2mg	10%
Potassium	470mg 10%	940mg	20%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

| Dual column 예시 |

The image shows two Nutrition Facts labels. The left label is for a product with a serving size of 2/3 cup (55g) and 8 servings per container. The right label is for a product with a serving size of 2/3 cup (55g) and 8 servings per container. Both labels list various nutrients and their percentages of daily values. Numbered callouts (1-6) point to specific parts of the labels: 1 points to the title 'Nutrition Facts', 2 points to the 'Calories' value, 3 points to the 'Total Fat' amount, 4 points to the 'Includes 10g Added Sugars' line, 5 points to the 'Iron' amount, and 6 points to the footnote at the bottom of the right label.

Left Label (Label 1):

Nutrition Facts
 Serving Size 2/3 cup (55g)
 Servings Per Container About 8

Amount Per Serving
Calories 230 Calories from Fat 72

% Daily Value*

Total Fat 8g **12%**
 Saturated Fat 1g **5%**
 Trans Fat 0g

Cholesterol 0mg **0%**
Sodium 160mg **7%**
Total Carbohydrate 37g **12%**
 Dietary Fiber 4g **16%**
 Sugars 1g

Protein 3g

Vitamin A 10%
 Vitamin C 8%
 Calcium 20%
 Iron 45%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Right Label (Label 2):

Nutrition Facts
 8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories **230**

% Daily Value*

Total Fat 8g **10%**
 Saturated Fat 1g **5%**
 Trans Fat 0g

Cholesterol 0mg **0%**
Sodium 160mg **7%**
Total Carbohydrate 37g **13%**
 Dietary Fiber 4g **14%**
 Total Sugars 12g
 Includes 10g Added Sugars **20%**

Protein 3g

Vitamin D 2mcg 10%
 Calcium 260mg 20%
 Iron 8mg 45%
 Potassium 235mg 6%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

U.S. FOOD AND DRUG ADMINISTRATION

(serving size) : _____ ,

(calorie) : _____ 가

(daily value) : _____ 가

가 (added sugars) : _____ 가 _____ 가

(actual amounts) : _____ D, _____ , _____ ,

(footnote) : _____ (% daily value)