

## Food Labelling for Small Retailers

There are considerable exemptions under food labelling law for food which is:

- displayed for sale in a loose or unwrapped state;
- sold from the same premises where it is pre-packed;
- pre-packed by the retailer and sold from his market stall or vehicle.



### Required Labelling

A clear and conspicuous notice that states:

- the name of the food;
- if the food contains any additives that serve the function of an antioxidant, colour, flavouring, flavour enhancer, preservative or sweetener, then this category name must be labelled at the point of sale:

### If you are using your own labels

Food labelling rules are complex. We would suggest you devise a label based on the above rules and speak to us if you have any doubts.

### We have specific leaflets on food labelling for:

- Bakers, covering bread, cakes and savoury products, meat pies and sausage rolls.
- Greengrocers, covering fruit and vegetables.

## Price Marking of Goods for Retail Sale

### What does the Order require?

Where food is offered for retail sale, the selling price must be given to consumers. In shops exceeding 280 m<sup>2</sup> the unit price (e.g. 65p per kg) must also be displayed.

### How should price indications be given?

When selling to the general public, all pricing information must be clearly legible, unambiguous, easily identifiable and inclusive of VAT and any additional taxes.

Prices can be shown:

- on goods themselves;
- on a ticket or notice near to the goods; or
- grouped together with other prices on a list or catalogue(s) in close proximity to the goods. If counter catalogues are used, there should be sufficient copies for consumers to refer to.

### Descriptions

All written and verbal descriptions should be accurate, where ever they appear.

### Food safety

Check that the food you buy is marked with either “use by” or “best before” and that the “use by” date has not expired.

### Under Age Sales

Tobacco products should not be sold to under 16’s. Do you have the required notices displayed on the wall and on any cigarette machines on the premises?

Alcohol should not be sold to under 18’s. Again separate advice is available on under age sales generally.

## **Business Names**

You will need to display a notice visible to your customers stating the particulars of ownership of your business and the address at which legal documents can be served.

## **Sale by Weight**

Many food products have to be sold by weight. Where this is the case the law requires that the customer knows the weight before paying for or receiving the goods. This can best be done by weighing in front of the customer (not out of sight!), or by marking the weight on the wrapper, or on a separate ticket.

If you want to sell by “gross weight” but the wrapper weight exceeds the permitted limits, then you must state the “net weight”.

If your customer does not take the goods “there and then” you must give the customer a written statement of the weight of the goods, either before, or at the time of delivery to him or her.

You cannot sell by price only!

**For further advice please contact your local Trading Standards Service.**