

# Misleading food labels feed obesity problem

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Are we being tricked into eating too much by the major snack food brands?

Misleading labels on snacks that look like one serve but are in fact in multi-serve packs has sparked a worrying trend that is not helping our health.

Some nutrition information panels trick us into thinking they are single serves, but when you look closely, the fine print tells us there is more than one serve in there. Most of us usually eat the entire pack because it looks like a single serve, but this could be too much for our energy needs.

Cadbury recently reduced its 250g block to 200g. This new size is still too much to be consumed by one person in one day, but it is a positive step towards providing appropriate portion-sized packs. Usually we don't notice when we have 20 percent more or less so 20 percent less will help.

In direct response to the need for smaller portion sizes and clearer nutritional labelling, Mars has just announced the downsizing of its 90 products including Milky Way, Snickers, Maltesers and Twix. Mars Bars will be reduced in size by 11 percent from 60g to 53g.

A single serve should contain 100 Calories for weight loss and 200 Calories for weight maintenance for Australian men, women and children.

Beware of these popular snack foods that include multiple serves in one small pack:

- A small 70g bag of Cadbury Boost mini bites contains 2.8 serves, but how do you divide the 9 pieces in the pack between 2.8 serves?
- A 45g pack of Maltesers contains 1.8 serves per pack and 125 Calories per serve which means 225 Calories per pack.



- A 90g pack of Red Rock Deli Style Potato Chips contains 3.2 serves per pack and 136 Calories per serve – that's 435 Calories per pack.
- A 300g tub of Gippsland Dairy yoghurt (mango and passionfruit twist and 94% fat free) looks like a single serve but actually contains 3 serves per tub, each with 160 Calories per serve.
- A 45g pack of Natural Confectionary Company Chews Fruity Mix contains 1.8 serves per pack and 97 Calories per serve.

If you intend to eat the entire pack, you need to multiply the number of Calories by the number of serves per pack to work out how many Calories you are having.

To make it easier, snack foods should be packaged in single serves or clearly state the number of serves in whole numbers like on a 12 pack of mini Mars Bars.

There are many food brands that do provide snacks in the right portion sizes, packaged in single serves and we really congratulate them for helping us eat the right amount.