Labelling your tea product correctly is a marketing as well as regulatory (legal) issue.

An attractive and informative label/package can make a lasting impact on clients. The US Food and Drug Administration (FDA) also has requirements for labeling a product, laid out in the publication Guidance for Industry: A Food Labeling Guide (http://tinyurl.com/nje6mh). The Hawaii Department of Health follows these guidelines in their own publication (http://tinyurl.com/3ds1xto).

This example label illustrates the minimum data you must provide consumers about your product according to the FDA guidelines. This example is for those businesses that process their own tea leaves. If a product is “manufactured for” or “distributed by,” the label will be slightly different.

There are four required items for any label: product name in English, ingredients, net quantity, and responsibility statement. This information must also be provided in a minimum font size relative to the number of square inches on the “Principal Display Panel” (PDP).
(PDP)—the side of the package that faces the consumer. In this case, this label is 5.75 in x 3.50 in, or 20.13 square inches—the same size as the tea box/bag. Thus, the minimum font for this label as required by FDA is \( \frac{1}{8} \) in or 3.2 mm, or 9 point font.

Besides the PDP, there is the panel to the right as the consumer rotates the package to the left. This panel is where the Nutrition Facts and Ingredient statements go.

In general, these are the basic requirements for your commercial tea label. It is advisable to design your label, following the FDA document referenced above, and then set up a meeting with the Food and Drug Branch of the Hawaii Department of Health to have them review the label so that you can refine it before it’s printed. If you decide to go ahead without a review, you might face a fine for mislabeling, so doing the due-diligence is a great idea.

**The “Information Panel” to the right side of Principal Display Panel**

<table>
<thead>
<tr>
<th>Nutrition Facts</th>
<th>Back of package</th>
<th>Left-side panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>This label may be placed together with the ingredient list and the name and address (name and address of the manufacturer, packer, or distributor) on the PDP. These 3 label statements also may be placed on the information panel (the label panel adjacent to the right of the PDP, or if there is insufficient space on the adjacent panel, on the next adjacent panel to the right). On packages with insufficient area on the PDP and information panel, the Nutrition Facts label may be placed on any alternate panel that can be seen by the consumer (FDA Web site).</td>
<td>Back and left side panels There is no more “required” content to be placed on these panels. These surfaces can be used to provide other information to the purchaser. For example, a story about the business, recipes, and other information of interest.</td>
<td>L&amp;J Farms We started L&amp;J Farms in 1999 to . . .</td>
</tr>
</tbody>
</table>

**Ingredients**

In order of prominence, heaviest to lightest. Can be here or on the PDP.

Ingredients: Green tea.

**Tea-Flavored Pastries**

Our tea has a deep, rich flavor that can be infused into cakes and other pastries. To make . . .

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**Disclaimer**

Reference to a supplemental information source is not intended as an endorsement or recommendation in preference to other sources that may also be suitable.

**Acknowledgments**

The authors thank Dale Evans for editing assistance.

Thank you also to the Hawaii Department of Health, especially Lynn Alborano, for suggestions. This publication is funded by USDA-NIFA Agreement no. 2009-34135-20098, Tropical and Subtropical Agricultural Research (TSTAR) for Hawaii and USDA-ARS Agreement no. 58-5320-7-664: Agricultural Postharvest, Value-Added Products and Processing Program.