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Reading Labels

By Joe Maresca

Reading labels is an essential part of any weight loss program. Being able to clearly identify key

components of a food item is vital to the success of your diet. You have to be careful when you read the label and be extremely thorough. Labels are placed on food items because it is required by law. Marketers are forced to display this information but it does not keep them being tricky about it.

Lets take a look at a sample label.

See here we have the Serving Size of the food item. First we have the Serving Size which is 1 oz. or 28 grams. Then there is the Servings Per Container which is 16. This is where you have to be careful. On small items like a bag of chips or cookies, people tend to skip this part of the label and go straight to the Amount Per Serving Section. This where you will kill yourself. Most small items have a Servings per container with more then 1. They usually have 2 or even 2 1/2 servings per container. Not being aware of this, people do not correctly calculate the Nutrition Facts for that item. When they think they are eating 200 calories in reality they are eating 400 or even 500 calories.

Next thing to look at is Calories and Calories from fat. Most people only look at the total calories. Here we see that this item has 190 calories. Not alot of calories. But here is the killer. Calories from fat is a whopping 150. Making this item over 80% fat. A big misconception of people who read labels is, there is not a lot of saturated fat because the labelel says only 2grams of saturated fat. Wrong, there is another 15 grams of fat. Where does this come from? My best guess is that about another 10 -13 grams of fat are trans fat which is the fat responsible for obesity.

Next we see the % Daily Value. This is recommended daily allowance set by the FDA. This item has a total of 25% fat in regards to your recommened dailiy aloowance. That means that is you eat 4 of these food items, your fat intake would have to be cut off for the rest of the day.

Another item we should look @ is Total Carboydrates. This is the evil demon among low-carb dieters. The FDA's recommended daily allowance for carb intake is around 330 grams per day. There are good carbs and bad carbs. The bad carbs would be considered Sugars. In this case there is only 1g of sugar and 3 g of Dietary Fiber. In regards to carb intake this is a good product.

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Then there is the protein. The more the better. Remember this fact. 1 gram of protein and carbs are the equivalent to 4 calories. 1 gram of fat is the equivalent to 9 calories. I hope this article has cleared up some issues in regards to reading labels. An educated dieter is a successful dieter.

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Self Adhesive Satisfies Micro Breweries

By Martin Williams

The move to self adhesive labels for UK brewers follows recent developments in the USA. Anheuser–Busch has played a leading role in the States and Coors are now adopting the same approach in the UK.

However, it is not only multi–national breweries that have an interest in the quality of their labelling - so do micro brewers.

These smaller regional breweries have a strong reputation for distinctive packaging and have been quick to harness the benefits of self adhesive labels. Many brewers outsource their bottling to contract breweries, which tell us that self adhesives are more reliable at application and give their bottlers less downtime on the production line. The result is good for both the brewer and the bottler.

There are also economies when producing self adhesive labels. Unit costs are reduced because they can be printed, finished and die cut in a single process, minimising costs and wastage.

The development of dual web printing processes also means that the body, back and neck labels can be applied in one pass on the bottling line and labels perfectly index onto the bottles. We also apply film coating that gives labels durability and ensure they reach the shelf in prime condition.

Beer bottles with self adhesive labels are able to be recycled in the same way as those with traditional labels, so innovative labelling does not get in the way of good recycling practice.

The OPM Group has designed, printed and produced self adhesive labels for several regional breweries including Swindon based Arkells.

Arkells head brewer Don Bracher says that self adhesives increase the brand impact of their bottles. "The visual impact of self adhesive labels is significantly better than we glue labels. Yes, they are more expensive, but we think they are worth the additional investment. We now have labels with better colours, better branding and more customer appeal.

"We're producing beer in non returnable bottles, so you have a situation where the bottle is pristine. It's important for the label to look the very best it can".

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