
Arcadia International – Regulatory services

Food labelling

Arcadia International has extensive experience in providing sound and timely regulatory advice to food business operators on how to ensure compliance with applicable requirements in target markets.

Over the last few years, we have had the opportunity to help large, medium and small food businesses to commercialise their products in the European region, the Americas, Asia and Africa. Food retailers, mass-caterers, food producers and food contact materials manufacturers are some of the companies that are part of our current expanding customer base and who have relied on us for labelling compliance and other regulatory services.

Through a highly specialised global network of professionals that includes both food lawyers and food technologists, we are well placed to address labelling needs of all the actors that operate within the food chain at production, processing and/or retail level, taking into account the specificities of the food category or market segment of interest.

Our regulatory services in the labelling area encompass the following activities:

1. **Labelling research and strategy** – Our network of legal and technical food labelling specialists is accustomed to carrying out regulatory research on our clients' behalf in order to identify and/or map out general or product-specific labelling requirements that apply in a given market. This service may be particularly useful when a food company is considering the launch of a new product or intends to enter new markets as consumer information requirements are often a key aspect to be factored in when innovating production or adjusting the latter to the regulatory environment of other markets.
2. **Label conception** – Our food labelling specialists can assist business operators in the development of product labels for target markets from their conception to their design, having regard to the legal requirements that apply to the product in terms of consumer information. Based on our experience, this service is generally necessary when companies intend to launch new products in markets in which they already operate or existing products in one or more new markets.
3. **Regulatory translation** – Our labelling specialists are mother-tongue food professionals with extensive experience in ensuring high-quality translations of on-pack information of mandatory as well as voluntary nature and other related commercial communication (e.g. websites, TV and radio advertising) into the language of the target market. Regulatory translations are always carefully performed with a view to ensuring for each language the right balance between labelling obligations that operators are expected to comply with and effective product marketing strategies.
4. **Label review** – We are accustomed to providing the best legal and technical assessment of food labels' artworks throughout the various stages that label production generally involves. We have experience in managing projects involving a large number of products intended for one or more markets and we are therefore at ease with evaluating compliance of multi-lingual labels. Whilst the label review we perform obviously depends on each client's needs and expectations, as a rule this service involves a full regulatory assessment of the mandatory and/or voluntary

information appearing on pack against compulsory requirements in force in the target market, having regard to the technical specifications of the food product and the client's marketing strategy.

5. **Labelling laws' monitoring** – As the labelling regulatory environment in which businesses operate today is subject to a continuous review process or updates in all markets in order to make sure consumers are provided with meaningful information which should help their purchasing choices, Arcadia International offers also a monitoring service of labelling laws for the markets of interest tailored to the client's needs. This service involves the monitoring of the legislative process of draft laws from their early conception until final approval and entry into force. It may be also complemented by a legal and technical analysis that, taking place throughout the whole legislative process, ensures that the client is duly alerted of the impact that any proposed labelling requirement may have upon his/her business.