

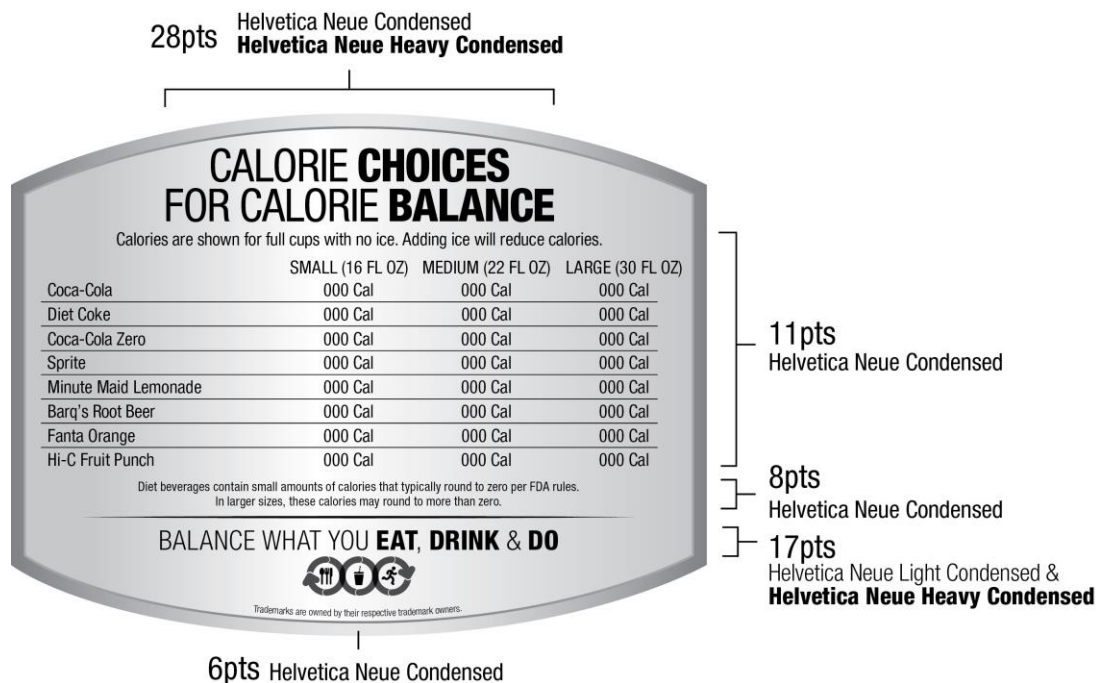
Specifications for **CALORIE CHOICES FOR CALORIE BALANCE** placard to be used on self-serve fountain dispensers:

Shape: A tablet shape, the same shape as the Clear on Calories label on the front of beverage packages, will surround the **CALORIE CHOICES FOR CALORIE BALANCE** message.

Shape Size: The size and orientation of the placards depends on the number of flavors, cup size options and space available. For an eight flavor, three cup size placard as shown in the first example below, the minimum size of a horizontal tablet is 4.375” in width, 3.75” in height and the minimum size of a vertical tablet is 3.375” in width, 4.25” in height.

28pts

Helvetica Neue Condensed
Helvetica Neue Heavy Condensed



11pts
Helvetica Neue Condensed

8pts
Helvetica Neue Condensed

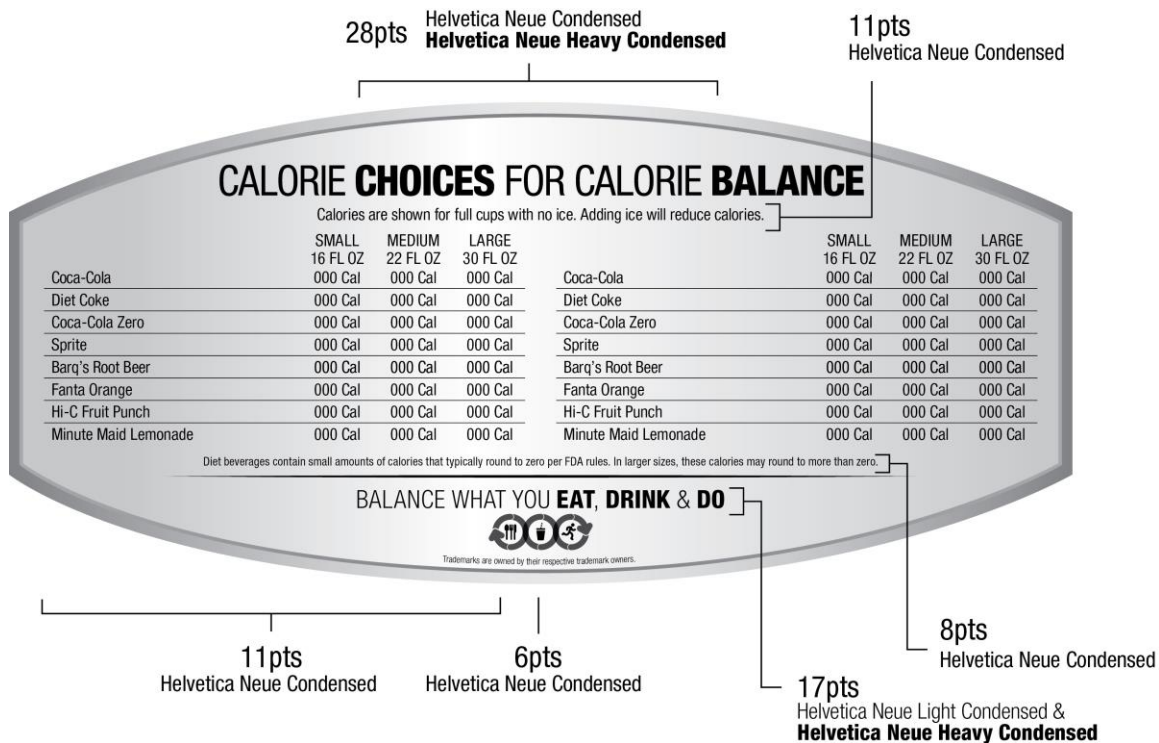
17pts
Helvetica Neue Light Condensed &
Helvetica Neue Heavy Condensed

	SMALL (16 FL OZ)	MEDIUM (22 FL OZ)	LARGE (30 FL OZ)
Coca-Cola	000 Cal	000 Cal	000 Cal
Diet Coke	000 Cal	000 Cal	000 Cal
Coca-Cola Zero	000 Cal	000 Cal	000 Cal
Sprite	000 Cal	000 Cal	000 Cal
Minute Maid Lemonade	000 Cal	000 Cal	000 Cal
Barg's Root Beer	000 Cal	000 Cal	000 Cal
Fanta Orange	000 Cal	000 Cal	000 Cal
Hi-C Fruit Punch	000 Cal	000 Cal	000 Cal

6pts

Helvetica Neue Condensed

For equipment carrying more than 10 flavors the alternative format with two calorie tables, as shown in the second example below, may be used. The fountain placard shall be clear and noticeable to a person standing in front of the machine. When enlarging, always maintain the same proportions and font point sizes.



Calorie Information: Consistent with FDA calorie labeling regulations, for each beverage available at a self-service location, there must be a declaration of the total number of calories per each available cup size. Additionally, each declaration must be accompanied by the term “Calories” or “Cal,” the term “fluid ounces” or “FL OZ,” and the description of the cup size (e.g., “small,” “medium,” “large,” etc.). Self-service calorie declarations are required even if calorie information is also provided elsewhere on a menu or menu board. The calorie declarations must state the total calories based on the complete volume of the cup, without ice. However, FDA does not object to posting a general statement at the self-service location indicating that calorie content may vary depending on the amount of ice dispensed (as noted in the examples).

Headers and Footer Copy and Images: Each placard will include the following header and footer copy with select words displayed bold, as shown in the examples above:

1. Header copy: “Calorie **Choices** for Calorie **Balance**”
2. Footer copy: “Balance What You **Eat Drink & Do**”

The three circle **Mixify** logo will be displayed under the “Balance What You Eat Drink & Do copy.



Explanatory Footnotes: Except as noted below, each placard will include the following explanatory footnotes, placed as shown in the examples above:

1. “Calories are shown for full cups with no ice. Adding ice will reduce calories.”
2. “Diet beverages contain small amounts of calories that typically round to zero per FDA rules. In larger sizes, these calories may round to more than zero.” (**Note:** this footnote may be omitted if the placard does not include any diet beverages for which calories are zero in small sizes and more than zero for larger sizes.)

Font and Font Size: Helvetica Neue LT Std Heavy Condensed and Helvetica Neue LT Std Condensed. The number of calories and the term “Calories” or “Cal” must be in at least as large a type size as the name of the beverage.

Color: A white gradient background, as shown in the examples above, or solid black background should be used for the tablet. The text should always be black on the white gradient background and white on the black background.

Placement: Consistent with FDA regulations, the fountain placard must be placed on or near the self-service fountain machine where a consumer can view the name, calorie declaration and serving size information while selecting the beverage.