

Visual Identity

Gordon Choice™ Brand Standards
Rev. December 2017

Gordon[®]
FOOD SERVICE

Overview

GordonTM
CHOICE

GordonTM
CHOIX

One-Sentence Description

A variety of reliable, foundational products equal or comparable to the national brand.

Brand Attributes

- Quality. At least comparable or equal to the national brand in quality.
- Value. A better value (lower price) than the national brand.

Target Customers

Primary

- Independent Foodservice
- Healthcare
- Education

Visual Identity

Gordon[®]
FOOD SERVICE

Usage

Logomark

Illustrated are callouts of the key elements that make up the Gordon Choice brand and packaging logo.

The logo features a brilliant red color accentuated by a gray secondary line which are carried over from our corporate logo to denote our company heritage and the Gordon family name.

Typographic Title

First instance of use:

Gordon Choice™

Gordon Choix™

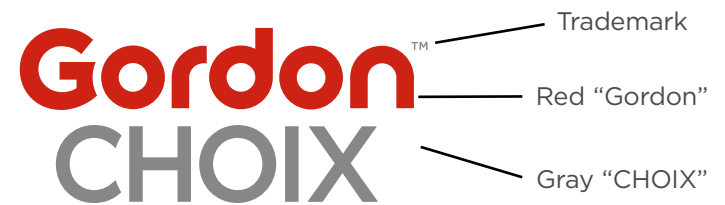
Second and subsequent uses:

Gordon Choice

Gordon Choix

The trademark symbol must appear with the first mention of the brand name in text. In a multi-page piece, use of the brand name in text on the cover does not satisfy the requirement. Please include the registration symbol on the first text mention on an inside page.

The trademark symbol in the Gordon Choice brand logo does not satisfy the requirement to use the trademark symbol in the first text instance.



Clear Zone

The logo clearance area is the area around the Gordon Choice brand logo that must remain free of type and “specific” graphic elements in the context of print collateral.



The x-height created by the distance from the horizontal line in the “e” to the baseline determines the measurement used on all four sides of the logo to create the clearance area. No type or “specific” graphic element is allowed to come within the equivalent of the x-height.

The clearance area is indicated by the empty white space around the logo.



Color

Illustrated on this page are the acceptable two-spot color, four-color process and the one-color spot logo for the Gordon Choice/Choix brand.

		
CMYK	0.100.100.8	0.0.0.80
PANTONE Coated	186C	Cool Gray 8C
PANTONE Uncoated	1797U	Cool Gray 8U

Pantone Color Coated Logo:

Gordon[™]
CHOICE

Gordon[™]
CHOIX

One-Color Logo: Black or white only.
Never red or gray.

Gordon[™]
CHOICE

Gordon[™]
CHOIX

Gordon[™]
CHOICE

Gordon[™]
CHOIX

Restrictions

Do not use any of the versions shown here. These examples represent a sample of potential violations of the logomark and typographic title.

Ideal logo usage is on a white background. It must be easily readable and not on a dark or busy background.

The Gordon Choice/Choix brand logo is a trademark. The trademark symbol must always be used. The color of the trademark symbol will always be consistent aligned with the word "Choice" in the English logo or for the French logo "Gordon".



Typography

The approved fonts are as follows:

Gotham Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Narrow Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Printed Material

Gordon Choice Brand Standards

Rev. December 2017

Gordon[®]
FOOD SERVICE

Sell Sheets

One photo

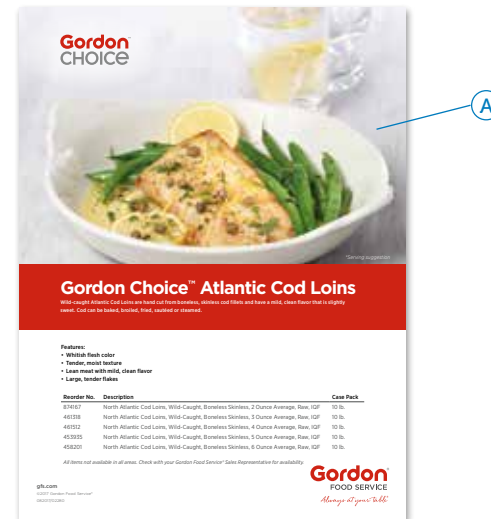
A) When there is very little visual differentiation between products or little visual explanation required, only one image is required. A POS sheet does not require more than one photo. Examples: mayonnaise products, bacon, deli meat, breaded shrimp.

Multiple photos

B) Photos of every product: Applies when there is significant visual differentiation between products or when the visual differentiation offers a unique customer benefit or product use. Examples: sauces (to show color/inclusions), filled pastas (to show filling differences), pies (to show visual differences).

Photos of more than one product, but not ALL listed products are allowed when the product list is too large to include a photo of each product. Best efforts must be made to represent variety of the line.

Every POS sheet must have a lead lifestyle shot. Secondary and supporting photos may be lifestyle shots or may be more simplistic e-commerce type shots (example: cookies may have one lifestyle shot and then an e-commerce shot of each cookie flavor to show visual differences).



Sell Sheets

POS Layout

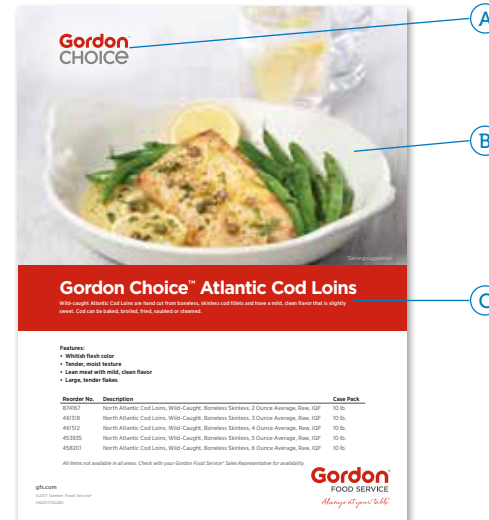
A) Logo is 1.5" wide and placed at top left corner, ½" from top and 1" from left edge.

- Image should allow for at least ½" clearance around the logo, or a white oval with feathered edges will be used. Props and background elements should not be used in this area.

B) Lifestyle shot: Location of photo is based on how much product information will be on the front side. When only one image is required and product listing is minimal, image will be positioned on top third of page. If all product information shifts to the back page because of layout needs, then photo can be the full front page.

C) Introductory paragraph: Headline is 28 pt. Gotham Bold with 30 pt. leading; body copy is 8 pt. Gotham Narrow Medium with 12 pt. leading. Use copy on red bar. Product descriptions should be written in a conversational style. Example: "Whipped Salad Dressing" rather than "Salad Dressing, Whipped."

- List of features may precede product listing, font is 9 pt. Gotham Narrow Bold with 11 pt. leading, 80 black.
- Product Table: List body copy is 9 pt. Gotham Narrow Book, 11 pt. leading. One paragraph should be used when the lineup is one type of product with different flavors (example: filled pasta), and separate descriptions for each product should be used when the products have significant differentiation (example: mayonnaise & salad dressing). Use alternating fills of 10% gray on lists with multiple items per category.
- U.S. to use "Reorder No." and "Case Pack" and Canada to use "Item No." and "Pack Size" as used in conversation in each country. Font is black, 9 pt. Gotham Narrow Medium, 11 pt. leading.



Sell Sheets

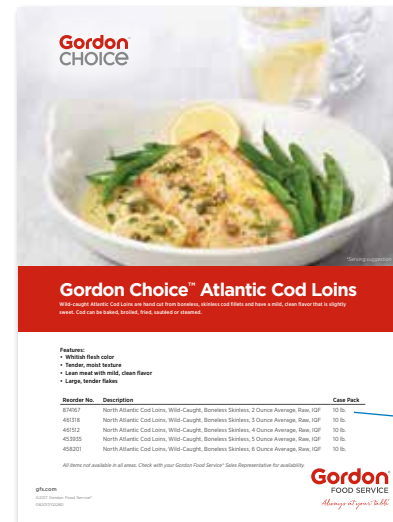
POS Layout, cont.

D1) Listing without descriptions: font is 9 pt. Gotham Narrow Book.

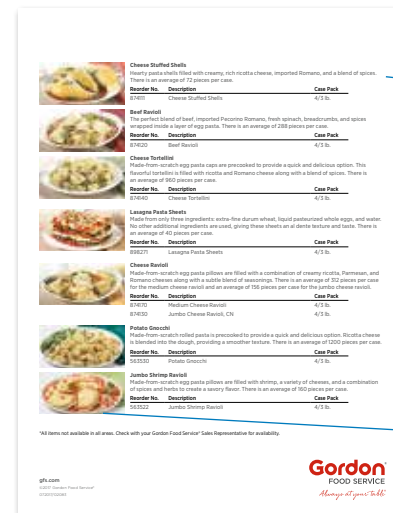
D2) Listing with sentence descriptions: Subhead fonts is Gotham Narrow Bold, 80 black; body copy font is 9 pt. Gotham Narrow Book with 11 pt. leading.

E) Footer statement is placed ¼" from left edge and bottom.

F) Logo with tagline is placed ¼" from right edge and bottom.



D-1



D-2

E F

Ads

Ads are to be designed using a template with a consistently placed red color bar $\frac{3}{4}$ " from bottom of each page, and a 2" white, translucent box to the right containing a centered 4-color process Gordon Choice logo. A copy block should be centered on the red with a $\frac{3}{4}$ " indent on the left.

The Gordon Choice logo is placed $\frac{1}{2}$ " from edge of page and is approximately 1 $\frac{1}{2}$ " in width.

Product photography must meet the Gordon Choice brand standards. Textured background should be light with minimal props in background.

Background image should flood the page to allow full bleed off the bottom. Capturing more photo background for this purpose is necessary.

Fonts

Headline: Font style will vary depending on product type and message, but should be large and centered.

Body copy: First line (callout message) Gotham Narrow Bold, remaining copy Gotham Narrow Book. The size is 8.5 pt., and the leading should be in the 12 pt. range.

Text block starts 2 $\frac{1}{8}$ " from outer edge of page, and is 5 $\frac{1}{4}$ " in width.

Colors

Headline: Colors may change to coordinate with photo (example: green copy may be used with salad shot).

Bar: Red bar at the bottom of the ad is process: 0/100/100/8.



Ad

Photography

Gordon Choice Brand Standards
Rev. November 2017

Photography

Gordon Choice brand packaging photography showcases the equivalent of a national brand look, but the images do not represent higher quality than exclusive brand photography.

Lighting: Even lighting with smooth, soft shadows. Always minimize hot spots.

Depth of field: Typically a shallow depth of field is expected. Focus on ingredients at forefront of the photo with the background focus soft.

Angle: $\frac{3}{4}$ side angle. Overhead angles may be used in certain product applications where the product is better showcased from above.

Background: White or gray—preferably lightly textured, not flat white or black.

Plating: Bright white and clean. Gray, metal or slate also may be used where appropriate.

Napkins: Not always necessary but when used, neutral colors only, laid loosely (not folded stiff) underneath or on side of plate.

Silverware: Rarely used, should be used only to enhance the application.

Background accompaniments: Glassware—clear glass, with water/sparkling water/citrus. Other beverages may be used if they further support the product application. Food in background should be used only to show a critical detail about the product itself. Minimal props are necessary.



Photography

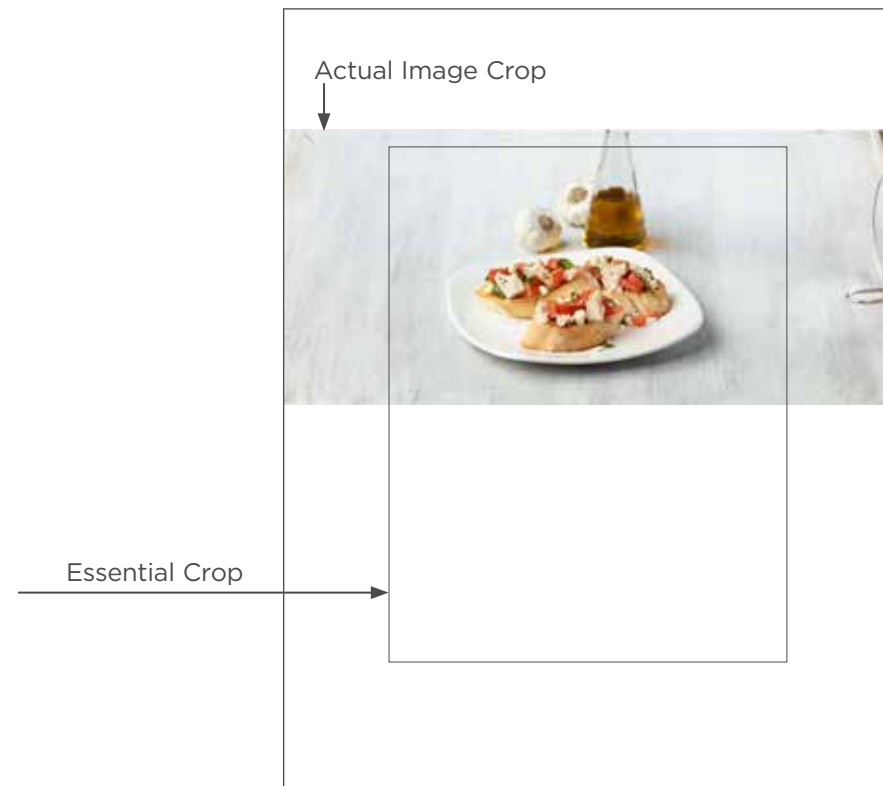
Photography, cont.

Photography for Social Media: Product should appear more casual, as though someone has or is about to take a bite. A tight focus along with crumbs or silverware often enhances this message. All plateware new not be perfectly staged or spotlessly clean.

Food plating/application: Products should be plated in a serving application, but remain simplistic enough to showcase the product. Applications should be modern and fresh, taking into account balance of color when possible. Items in background should not overpower the main dish.

Orientation: Capturing vertical and horizontal orientations would be ideal for multiple uses of photography. See POS and ad templates as examples of varieties required.

Make every effort to provide clear space around the image, both horizontally and vertically, to allow for scaling and position of the lifestyle image. Ample foreground in photographs is essential for the vertical format required for POS sheets and ads.



Photography

Packaging

Gordon Choice Brand Standards

Rev. May 2017

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FOOD SERVICE

Outer Components

Corrugate Specifications

- Prefix and suffix product descriptions should always match the layout of the inner packaging.
- Barcodes should be on at least one long and one short panel. If space allows, they should be on all four panels.

Corrugate Color

Kraft

Corrugate Ink Colors



Country of Origin Labeling

Located above the distribution statement.

Corrugate logo

The Red and Black logo is only to be used on corrugate



Distribution Statement

Canada

- Non-Meat items

DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE® /
DISTRIBUÉ EXCLUSIVEMENT PAR SERVICE ALIMENTAIRE GORDON :
GFS CANADA COMPANY INC®, MILTON, ON L9T 5G4 / GFS.CA / 1A0913

- Meat items

PREPARED FOR / PRÉPARÉ POUR :
GFS CANADA COMPANY INC®,
MILTON, ON L9T 5G4 / GFS.CA / 1A0913

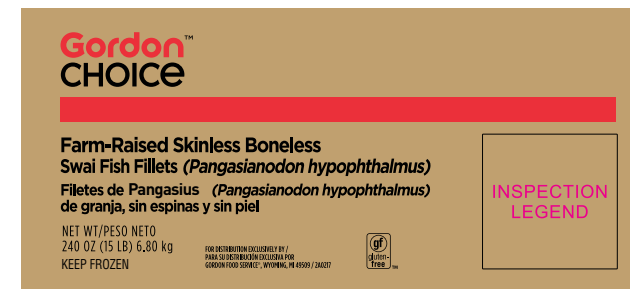
U.S.

FOR DISTRIBUTION EXCLUSIVELY BY /
PARA SU DISTRIBUCION EXCLUSIVA POR
GORDON FOOD SERVICE
WYOMING, MI 49509
2A0616

FOR MORE INFO CALL
CUSTOMER SERVICE
800-968-4164
OR VISIT GFS.COM
THANK YOU.

Notes

- **Seafood Packaging.** Seafood manufacturers will list the Latin species name of the fish below the English name on the box. The Latin needs to be italics, first word first letter capitalized. No need to list it twice.



Usage

Corrugate Logo Size/Alignment

- **A) Logo Size/Alignment:** 2" wide, position 2 "I"s from top and left hand side of box, except for 5" box or smaller, realign logo and bar to be 1 "I" from edges.
- **B) CAN Packaging** will include English and French logos at equal sizes, left justified, distanced 2 "I"s apart.
- **C) Red Bar:** When resizing, make bar (and logo) dimensions proportional to this example for consistency, to span across all panels. The red bar is 60% of the height of the logo.

Inner Component Logo Alignment

- **D) Spacing/Measurement** left hand side of label.
- Use the height of "I" in Choice for measurement.
 - 2 "I"s are ideal for spacing
- **E) Exception:** for shorter labels, 1 "I" from the top is acceptable

Ratio of Logo to PDP:

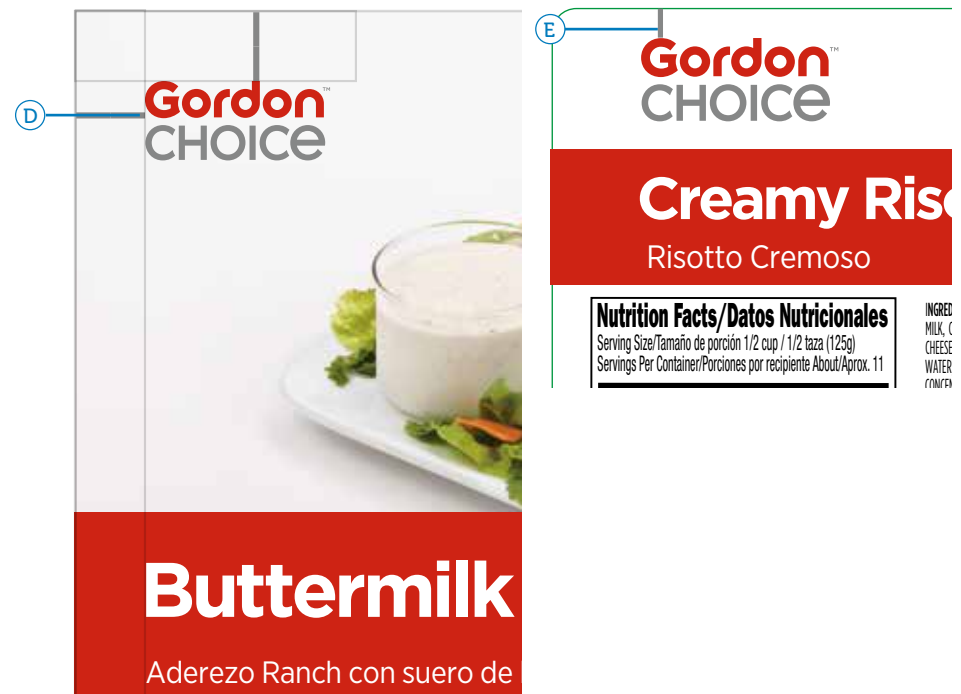
- Logo size is approx. 1/3 width of label.
- Position logo using appropriate spacing, increments and adequate white space.
- Provides flexibility but also a structure to make logo dimensions proportional.
- 1" minimum
- 1.25"
- 1.50"
- 1.75"
- 2.00"
- 2.25"
- 2.5" maximum

Packaging

Corrugate



Inner Components



Gordon[®]
FOOD SERVICE

Usage

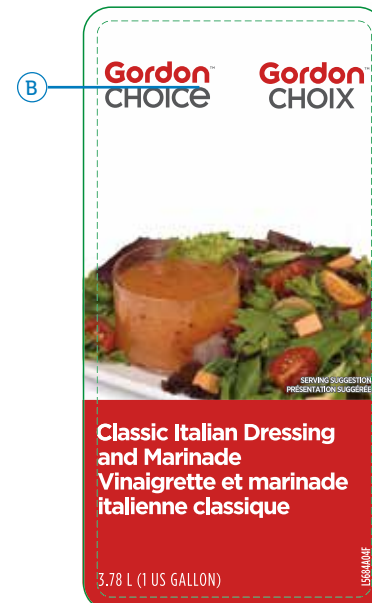
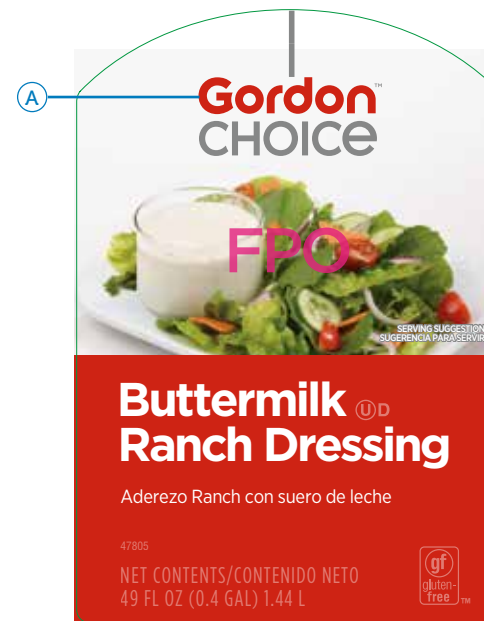
Inner Component Logo Alignment

- **A) Spacing/Measurement** centered on label.
- Use the height of "I" in Choice for measurement.
 - 2 "I"s are ideal for spacing from top of label.
- Type is flush left then centered on panel.

Exception: Use only for label with an arch, which doesn't allow for 2 "I" spacing from top left.

- **B) CAN Packaging** centered both equal-sized logos on label.
- Distance of 2 "I"s apart.

Inner Components, cont.



Packaging

Gordon®
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Usage

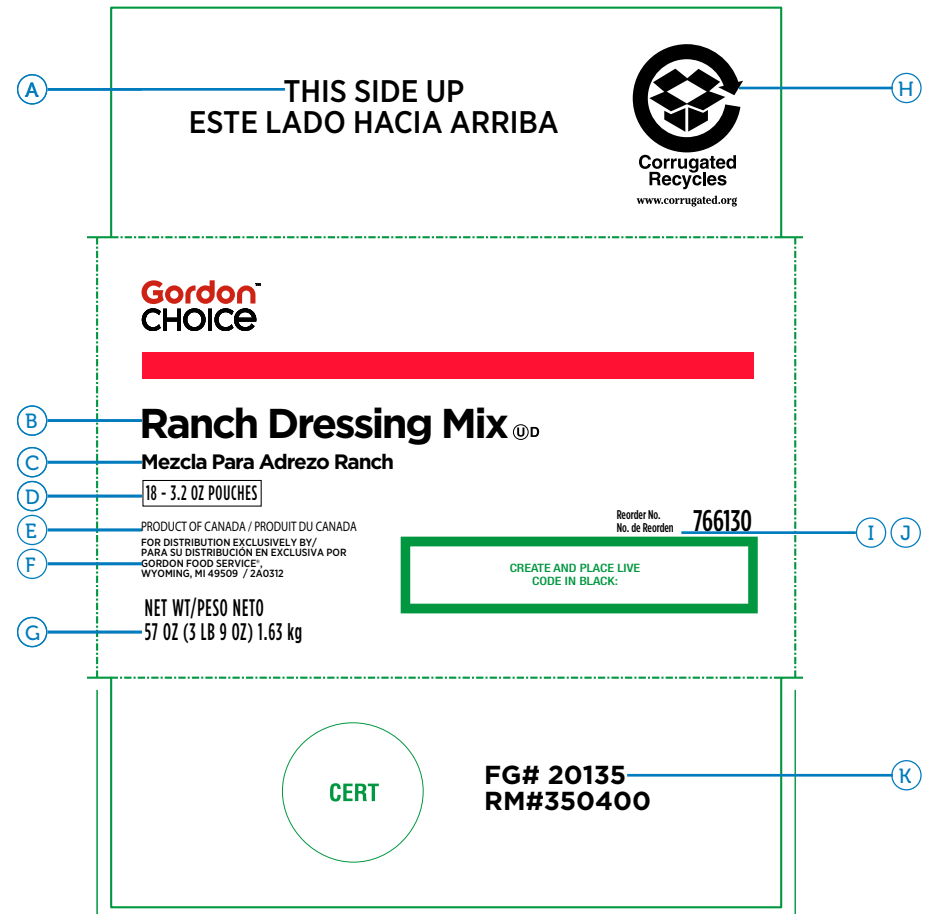
Font Sizes on Corrugate

- **A) Top/Bottom Box Type:** ALL CAPS, Gotham Narrow Medium, 25/25 minimum
- **B) Headlines:** 40/30 -60 tracking, Gotham Bold Roman
- **C) Subhead/Translation:** is 10 pts less than header, i.e. 30/30
- **D) Descriptor:** All Caps, Gotham Condensed Medium same size font/leading as subhead
- **E) Country of Origin:** All Caps, Gotham Condensed Medium 11/11
- **F) Distribution Statement:** on labels 10/10 minimum
- **G) Net Weight:** ALL CAPS, Gotham Condensed Book, matches minimum sizing for PDP (font pt size and leading are the same, 50 tracking)
- **H) Recycled Symbol:** Must be on top right panel of box
- **I) Reorder Type:** Gotham Condensed Medium 12/12 minimum
- **J) Reorder Number:** Gotham Condensed Medium 28 minimum. Font is as tall as stacked Reorder type
- **K) Bottom Box Type:** Gotham Bold 25/25

Notes

- **Type is flush left.** Manually adjust for rounder letters as they tend to stick out and offset alignment. For example a “C” would require -150 V/A (vertical alignment)
- **Ingredients: (not shown)** All caps, justified, Gotham Condensed Book, emboldened lettering is Gotham Condensed Medium (for allergies and INGREDIENTS TITLE). Type must meet minimum type requirement set by smallest font on Nutrition Panel.

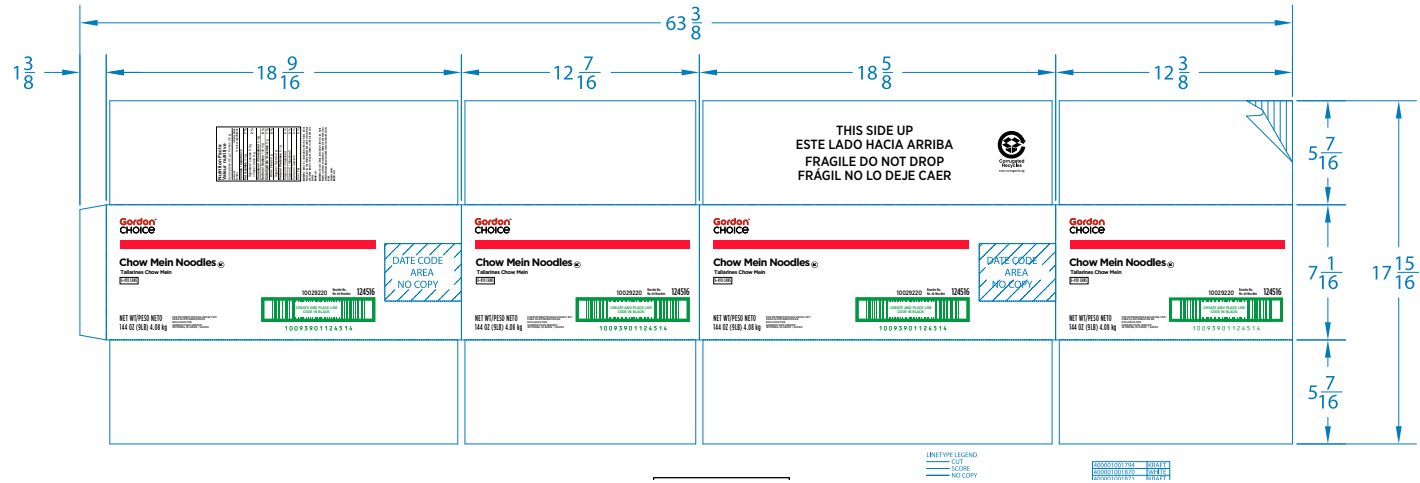
Packaging



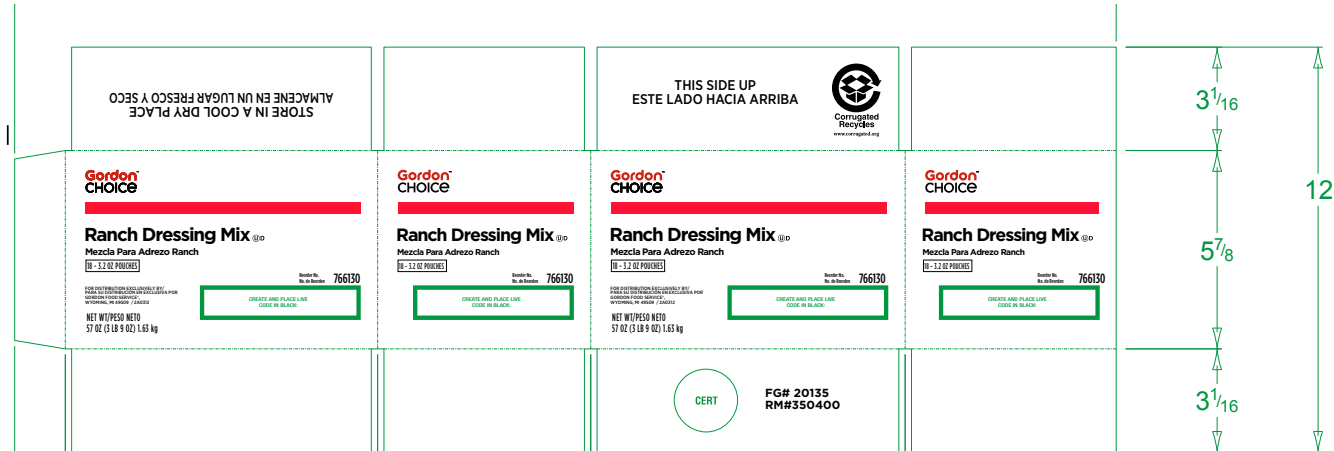
Outer Components

Fully Printed Corrugate

U.S. Option 1



U.S. Option 2

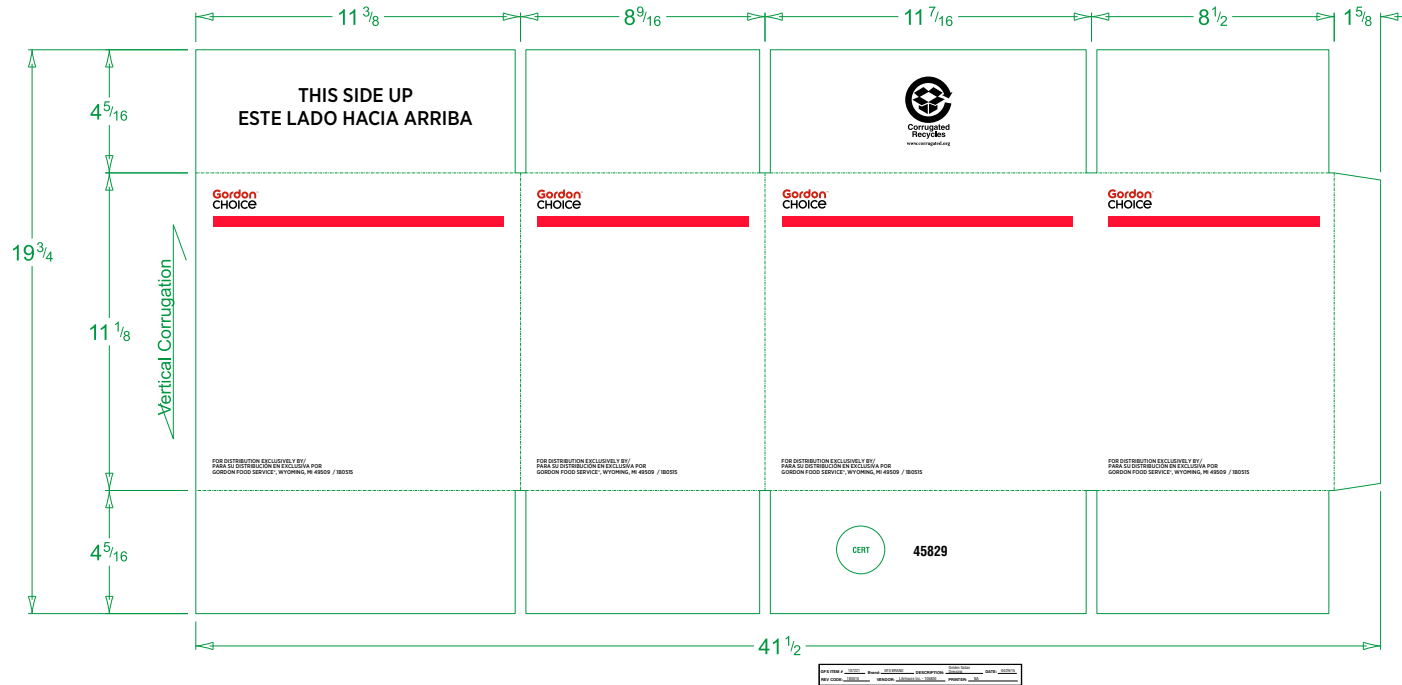


Packaging

Outer Components

Partially Printed Corrugate

U.S.



Packaging

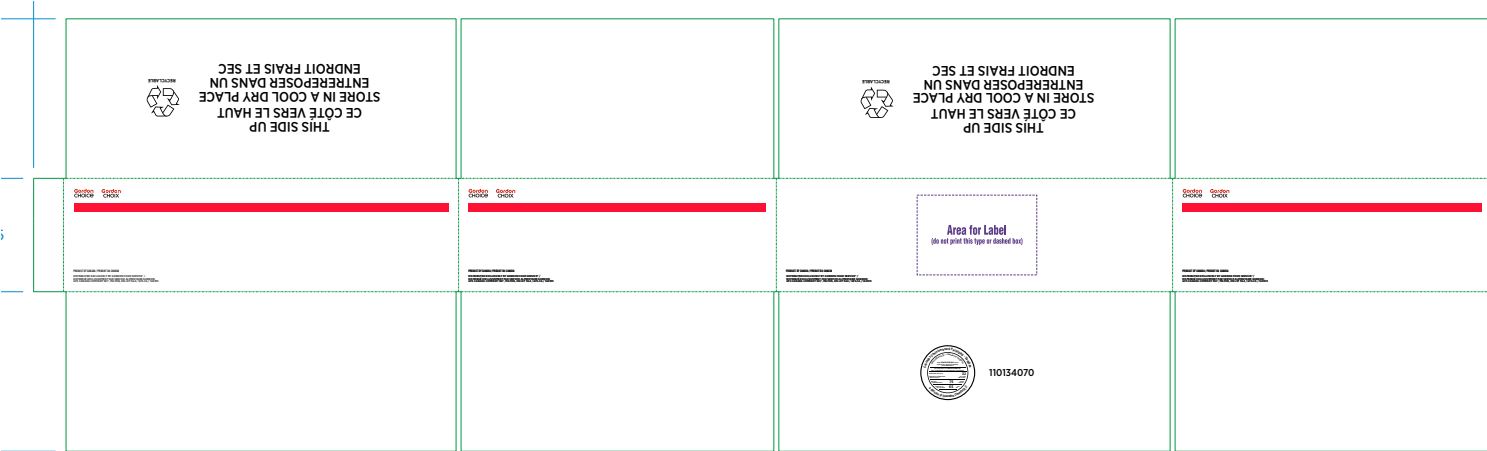
US Fully Printed Corrugate Specifications Outer Components

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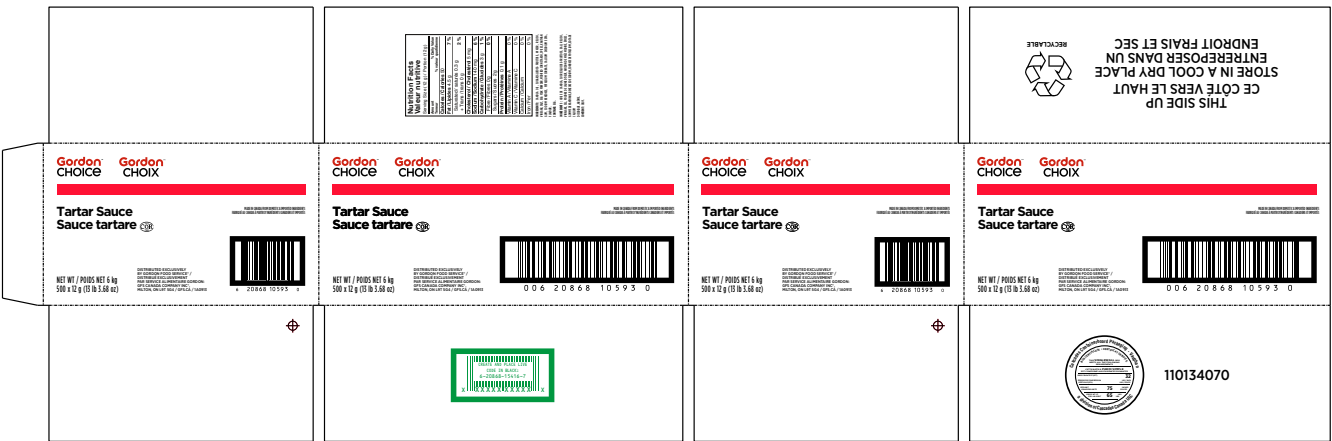
Outer Components

Fully Printed Corrugate

CANADA Option 1



CANADA Option2



Packaging

Outer Components

Outer Case Label

U.S.

Asian Sesame Ginger Dressing

Aderezo Asático Con Jengibre Y Ajonjolí



10093901526141

Reorder No.
No. de Reorden
166722

Asian Sesame Ginger Dressing

Aderezo Asático Con Jengibre Y Ajonjolí



10093901526141

Reorder No.
No. de Reorden
166722

P/69151-L/69206

CAN

Pretzel Demi-Baguette Demi-baguette bretzel



2½" x 7½" THAW & SERVE
2½ PO x 7½ PO, TRANCHÉ, DÉCONGELER ET
SERVIR

INGREDIENTS: ENRICHED WHEAT FLOUR, WATER, SHORTENING (PALM AND CANOLA OIL), YEAST, SEA SALT, MALTED
BARLEY FLOUR, SODIUM HYDROXIDE, ASCORBIC ACID, ENZYMES, NATURAL BUTTER FLAVOUR.

INGRÉDIENTS: FARINE DE BLÉ ENRICHIE, EAU, SHORTENING (PALM ET HUILE DE CANOLA), LEVURE, SEL DE MER,
MALT FLOUR, SODIUM HYDROXIDE, ACIDE ASCORBIQUE, ENZYMES, NATURAL BEURRE SAUVAGE.



NET 9.8 kg (21.5lb)



X XX XXXXX XXXXX X

Nutrition Facts Valeur nutritive

Per ½ piece (75g) / pour ½ morceau (75 g)

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 200	
Fat / Lipides 2 g	3 %
Saturated / saturés 0.5 g	4 %
+ Trans / trans 0 g	
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 350 mg	15 %
Carbohydrate / Glucides 38 g	13 %
Fibre / Fibres 2 g	7 %
Sugars / Sucres 1 g	
Protein / Protéines 7 g	
Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	0 %
Iron / Fer	15 %

DISTRIBUTED EXCLUSIVELY BY GORDON FOOD
SERVICE / DISTRIBUÉ EXCLUSIVEMENT PAR
SERVICE ALIMENTAIRE GORDON: GFS CANADA
COMPANY INC., MILTON, ON L9T 5G4 / GFS.CA /
1C0716

Pretzel Demi-Baguette Demi-baguette bretzel



2½" x 7½" THAW & SERVE
2½ PO x 7½ PO, TRANCHÉ, DÉCONGELER ET
SERVIR

THAW AND SERVE
DÉCONGELER ET SERVIR

KEEP FROZEN
GARDER CONGELÉ

MADE IN CANADA FROM DOMESTIC
AND IMPORTED INGREDIENTS
FABRIQUÉ AU CANADA À PARTIR
D'INGRÉDIENTS CANADIENS ET IMPORTÉS

NET 9.8 kg (21.5lb)



X XX XXXXX XXXXX X

Packaging

Typefaces

The same way our logo consistently represents our identity, the typeface used in brand packaging also has a consistent appearance. The typefaces chosen for this purpose are Gotham Condensed (Light, Book and Medium) and Gotham Narrow (Light, Book and Medium).

Gotham Condensed Light

Gotham Condensed Book

Gotham Condensed Medium

Gotham Narrow Book

Gotham Narrow Medium

Gotham Narrow Bold

Inner Components

Inner Packaging Ink Colors



PANTONE

Cool Gray 8

Red 186C

Black

Inner Components

Ratio of photo to box

- Have an aesthetically pleasing ratio of photo to color areas.
- Allow for enough space to hold type (either lines of copy on vertical boxes or characters on horizontal boxes).
- If the red box gets too large it will have too much red.
- Allow the photo to be big enough to quickly tell the story of the contents.

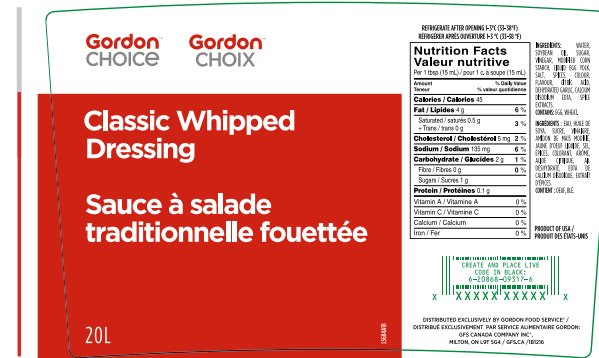
Ratio of Red and White box to PDP

- Vertical boxes: minimal 35%-45% of total height.
- Horizontal boxes: minimal 65% of total width.

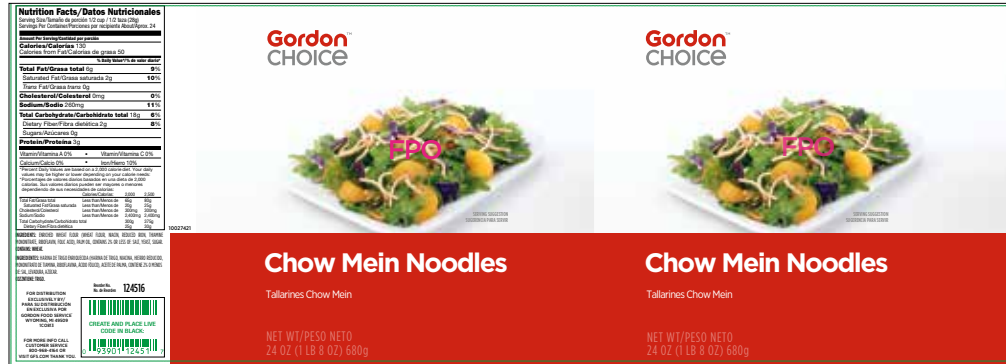
label without a photo

35-45%

65-70%



horizontal example



35%

65%

vertical example



65%

35-45%

Packaging

Gordon
FOOD SERVICE

Usage

Font Sizes on Fronts of Labels

Left Side

- **A) Headlines:** 48pt, -60 tracking, Gotham Bold leading is 1pt less than font size except on French, when it is 2pts more to accommodate ' accents on type.
- **B) Descriptor:** Title Case Gotham Bold, 2.5 x smaller font than Headline.
- **C) Spanish Translation:** headline and description in Gotham Condensed Book are 2.5 x smaller than Headline
- **D) Net Weight:** ALL CAPS, Gotham Condensed Light, matches minimum sizing for PDP (font point size and leading are the same) 50 tracking, is always reversed out.

Right Side

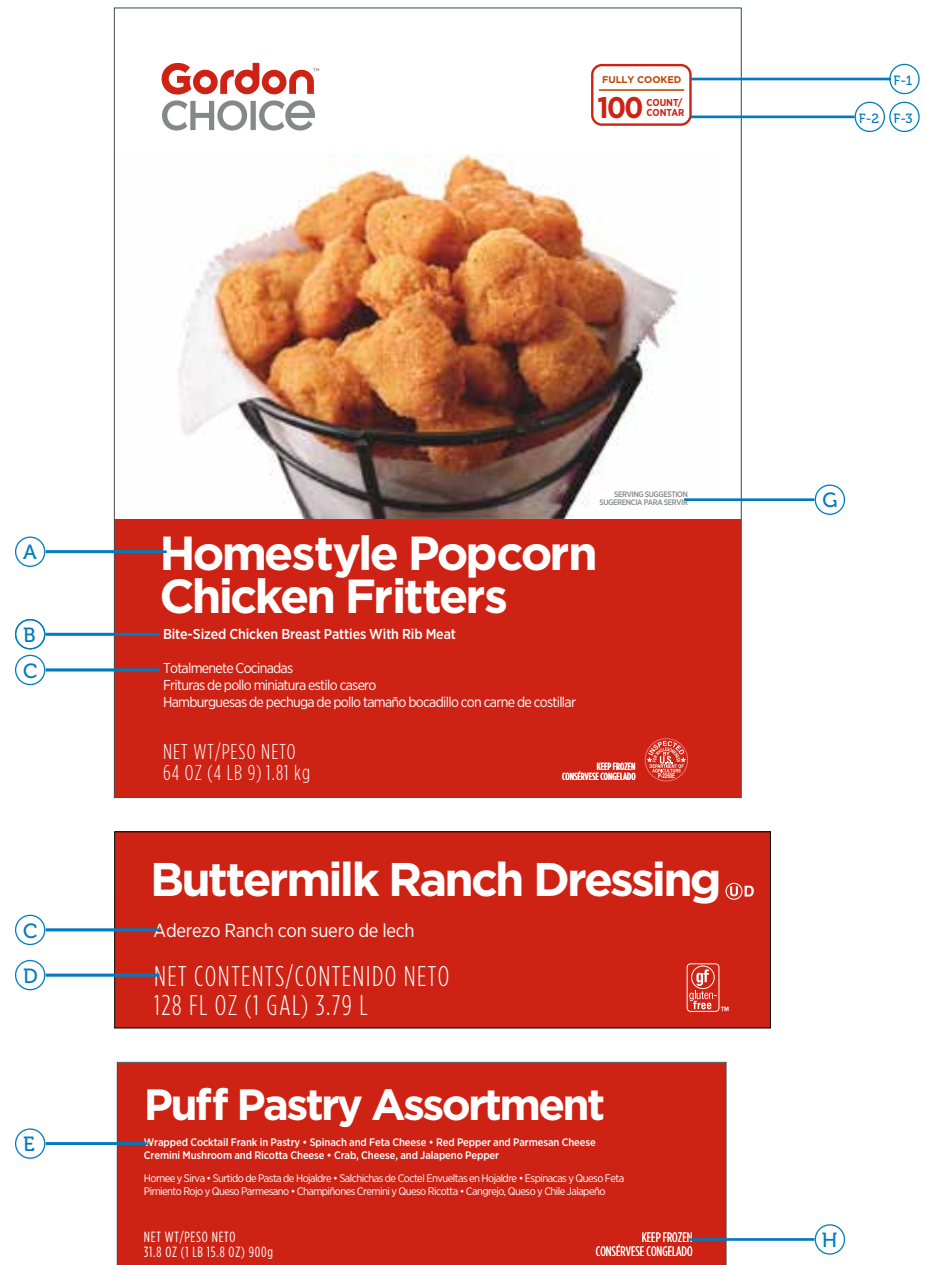
Violators will be used for health claim, quality of product or ingredients.

Rounded Rectangle - 3pt stroke with .167 corner radius. Can be used in red (PMS 186) for white labels or in white on a reversed (red) background.

- **F1) Violator:** All Caps 9/12, Gotham Bold, Red.
- **F2) Violator:** All Caps 36 Gotham Narrow Bold, Red.
- **F3) Violator:** All Caps 12/12 Gotham Narrow Bold, Red.
- **G) Serving Suggestions:** Gotham Narrow Medium 6/6, -50 tracking. Right justified, aligned on the right of the image, Cool Gray 8. Exception: When copy overlaps image, reverse out with black stroke.
- **H) Keep Frozen:** Gotham Narrow Medium 15/15, -50 tracking. Right justified, is reversed out.

Notes

- **Type is flush left.** Manually adjust for rounder letters as they tend to stick out and offset alignment. For example, a "C" would require -150 V/A (vertical alignment).
- **E) Limit bullet points** in minor copy to 2 per line. Gotham Narrow Medium



Packaging

Usage

Font Sizes on Backs of Labels

- **A) Refrigeration Information** 48pt -60 tracking, Gotham Bold Roman. Leading is 1pt less than font size except on French, where it is 2pts more to accommodate accent marks.
- **B1-2) Ingredients Header & Allergens:** ALL CAPS, justified, Gotham Condensed Book, emboldened lettering is Gotham Condensed Medium, must meet minimum type requirement set by smallest font on Nutrition Panel.
- **C) Country of Origin:** ALL CAPS, centered, 12/15, 0 tracking, Gotham Narrow Bold.
- **D) Distribution Statement:** ALL CAPS, Gotham Narrow Bold 10/12 (6/8 minimum), centered.
- **E1) Reorder Number Type:** Gotham Condensed Medium, 7/7 minimum.
- **E2) Reorder Number:** Gotham Condensed Medium, 14/14
 - type is 2x Reorder Number Type size).
- **F) Number:** Gotham Condensed Medium, 7/7.

U.S. example

REFRIGERATE AFTER OPENING • REFRIGERE DESPUES DE ABRIR

Nutrition Facts/Datos Nutricionales
 Serving Size/Tamaño de porción 1/2sp/2 Cucharadas (30g)
 Servings/Portiones por recipiente 128

Amount Per Serving/Cantidad por porción		
Calories/Calorías	120	
Calories from Fat/Calorías de grasa	110	
% Daily Value*% de valor diario*		
Total Fat/Grasa total	12g	18 %
Saturated Fat/Grasa saturada	2g	9 %
Trans Fat/Grasa trans	0g	
Cholesterol/Colesterol	0mg	0 %
Sodium/Sodio	260mg	11 %
Total Carbohydrate/Carbohidrato total	3g	1 %
Dietary Fiber/Fibra dietética	0g	0 %
Sugars/Azúcares	3g	
Protein/Proteína	0g	
Vitamin/Vitamina A	0%	Vitamin/Vitamina C 2%
Calcium/Calcio	0%	Iron/Hierro 0%

*Percent Daily Values are based on a diet of 2,000 calories.
 *Porcentajes de valores diarios basados en una dieta de 2,000 calorías.

PRODUCT OF/PRODUCTO DE USA

FOR DISTRIBUTION EXCLUSIVELY BY/
 PARA SU DISTRIBUCIÓN EN EXCLUSIVA POR
GORDON FOOD SERVICE
 WYOMING, MI 49509
 1B1214

FOR MORE INFO CALL
 CUSTOMER SERVICE
 800-968-4164 OR
 VISIT GFS.COM THANK YOU.

Reorder No.
 No. de Reorden **426598**

CREATE AND PLACE LIVE CODE IN BLACK

P/65639-L/65729D
 P/100087446-L/330003600

gluten-free

INGREDIENTS: SOYBEAN OIL, WATER, HIGH-FRUCTOSE CORN SYRUP, CIDER VINEGAR, DISTILLED VINEGAR, SALT, CONTAINS LESS THAN 2% CORN SYRUP, PROPYLENE GLYCOL, ALGinate, XANTHAN GUM, SPICE, DRIED RED BELL PEPPER, LEMON JUICE, CONCENTRATED GARLIC POWDER, NATURAL FLAVOR, TAMARIND EXTRACT, POLYSORBATE 60, CALCIUM DISODIUM CITRATE ADDED TO PROTECT FLAVOR.

INGREDIENTES: ACEITE DE SOYA, AGUA, JARABE DE MAÍZ ALTO EN FRUCTOSA, VINAGRE DE SIDRA, VINAGRE DESTILADO, SAL, CONTIENE MENOS DE 2% DE JARABE DE MAÍZ, ALGINATO DE SODIO, GOMA DE XANTANO, ESPESANTES A BASE DE ALCOHOL, CONCENTRADO DE JUGO DE LIMÓN, AJO EN POLVO, SAVOR NATURAL, EXTRACTO DE TAMARINDO, POLISORBATO 60, ESTÁ ADICIONADO DE CITRATO AGREGADO PARA PROTEGER EL SABOR.

CAN example

DISTRIBUTED EXCLUSIVELY BY
 GORDON FOOD SERVICE® /
 DISTRIBUÉ EXCLUSIVEMENT
 PAR SERVICE ALIMENTAIRE GORDON:
 GFS CANADA COMPANY INC.,
 MILTON, ON L9T 5G4 / GFS.CA / 1B1216

Item Code/
 Code : **XXXXXX**

CREATE AND PLACE LIVE CODE IN BLACK
 6-20868-17994-8
 XXXXX XXXXX

15884048

Usage

Font Sizes on Backs of Labels

- **A) Heating Instructions:** Update fonts and use white background for consistency.



- **B) Cooking Instructions:** Update fonts and use white background for consistency.

Headline: All caps Gotham Narrow Bold in 186 red.

Food safety info: Gotham Narrow Bold, indented.

Indent and number step instructions using tab alignment.

A

HEATING INSTRUCTIONS: <small>Cook from frozen. Times may vary due to make and manufacturer of equipment used.</small>	
	CONVENTIONAL OVEN: 1. Preheat oven to 425°F. 2. Place pouch on chicken in a single layer on baking sheet. 3. Heat for 9-10 minutes or until heated thoroughly. Let stand 1 minute before serving.
	MICROWAVE: 1. For single serving: Place pouch on microwave safe plate and cover with a paper towel. 2. Heat on HIGH for 45-50 seconds or until heated thoroughly. For each additional serving, add approximately 30 seconds to heating time. 3. Let stand 1 minute before serving. Cooking times and oven temperatures may vary.

INSTRUCCIONES PARA CALENTAR: <small>Cocinar congelado. Los tiempos pueden variar según la marca y el fabricante del equipo utilizado.</small>	
	HORNO CONVENCIONAL: 1. Precaliente el horno a 425 °F. 2. Coloque el pollo miniatura en una sola capa en una bandeja para hornear. 3. Caliente de 9 a 10 minutos o hasta que se hayan calentado uniformemente. Deje reposar 1 minuto antes de servir.
	MICROONDAS: 1. Para porción individual: Coloque el pollo miniatura en un plato para microondas y cubra con una toalla de papel. 2. Caliente de 45 a 50 segundos en alta (HIGH) o hasta que se hayan calentado uniformemente. Por cada porción adicional, agregue aproximadamente 30 segundos al tiempo de calentamiento. 3. Deje reposar 1 minuto antes de servir. Los tiempos de cocción y las temperaturas del horno pueden variar.

- B**
- COOKING INSTRUCTIONS**
- FOR FOOD SAFETY AND QUALITY, FOLLOW THESE COOKING INSTRUCTIONS:**
 Thaw product under refrigeration no more than 72 hours prior to use. Do not refreeze.
- SKILLET: (Preferred Method)**
1. Place ½ cup (4 oz) of thawed risotto into skillet.
 2. Cook for 2 minutes or until internal temperature reaches 165°F; stirring occasionally.
- HOT WATER:**
1. Place thawed pouch in boiling water.
 2. Boil for 10-15 minutes or until internal temperature reaches 165°F.
 3. Remove pouch from water using an appropriate utensil, then serve.
- COOK THOROUGHLY**

Inner & Outer Components

USDA Labeling Guidelines

Inners

- Legends on the front of the label will be reversed out.

Corrugate

- Legends on corrugate will be 100% black

Safe Handling

- The information is required on all raw and partially cooked meat and poultry products. Font to be no smaller than 1/16". This information must be set off by a border.

Inspection Legend

9 CFR §317.2(c)(5), 9 CFR §381.96

USDA requires the inspection legend on the PDP. There are no size requirements or certain area on the PDP where it is required. The Inspection Legend needs to be conspicuous on the PDP. There are no graphic specs-it needs to match what is in the 9 CFR. It is required to be on a neutral background with contrasting color for the lettering.

Inner (front of label)



Corrugate

Meat Inspection Legend



Poultry Inspection Legend



Inner (front of label)



Inner Components

Gluten-Free Logo Placement

Front, Principal Display Panel (PDP)

- The text of "gluten-free" in the icon is 1/2 the point size of Net Weight, but will never be less than 6.5 points.
- The icon will be reversed out.

Information Panel

- The text "gf" in the icon is to be the same point size as the ingredients, but will never be less than 6 points.
- The icon will be black on the back of the label.

Kosher Logo Placement

Front, Principal Display Panel (PDP)

- The text of kosher icon is 1/2 the point size of Net Weight, but will never be less than 6.5 points.
- The icon will be reversed out.



Sizing in the Principal Display Panel (PDP)



Information Panel

6pt TYPE:
INGREDIENTS: BEEF SEASONING (SALT,
DEXTROSE, NATURAL FLAVORS, SPICE),



8pt TYPE:
INGREDIENTS: BEEF SEASONING (SALT, DEXTROSE,
NATURAL FLAVORS, SPICE), NATURAL FLAVORING.



Canadian vs. U.S. English

Canadian	United States
catalogue	catalog
centre	center
centimetre	centimeter
cheque	check
colour	color
favour	favor
favourite	favorite
fibre	fiber
flavour	flavor
gauge	gage
labour	labor
labelled	labeled
levelled	leveled
litre	liter
lustre	luster
marvellous	marvelous
metre	meter
millimetre	millimeter
parlour	parlor
practice (n) practise (v)	practice (n/v)
saleable	salable
savour	savor
totalled	totaled