

Compilation of Product Name Labeling Requirements for Food Products

Promulgated on March 12, 2013

Amended on October 28, 2013

Amended on March 18, 2014

Amended on August 22, 2016

1. Legal basis

As per Article 22 of the Act Governing Food Safety and Sanitation, the container or external packaging of prepackaged food products shall conspicuously indicate the product name. Article 25 of the same Act stipulates that bulk food displayed for sale by food vendors that have completed company registration or business registration shall indicate product names, except for those that are on-site baked (roasted) or prepared for ready-to-eat. Furthermore, the Enforcement Rules of the same Act require that the product name shall conform to the nature of the food product .

2. The labeling requirements for various commercial food categories are thus compiled:

- (1) If the National Standards of the Republic of China (CNS) have established a product name for a commercial food product, the product shall be named according to that in CNS .
- (2) Commercial fresh agricultural, livestock, poultry, and aquatic products shall use the food category name or common name as product name.
- (3) The product name of those that are stipulated by the central competent authority are listed (only portions related to the requirement for product name labeling are excerpted and shown below; for the full text, please refer to the relevant regulations):

Regulation	Product name labeling requirements
<p>1. Regulations Governing the Product Names and Labeling of Prepackaged Blended Oils (DOH No. 0991302553 on September 20, 2010 and the amendment of MOHW No. 1021350359 on September 10, 2013)</p>	<ol style="list-style-type: none"> 1. The name of a retail prepackaged blended oil shall contain two (or less) kinds of oils. 2. If only one kind of oil is specified in the name of the product, that oil shall account for more than 50% of the content of the product. 3. If two kinds of oils are specified in the name of the product, each oil shall account for more than 30% of the content of the product. The order of the name shall be shown according to the content. 4. A prepackaged blended oil that does not named after name of oils shall not show the name of oils on the packaging; for example, “○○○ flavor” or “○○○ recipe” . 5. Peanut oil is a special blended oil in Taiwan, and it can still retain its unique flavor after blending with other vegetable oils. In order to comply with the dietary habit of the people, the naming method of peanut oil may not follow this regulation. However, “peanut flavored blended oil” shall still be included in the name of the product.
<p>2. Regulations Governing for the Labeling of Instant Noodles (DOH No. 0991301488 on May 28, 2010 and the amendment of MOHW No. 1021350360 on September 10, 2013)</p>	<ol style="list-style-type: none"> 1. Those contain seasoning powder but do not contain food packet shall name themselves according to the seasoning powder, namely “○○ flavor noodles” , “○○ noodle soup” . 2. Those contain seasoning powder and food packet shall name themselves according to the food packet, namely “○○ noodles” .
<p>3. Regulations on Labeling for Prepackaged Reduced</p>	<p>Prepackaged food grade salt products that have less than 65% of sodium chloride shall be named as</p>

<p>Sodium Salt Products on the Market (DOH No. 1001303012 on November 7, 2011 and the amendment of MOHW No. 1021350352 on September 10, 2013)</p>	<p>“potassium salt” or “reduced sodium salt”.</p>
<p>4. Regulation for the labeling of <i>Cordyceps sinensis</i> mycelium food products (DOH No. 1001303885 on February 9, 2012 and the amendment of MOHW No. 1021350319 on September 2, 2013)</p>	<ol style="list-style-type: none"> 1. <i>Cordyceps sinensis</i> mycelium food products (hereinafter referred to as the “Food Product”) shall meet the following labeling requirements: <ol style="list-style-type: none"> (1) The warning “This product is not a Chinese medicine product made of <i>Cordyceps sinensis</i>” shall be indicated on the external packaging in an easily-noticed place. All character units may not be smaller than 4 mm in both length and width. (2) The name of the strain in Chinese and the scientific name in Latin shall be clearly indicated on the product’s external packaging. (3) When the Food Product is labeled or advertised, the words “<i>Cordyceps sinensis</i> mycelium” shall be clearly labeled; and shall not only indicate “<i>Cordyceps sinensis</i>”. All characters shall have the same character unit and size. 2. If a Food Product is named “<i>Cordyceps sinensis</i> mycelium”, the strain used shall be <i>Hirsutella sinensis</i> or a strain related to cordyceps isolated from <i>Cordyceps sinensis</i>. 3. Effective date: February 9, 2014.

<p>5. Regulations Governing the Labeling of Packaged Beverages Claimed to Contain Fruit and/or Vegetable Juice (DOH No. 1021350410 on October 2, 2013 and the amendment of MOHW No. 1031300643 on March 3, 2014)</p>	<ol style="list-style-type: none"> 1. These regulations apply to packaged beverages of which the packaging bears the names (product name included) and/or images (illustrations) of fruit and/or vegetable and sold for direct consumption. 2. Packaged beverages which contain at least 10% of fruit and/or vegetable juice and for mixed or assorted fruit and vegetable juice beverages whose product name is labeled fruit and vegetable juice shall meet the following requirements: <ol style="list-style-type: none"> (1) If the product name shows all the fruit and vegetable added in the product, their respective contents shall be indicated in descending order of weight. (2) If the product name does not show all the fruit or vegetable added in the product, the product name or the front of the package shall explicitly declare the word “assorted juice”, “mixed juice” or other synonymous terms. 3. Packaged beverages which contain less than 10% of fruit and/or vegetable juice, “fruit and vegetable juices” can only be labeled on the name of the ingredients and nowhere else 4. Where the “name” of a product includes a fruit or vegetable name, the product name shall explicitly state “taste”, “flavored”, or other synonymous terms. 5. Effective date: July 1, 2014.
<p>6. Regulations Governing the Product Names and Labeling of</p>	<ol style="list-style-type: none"> 1. Fresh milk: The name of product should be “Fresh milk” or “Milk”. 2. Sterilized milk: The name of product should be

<p>Prepackaged Fresh Milk, Sterilized Milk, Flavored Milk, Milk Drink, and Milk Powder (MOHW No. 1031300193 on February 19, 2014)</p>	<p>“Sterilized milk”, “Milk”, or words of similar meaning. If the product name does not contain the words of “Sterilized milk”, the words of “Sterilized milk” in Chinese should be manifested on an easily visible section of the product’s outer package. Each font may not be smaller than 4 mm in both length and width.</p> <p>3. Flavored milk: The name of product should be “Flavored milk”, “Milk”, or words of similar meaning. If the product does not contain the words of “Flavored milk”, the words of “Flavored milk” in Chinese should be manifested on an easily visible section of the product’s outer package. Each font may not be smaller than 4 mm in both length and width.</p> <p>4. Sterilized flavored milk: The name of product should be “Sterilized flavored milk”, “Milk”, or words of similar meaning. If the product does not contain the words of “Sterilized flavored milk”, the words of “Sterilized flavored milk” in Chinese should be manifested on an easily visible section of the product’s outer package. Each font may not be smaller than 4 mm in both length and width.</p> <p>5. Milk drink: The name of product should be “Milk drink”, “Milk”, or words of similar meaning. If the product does not contain the words of “Milk drink”, the words of “Milk drink” in Chinese should be manifested on an easily visible section of the product’s outer package. Each font may not be smaller than 4 mm in both length and width.</p> <p>6. Sterilized milk drink: The name of product should</p>
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	<p>be “Sterilized milk drink”, “Milk”, or words of similar meaning. If the product does not contain the words of “Sterilized milk drink”, the words of “Sterilized milk drink” should be manifested on an easily visible section of the product’s outer package. Each font may not be smaller than 4 mm in both length and width.</p> <p>7. Milk powder: The name of product should be “Milk powder”</p> <p>8. Modified milk powder: The name of product should be “Modified milk powder”. If the product does not contain the words of “Modified milk powder”, the words of “Modified milk powder” in Chinese should be manifested on an easily visible section of the product’ s outer package. Each font may not be smaller than 4 mm in both length and width.</p> <p>9. Effective date: July 1, 2014.</p>
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(4) Labeling principles for product name, as announced by the central competent authority:

Principles	Product name labeling principles
<p>Regulations Governing the Claiming and Labeling of Whole Grain Products (DOH No. 1021301154 on April 30, 2013)</p>	<p>1. If whole grain content accounts for more than 51%² of the total weight¹ of a solid product, it can claim to be a whole grain product. If a single kind of grain accounts for more than 51% of the total weight of the product, the product can be named after that grain. For example, “whole wheat ○ ○” , “whole buckwheat ○ ○” .</p> <p>2. If whole grain content does not account for more than 51% of the total weight of the product, it</p>

cannot claim to be a whole grain product. Only terms such as “Parts of the materials are made from whole grain powder. (For example, whole wheat)” or “The product contains some whole grain powder. (For example, whole-wheat flour)”

3. If a product claims to be whole grain raw material powder³, it shall be 100 percent whole grain.

Note1: Calculation of the percentage by weight of solid whole grain content in the formula is as follows. $(\text{Weight of whole grain content on a dry basis} / \text{Weight of the formula on a dry basis}) \times 100 \%$ Dry basis is an expression of the weight calculation, in which the presence of water is ignored for the purposes of the calculation. For example, 100 g of milk contains 90 g of water. The weight on a dry basis is $100 - 90 = 10$ (g).

Note2: The calculation shall be correct to one decimal place and round to nearest integer according to CNS 2925 “Practices for Designating Significant Places in Specific Limiting Values”. Namely, if the whole grain content accounts for 50.4% of the total weight of the product, it is regarded as 50%. If the whole grain content accounts for 50.5% of the total weight of the product, it is regarded as 50%. If the whole grain content accounts for 50.6% of the total weight of the product, it is regarded as 51%.

Note3: The whole grain raw material powder is made from whole grains and does not contain any material or additive. For example, whole-wheat flour, wholebarley flour, whole-buckwheat flour,

	whole-corn flour, brown rice flour, black rice flour, red glutinous rice flour, dehulled adlay flour, etc.
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(5) Labeling principles for product name of general food:

Category	Description	Examples
1. Named after the ingredient as the product name	The food product is named after the ingredient that is accepted by the general public and which will not cause misunderstanding.	<p>(1) “Beef jerky(牛肉乾)” product contains the ingredient beef, and given the product name “beef jerky”.</p> <p>(2) “Abalone (鮑魚)” product contains the ingredient real abalone other than merely abalone sauce or extract (abalone DNA cannot be detected), and given the product name “abalone (鮑魚)” (DOH No. 1001300123 issued on January 17, 2011).</p> <p>(3) “Sweet potato starch (地瓜粉)” product is made of ground sweet potato flour, and given the product name “sweet potato starch (地瓜粉)” (DOH No. 0991302303 issued by on July 26, 2010).</p> <p>(4) “Fig (無花果)” product is made of figs, and given the product name “fig (無花果)”. (DOH No. 0980006247 issued on March 11, 2009)</p>

<p>2. Named after the breed of the ingredient as the food product name</p>	<p>The food product is named after the breed of the ingredient that is accepted by the general public and which will not cause misunderstanding.</p>	<p>“Wagyu”(和牛) differs from cattle raised in other countries because of its breed and farming methods, which resulted it unique taste and quality. Wagyu suppliers shall provide certificate of breed and place for reference.</p>
<p>3. Named after the common name of the edible part as the product name</p>	<p>The food product is named after the common name of the edible part of the raw materials that is accepted by the general public and which will not cause misunderstanding.</p>	<p>“Matsusaka pork”(松阪豬) is the common name for pork neck. It is so called because its marbling is similar to “Matsusaka beef”(松阪牛).</p>
<p>4. Named after the place of origin as the product name</p>	<p>The food product is named after the place of origin, due to the place’s unique raw materials or manufacturing process, and where the product name is accepted by the general public and will not cause misunderstanding.</p>	<p>“Wanluan pork Knuckle”(萬巒豬腳) is so named because it refers to the unique manufacturing process of making pork knuckle that is practiced in Wanluan Township, Pingtung County.</p>
<p>5. The product name is a name by convention or a direct Chinese translation from a commonly used international</p>	<p>The product name is conventional, and the public understands that the food product cannot possibly contain the raw materials mentioned in the product name; or is a direct Chinese translation from a commonly used international name that is accepted by the public and which will not cause confusion.</p>	<p>(1) “Sun cake”(太陽餅) contains no “sun”; “sun cake” is named through convention because of its appearance. (2) “Ox-tongue cake”(牛舌餅) contains no “ox tongue”; “ox-tongue cake” is named through convention because of its appearance. (3) “Chocolate truffle”(松露巧克力) contains no “truffle”; “chocolate</p>

name		<p>truffle” is named through convention because of its appearance.</p> <p>(4) “Hot spring egg”(溫泉蛋) contains no “hot spring”; “hot spring egg” is named through convention because of the solidified state of the yolks and egg whites.</p> <p>(5) Although “pineapple cake”(鳳梨酥) contains white gourd filling, it is named “pineapple cake” through convention.</p> <p>(6) The Chinese “(巧克力)” is a direct translation from the commonly used international name “chocolate”.</p> <p>(7) The Chinese “(熱狗)” is a direct transliteration from the commonly used international name “hot dog”.</p>
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(6) Labeling principles for product name of specific food:

Category	Explanation	Example
1. Named after the microorganism and its derivatives as the product name	<p>1. If the raw material is made of a microorganism or its derivatives, the microbial common name or group name may be used as the product name, such as “yeast” or “Lactic acid bacteria”.</p> <p>2. “Lactic acid bacteria” shall refer to bacteria that are able to produce lactic acid through carbohydrate fermentation, including</p>	<p>If the raw materials of a “yeast” food product contains yeast (<i>Saccharomyces cerevisiae</i>), emulsifier (glycerin fatty acid ester), and antioxidant (vitamin C), its product name may be labeled as “brewer’s yeast powder”, “yeast powder” or</p>

	<i>Bifidobacterium</i> , <i>Lactobacillus</i> and <i>Streptococcus</i> .	other synonymous words.
2. Named after the edible mushroom raw material as product name	<ol style="list-style-type: none"> 1. If a food product contains edible mushroom fruiting body as its raw material, the common name or group name of the mushroom may be used as the product name, such as <i>Ganoderma</i> or <i>Antrodia cinnamomea</i>. 2. “<i>Ganoderma</i>” widely refers to mushrooms of the <i>Ganoderma</i> genus, including <i>Ganoderma applanatum</i>, <i>Ganoderma formosanum</i>, <i>Ganoderma lucidum</i> (antler), <i>Ganoderma</i> (<i>Ganoderma lucidum</i>) and <i>Ganoderma tsugae</i>. 3. If mushroom mycelium is added to the food product as raw material, the words “○○ mycelium” shall be properly labeled. The fonts shall be of the same size. It is prohibited to only label the common name or population name as the product name. 	<p>(1) If a “<i>Ganoderma</i>” food product contains raw material from the fruiting body of <i>Ganoderma lucidum</i> (antler), the product name may be labeled “<i>Ganoderma lucidum</i> (antler)”, “<i>Ganoderma</i>” or other synonymous words.</p> <p>(2) If a “<i>Ganoderma</i> mycelium” food product contains mycelium of <i>ganoderma</i> (<i>Ganoderma lucidum</i>), the product name may be labeled as “<i>Ganoderma</i> mycelium”, “<i>Ganoderma lucidum</i> mycelium” or other synonymous words.</p>
3. Named after Chinese herbal material fit for food as product name	<ol style="list-style-type: none"> 1. If Chinese herbal materials which can also be used for food is added into a product and after which the product is named, the naming shall conform to the requirements administered by the Chinese Medicine Committee of the Ministry of Health and Welfare. 2. If the product name involves the name of a traditional Chinese medicine formula and 	<p>If a food product contains raw materials and food additives of <i>Rehmannia</i> root, Peony root 、 Chinese Angelica root 、 Chuanxiong Rhizoma, strawberry, and iron (as nutritional additive), and the proportions of said Chinese herbal materials differ from</p>

	<p>the addition or subtraction thereto, the ingredients of the food product shall in fact contain the herbal materials of the traditional Chinese medicine formula and other food raw materials or food additives (such as nutritional additives). Moreover, if the traditional Chinese medicine formula and the additive or subtraction thereto is used as the food product name, the proportion of the formula shall not be the same as the traditional Chinese medicine formula. However, the product name cannot be directly claimed to be similar to the traditional Chinese medicine formula and the additive or subtraction thereto, and the overall presentation shall not mislead consumers that the product is Chinese medicine.</p>	<p>those of the formula of the traditional “Si Wu Soup”, the product name may be labeled as “strawberry si wu drink(草莓四物飲)”, “iron si wu drink(含鐵四物飲)” or “○○ si wu drink(○○四物飲)”.</p>
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(7) Labeling principles for product name of other food products:

Category	Description	Example
<p>1. Named by co-listing both the Ingredient (raw material) and the component thereof as product name</p>	<p>The name of a purified component of a raw material may be used as the product name. However, the purified component shall conform to the requirements set out in the Standards for Specification, Scope, Application and Limitation of Food Additives announced by the Department of Health of the Executive Yuan or shall be approved otherwise as a raw material</p>	<p>(1) DHA is not a food raw material or food additive. It is an component of the raw material fish oil. So, DHA cannot be directly used as a product name. However, it can be used together with other words, such as “fish oil DHA” or other synonymous words. (2) If “Lutein” that meets the requirements of Category Eight of</p>

	<p>for food product. If a purified component is not an ingredient directly added to the food product, or it fails to meet the standards of announced food additives, it shall be deemed as a component of the raw material of the food product, therefore, this purified component shall not be directly claimed as the product name. The product name may only be named by co-listing both the raw material name and the purified component name.</p>	<p>nutritional additives in the Standards for Specification, Scope, Application and Limitation of Food Additives is added into a food product, the product name may claim “lutein”. However, if only marigold extract is added other than purified “lutein”, the product name may be labeled as “marigold extract (containing lutein)” or other synonymous words</p>
<p>Labeling of product name concerning its original English name</p>	<p>If the English product name of an imported food product does not mislead consumers nor imply medical efficacy, the English product name may still be used. In addition, the Chinese product name shall still meet the requirements of the Act Governing Food Safety and Sanitation.</p>	<p>(1) The product uses its original product name “Soy Bean Extract Tablets” for the Chinese translation “大豆萃取錠”, which is unlikely to cause misunderstanding or to imply medical efficacy, the English product name may still be used.</p> <p>(2) The original product name “Slim Tablets” implies a change in body figure, so the English product name cannot be used and the Chinese product name shall not be a direct translation from “Slim Tablets”.</p>