SmartLabel

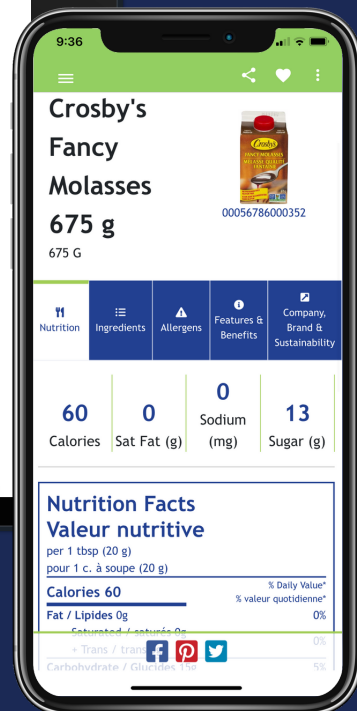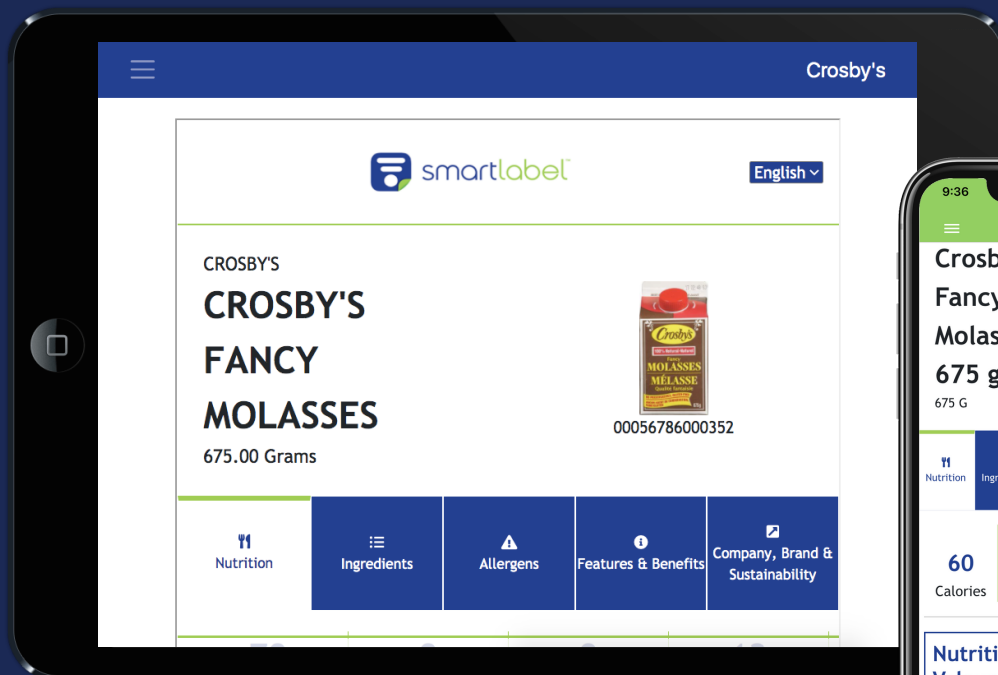## Food Transparency At Your Fingertips

The Challenge

Consumers are starting to become more mindful of the products they purchase. Limited space on product packaging makes it difficult for brands and CPGs to include additional product information. Whether the consumer is looking for details on vegan, gluten-free, sustainability practices, product origin, or cruelty-free products, much of this information does not always appear on the label. There needs to be an easy and reliable way for consumers to gain access to additional information in the products they use and consume

Introducing SmartLabel

SmartLabel is an initiative led by the Consumer Brands Association (CMA) in the US with a global rollout strategy. SmartLabel brings consumer product information and transparency to the forefront. It enables brand owners and CPGs to provide more detailed information about food, beverage, and household products. The information consumers are looking for will be organized in a standardized template that is easy to understand, quickly accessible, and trustworthy as it consists of brand-approved information. SmartLabel eliminates the feeling of uncertainty consumers may experience when buying certain products, providing them with accurate information to make informed purchase decisions that best suit their needs

Crosby's

smartlabel™ English ⌄

CROSBY'S
CROSBY'S FANCY MOLASSES
675.00 Grams

00056786000352

Nutrition | Ingredients | Allergens | Features & Benefits | Company, Brand & Sustainability

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9:36

Crosby's Fancy Molasses
675 g
675 G

00056786000352

Nutrition | Ingredients | Allergens | Features & Benefits | Company, Brand & Sustainability

60	0	0	13
Calories	Sat Fat (g)	Sodium (mg)	Sugar (g)

Nutrition Facts
Valeur nutritive
per 1 tbsp (20 g)
pour 1 c. à soupe (20 g)

Calories 60	% Daily Value*
	% valeur quotidienne*
Fat / Lipides 0g	0%
Saturated / saturés 0g	0%
+ Trans / trans	
Carbohydrate / Glucides 15g	5%

How SmartLabel Works as a Consumer

1. Scan SmartLabel Barcode or QR code on product package

2. Automatically directed to SmartLabel website

3. Access detailed information about the product

Detailed Product Information

Ingredients
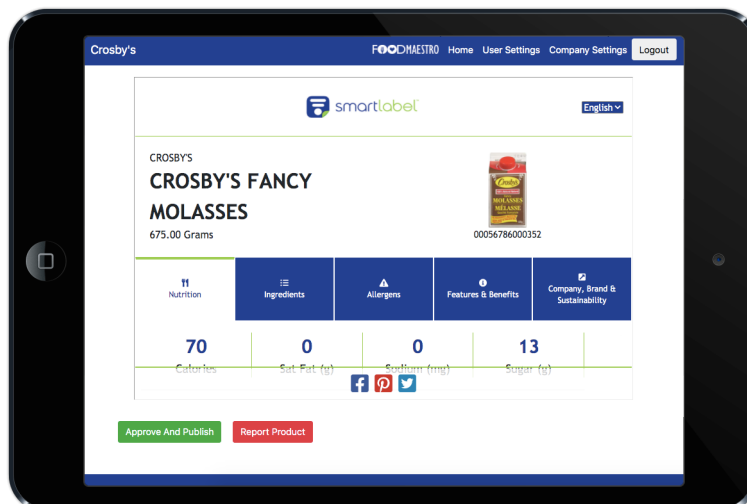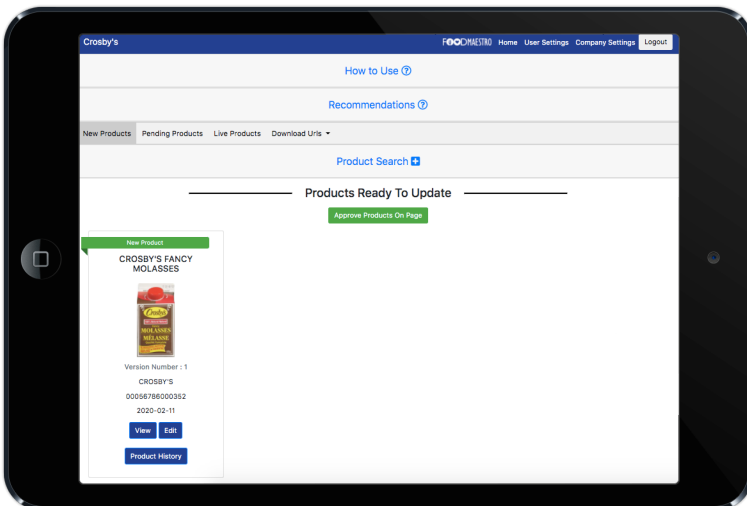
Cruelty-Free

Sustainability Measures

Allergens and Intolerances

FOODMAESTRO

Value Proposition

Foodmaestro's Impact

At Foodmaestro, we do the heavy lifting for brands and CPGs. As a third-party supplier, our role is to provide you an intuitive platform that brings all of your products onto the SmartLabel website in the most efficient manner so that it can be accessible to your consumers quickly. All you have to do is to review and approve your product pages, which takes minutes to do—saving the company time to focus on their initiatives

1. Cost Effective

Unlimited access to a variety of valuable features and product information at an affordable price

2. Product Data Integration

Combine multi-sourced data into one intuitive platform in an organized and effective manner

3. Enriched Attributes

Automatically generates relevant attributes for your products ranging from health, dietary, lifestyle, intolerances, that can be configured base on your preferences

4. Hosted Pages

Full self service control over hosting with access to review pre-formatted and auto-loaded content

5. Auto Generates SmartLabel Templates

Our intuitive platform allows us to automatically generate and update the SmartLabel pages

5. Full Content Control

Ability to edit products at scale, preview SmartLabel pages before they go live and create/manage user permissions and roles

6. Bulk Approve Products to Publish

Ensuring optimal efficiency by publishing multiple products at once

7. Multi-lingual Pages (Canada Only)

Offer both English and French content