



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB 7718-2025

Replacing GB 7718-2011

**National food safety standard - General rules for the labelling of
prepackaged foods**

食品安全国家标准 预包装食品标签通则

Issued on: March 26, 2025

Implemented on: March 26, 2027

**Issued by: State Administration for Market Regulation;
Standardization Administration of the PRC**

Table of Contents

- 1 Scope
- 2 Terms and definitions
- 3 Basic requirements
- 4 Labelling content of pre-packaged food provided directly to consumers
 - 4.2 Food name
 - 4.3 Ingredients
 - 4.4 Ingredient emphasis and quantitative labeling
 - 4.7 Date labeling
 - 4.12 Allergenic substances
 - 4.15 Irradiated food
- 5 Label information for pre-packaged foods not directly provided to consumers
- 6 Special foods
- 7 Food claims
- 8 Imported foods
 - 8.1 General requirements
- 9 Requirements for digital labels

1 Scope

GB 7718 is the general labelling rule for prepackaged food in China, and for anyone exporting food there it is the single most consulted document in the system: more consignments are stopped at a Chinese border for a labelling fault than for anything found in the food itself. It sets what must appear on the label, the name of the food, the ingredient list and how compound ingredients and additives are declared, the net content and the specification, the name and address of the producer and of the importer, the date of manufacture and the shelf life and the storage conditions, the product standard code, the licence number and the required warnings, and it sets how each must appear, the minimum character height, the placement, the legibility and the rules on claims and on things that may not be said. The 2025 edition replaces GB 7718-2011 after fourteen years and takes effect in March 2027, with a transition during which both may be used. Every label for the Chinese market has to be redrawn against it.

This Standard applies to the labels of pre-packaged foods provided directly to consumers and the labels of pre-packaged foods not provided directly to consumers. This Standard does not apply to food storage and transportation packaging labels that provide protection

for food during storage and transportation, or the labels of bulk food and ready-to-eat food.

2 Terms and definitions

2.1 Pre-packaged foods Foods pre-packaged or made in packaging materials or containers. This includes foods that are pre-packaged or made in packaging materials or containers in a certain quantity and have a uniform mass, volume or length mark within a certain quantity limit. It also includes foods that are pre-packaged or made in packaging materials or containers and sold in a measured manner.

2.2 Food labels The text, graphics, symbols and all other explanatory materials on food packaging.

2.3 Digital labels Food labels displayed on food packaging using information technology such as QR codes.

2.4 Ingredients Any substance used in the manufacture or processing of food and present in food (including in a modified form), including food additives (including food nutrient fortifiers).

2.5 Production date (manufacturing date) The date when the food becomes the final product, including the packaging or filling date.

2.6 Shelf life The period during which prepackaged food maintains its quality under the storage conditions specified on the food label.

2.7 Specifications When the same pre-packaged food contains multiple pre-packaged foods with a predetermined quantity, the relationship between the net content and the number of items contained shall be stated.

3 Basic requirements

3.1 It shall comply with laws, regulations and relevant food safety standards.

3.2 It shall be clear, eye-catching and durable, so that consumers can easily identify and read it when purchasing. Food labels shall not be separated from food or its packaging or container.

3.3 Labels shall be easy to understand and have scientific basis. They shall not contain content that violates scientific common sense, violates public order and good customs, denigrates other foods, or is superstitious.

3.4 It shall be true and accurate. It is forbidden to use false, exaggerated or other deceptive words, graphics, symbols, etc. to introduce food. It is also forbidden to use font size, color difference, layout design, etc. to mislead consumers into confusing food or a certain property of food with another product.

4 Labelling content of pre-packaged food provided directly to

4.1 General requirements The labeling information of pre-packaged foods produced, processed and sold domestically shall include the food name, ingredient list, nutrition label, net content and specifications (except for those sold by measurement), name, address and contact information of the producer and/or operator, production date and shelf life expiration date, storage conditions, food production license number, product standard code, allergen warning and other information required to be indicated by laws, regulations and national food safety standards, except for the information exempted from food product labeling in laws, regulations and national food safety standards.

4.2 Food name

4.2.1 The name reflecting the true attributes of the food shall be marked in a prominent position on the food label. Attribute name refers to a special name that can reflect the inherent characteristics of the food itself that does not need to be explained or has been explained, including descriptions of one or more food-specific characteristics such as food or ingredient characteristics, process characteristics, food category, etc.

4.3 Ingredients

4.3.1 The label of prepackaged food (including single-ingredient food) shall indicate the ingredient list. The ingredient list shall indicate the guide words. The various ingredients in the ingredient list shall be named in accordance with the requirements of 4.2. Food additives shall be named in accordance with the requirements of 4.3.4. The ingredients listed in A.4 of Annex A may be indicated by their specific names or by the classification method in Table A.1, unless otherwise specified by national standards, industry standards or local standards.

4.3.2 Various ingredients shall be listed in descending order according to the amount (by mass) added during the manufacture or processing of food. Ingredients added in an amount not exceeding 2% may not be listed in descending order. Ingredients that have been volatilized or removed during processing may not be indicated in the ingredient list.

4.3.3 If an ingredient directly added to food is a composite ingredient made of two or more other ingredients or raw materials (excluding composite food additives), the name of the composite ingredient shall be indicated in the ingredient list. The original ingredients of the composite ingredient shall then be indicated in brackets according to the requirements of 4.3.2

4.3.4 Food additives shall be labeled with their common names in GB 2760, GB 14880 or the announcements of the health administrative departments of the State Council and the national food safety standards. The name of a food additive does not include its preparation method. If there are other provisions in the national food safety standards or

announcements issued by the administrative departments of the State Council, they shall prevail. Food additives that can be used as food additives or food nutrition fortifiers and other ingredients shall be labeled according to their role in the final product.

4.3.5 Edible substances made from food and having certain packaging functions shall be indicated in the ingredient list, unless otherwise specified in national standards, industry standards, local standards or other laws and regulations.

4.3.6 For bacteria directly added during the production process, if they have not been inactivated or removed, the specific name of the added bacteria shall be indicated. The corresponding strain number and strain content may be indicated at the same time. If the above bacteria play a fermentation role in food, they can also be classified and labeled as "fermentation bacteria" or "microbial fermentation agent". If the above bacteria are inactivated or removed by filtering or other methods, they do not need to be labeled.

4.4 Ingredient emphasis and quantitative labeling

4.4.1 If the food label specifically emphasizes the addition or inclusion of one or more ingredients or components, the amount of the ingredient or component added or the content in the finished product shall be indicated in the ingredient list or in additional text. See A.5 for the labeling format.

4.4.2 When the food label specifically emphasizes that the content of one or more ingredients or components is low or absent, the content of the emphasized ingredients or components in the finished product shall be indicated.

4.5 Net content and specifications The net content shall be indicated on the same display panel of the packaging or container as the food name.

4.6 Name, address and contact information of the producer and operator The name, address and contact information of the producer and operator shall be marked in accordance with laws, regulations and the requirements of the food safety supervision and management department of the State Council.

4.7 Date labeling

4.8 Storage conditions The storage conditions shall be indicated on the label of prepackaged food. See A.3 for the labeling format.

4.9 Food production license number The food production license number shall be marked in accordance with relevant regulations.

4.10 Product standard code Prepackaged foods produced and sold domestically shall be labeled with the standard code and serial number implemented by the product.

4.11 Product quality level If the food standard has clearly specified the quality grade, the quality grade shall be indicated; otherwise, the quality grade shall not be indicated.