

1550.3470 PLACEMENT OF LABEL STATEMENTS.

The label statements prescribed in part 1550.3460 for declaring the optional ingredients present shall appear on a labeling surface of the beverage in such a manner as to render the statement likely to be read by the ordinary individual under customary conditions of purchase or use of such beverage. These statements shall immediately and conspicuously precede or follow the name of the beverage, wherever such name is prominently displayed, without intervening, written, printed, or graphic matter; provided, that where such name is part of a trademark or brand, then other written, printed, or graphic matter that is also a part of such trademark or brand may intervene if the label statement required by parts 1550.3450 and 1550.3460 is so placed as to be conspicuously related to the name of the beverage.

Statutory Authority: *MS s 31.10; 31.101*

Published Electronically: *September 23, 2013*