

FOOD SERVING SIZES GET A REALITY CHECK

Serving Size Changes

What's considered a single serving has changed in the decades since the original nutrition label was created. So now serving sizes will be more realistic to reflect how much people typically eat at one time.

CURRENT SERVING SIZE



NEW SERVING SIZE



Packaging Affects Servings

Package size affects how much people eat and drink. So now, for example, both 12 *and* 20 ounce bottles will equal 1 serving, since people typically drink both sizes in one sitting.



1 SERVING PER BOTTLE
FOR EITHER BOTTLE SIZE