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**FDA ANNOUNCES CALORIE DISLOSURE RULES**

**Vending and Refreshment Services Industry Moves Forward with “Front of Pack” Labeling**

(CHICAGO) November 25, 2014 – Today, the U.S. Food and Drug Administration (FDA) announced the long-awaited Calorie Disclosure rules for food and beverage sold through vending machines.

“On behalf of our 1500 member companies, we’re glad to have final guidance on this issue. We are encouraged to see that the FDA regulations impacting our industry reflect the common sense, flexible approach we advocated regarding calorie labeling overall,” said Carla Balakgie, NAMA’s President and CEO. “The fact that “front of pack” language - similar to what we proposed and what was adopted by the U.S. House Appropriations Committee - was included in the final rules is a solid indication that our industry’s voice was heard. This is a victory for our vending operator companies.”

“Throughout the process, NAMA has worked with the FDA and Congress to increase their understanding of the relevant challenges faced by small business owners, comprising the majority of the vending and refreshment services industry. We appreciate the FDA providing the vending industry with a longer compliance period than other impacted industries.”

“While we continue to review the rules, we will move forward in concert with our food manufacturing members on compliance, continuing the process already well underway by many industry manufacturers without the mandate of government,” said Balakgie.

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“Most importantly, we support the FDA’s goal of making calorie information available more broadly, helping consumers make informed choices for themselves and their families. In fact, the industry has been providing nutrition information to consumers since 2005 with our FitPick® initiative,” said Balakgie.

FitPick, NAMA’s nutrition labeling program used by more than 16,000 organizations throughout the United States, identifies “better for you” snack choices based on nationally recognized nutrition guidelines, including USDA’s Smart Snacks in School.

Founded in 1936, NAMA is the association representing the $42 billion U.S. vending and refreshment service industry. With more than 1800 member companies – including many of the world’s most recognized brands – NAMA provides advocacy, education and research for its membership. Visit NAMA on [Facebook](https://www.facebook.com/NAMAvending), [Twitter](https://twitter.com/namavending) and [LinkedIn](http://www.linkedin.com/groups?home=&gid=1884262&trk=groups_about-h-logo).

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