



Wirtschaftsvereinigung  
Kräuter- und Früchtetee e. V.

WKF • Sonninstraße 28 • 20097 Hamburg

**Guidelines**  
**Quantitative Ingredient Declaration ("QUID")**  
**for herbal infusions according to directive 2000/13/EC**

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| <p>1. Inclusion of ingredient / class of ingredient in the product name</p> <p>a) Monoproducts, e.g. peppermint tea</p> <p>b) Blends</p> <p>aa) "Fruital infusion"<br/>"Herbal infusion"</p> <p>bb) Blends of two products, e.g. "Rose-hip with Hibiscus",</p> <p>cc) Blends of several products, e.g. Balm mint blend"</p> | <p>"QUID" labelling not required; "QUID" is only obligatory for foodstuffs having more than one ingredient.</p> <p>"QUID" labelling not required, as categories of ingredients only require stating the quantity of this category of ingredients, i.e. in this particular case the total quantity of fruits or herbs used, but not the individual fruits or herbs themselves.</p> <p>Here, the derogation to "QUID" labelling applies according to article 7, par. 3, letter a, 4th indent: Although Hibiscus is appearing in the name under which the foodstuff is sold, this ingredient is not such as to govern the choice of the consumer, because the variations in quantities are not essential to characterise the foodstuff and do not distinguish it from similar foods. In the example given, hibiscus is added to enhance flavour and add colour. Rose-hip remains the relevant ingredient. The variations in quantities of Rose-hip and Hibiscus do not render the product distinct from similar foodstuffs, on the contrary they ensure a uniform flavour and colour, which the customer expects from the product.</p> <p>What has been said for bb) applies here accordingly. The description merely serves the consumer as a guide to the type of flavour.</p> |
| <p>2. Flavoured products</p>  | <p>As a rule, the derogation applies here from the requirement of "QUID" declaration according to article 7, par. 3a, 3rd indent, because the ingredients in question are used in small quantities for purposes of flavouring.</p> <p>The decision as to whether or not the ingredients used for adding flavour are to be regarded as a small quantity is dependant on the product in question. Because of the diversity of the foods that have to be assessed, fixed limits are to be rejected.</p> <p>For instance if cinnamon or mint is added to a product only for the purpose of flavouring, QUID declaration is not required, even if the quantities in question are for example 10% or 12%.</p>   |

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| 3. Fortified products   | Any indication that the product is fortified with vitamins or minerals doesn't trigger a "QUID" declaration in cases where those substances are subject to nutrition labelling (Art. 1, par. 2 of directive 1999/10/EC of 8th March 1999).   |
| <p>4. Pictures or graphics</p> <p>a) A particular ingredient is emphasised in pictures or graphics</p> <p>b) Pictorial representation of all ingredients</p> <p>c) Pictorial representation of ingredients which are not used</p> | <p>A case to case decision is invariably necessary, for which the following fundamental principles apply:</p> <p>If a particular ingredient is emphasised optically, the product must have a "QUID" declaration; in case of pictures or graphics which refer to ingredients used in small quantities for purposes of flavouring, the derogation of article 7, para. 3a, 3rd indent applies (see no. 2 of this document);</p> <p>If all the essential ingredients are pictured in their "normal proportion", this is not a case of emphasising and therefore a "QUID" declaration is not necessary; this still applies if one ingredient or another, for whatever reason, is depicted more prominently;</p> <p>The pictorial representation of ingredients which are not used in the product does not trigger "QUID" declaration; regardless of this, the general ban on misleading advertising must be observed.</p> |

2nd revised version