

Essentials of Food Labelling & Claims Compliance

Half-day workshop (4 hours): the fastest way to raise your team's labelling compliance baseline.

A focused four-hour workshop that gives commercial and technical teams the essentials of South African food labelling and claims compliance: what the law demands, where labels go wrong, and how to sign off a claim with confidence. The fastest way to raise your team's compliance baseline in a single morning.

Duration Half day (4 hours)	Format Workshop, on-site or virtual	Certification Certificate of attendance
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Who should attend

Marketing managers	Brand managers	Regulatory professionals
Product developers	Packaging technologists	Sales & key accounts

What the workshop covers

Module	What we cover	You leave able to
1. Overview & mandatory requirements	The South African regulatory framework and the mandatory label particulars every pack must carry, including the new requirements shaping labels now and under the draft R3337 regulations.	Know exactly what must appear on a compliant label.
2. Nutrient content & health claims	Which claims are permitted, which are conditional and which are prohibited; how claims trigger the nutritional information table; the wording traps that draw regulator and retailer attention.	Judge whether a claim is safe to print.
3. Risk management & real-world labels	Live walk-throughs of real South African labels: spotting non-conformances, rating risk and prioritising fixes.	See your own packs the way an inspector does.
4. Compliance toolkit & Q&A	A practical sign-off checklist your team applies immediately, plus open Q&A on your products and categories.	Leave with a working label sign-off process.

Learning objectives

- Understand the current and incoming requirements of South African food labelling.
- Understand food labelling and claims compliance and how enforcement works in practice.
- Apply a practical guide for food label compliance in daily decisions.
- Connect labelling decisions to product quality and brand protection.

The ASC labelling training pathway

HALF DAY Essentials of Food Labelling & Claims Compliance	ONE DAY Labelling Claims & Regulatory Framework	TWO DAYS Comprehensive Labelling Regulations (SA & Codex)
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Many teams combine courses: the two-day programme for the QA and regulatory core, the half-day workshop for marketing, sales and leadership.

Which course is right for your team?

	Half day	One day	Two days
Best for	Commercial teams that approve copy and claims	Teams that compile and check labels daily	Teams that own compliance and defend labels in audits
Depth	The ground rules and claim traps	Applied regulation with a hands-on workshop	Full competence: develop, review, approve, defend
Practical work	Real-label walk-throughs	Practical workshop on real labels	Label reviews, claim assessments and a compliance dossier
Take-home	Compliance sign-off checklist	Risk frameworks used in ASC reviews	Seven-piece documentation toolkit

Why teams train with ASC

- Trained by practising consultants, not career lecturers: the same team that reviews labels for Kellogg's (official compliance advisor), Adcock Ingram, KFC Africa and Spur Group.
- Your own product labels become the course material, so the learning lands on Monday morning, not in a binder.
- Content updated as legislation moves: R146, draft R3337, SANS 289, the Consumer Protection Act and Codex.
- SAATCA, HPCSA and FoodBev SETA accredited training provider; B-BBEE Level 1 with 135% procurement recognition.
- Delivered on site or virtually from offices in Gqeberha, Johannesburg and Cape Town, anywhere in Southern Africa.

How booking works

1. Enquire Email info@ascfoodsafety.com or call any branch with your team size and preferred dates.	2. Tailor We confirm the agenda for your categories and, where agreed, collect sample labels to work on.	3. Train & certify We deliver on site or virtually; delegates receive certificates and the course toolkit.
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Book the Essentials of Food Labelling & Claims Compliance workshop. We run it in-house at your site or virtually, anywhere in South Africa and the wider region, using your own product labels as the working material. Email info@ascfoodsafety.com or call **+27 41 004 0382** (Johannesburg +27 10 500 4661, Cape Town +27 21 300 4024) for dates and a quotation. More at ascfoodsafety.com/food-labelling-training and ascfoodsafetytraining.com.

All ASC labelling courses are delivered by practising regulatory consultants: the same team that reviews labels for South Africa's leading brands and is the official food safety and compliance advisor to Kellogg's. Content is aligned to R146 of 2010, the draft R3337 regulations, SANS 289, the Consumer Protection Act and Codex Alimentarius, and is updated as legislation changes. ASC is a SAATCA, HPCSA and FoodBev SETA accredited training provider. © ASC Food Safety Consultants.