

Abstract

Potato chip is one of most favorite snacks in the world and perceived to contain lots of sodium that contribute to savory taste. Each country has different standard of nutrients that can be incorporated into potato chip. The labelling is mandatory to provide the relevant information regarding the potato chip. Front-of-pack labelling, specifically healthier choice logo, was introduced to assist the general consumer in understanding the meaning of the label. The objective of this current study was to conduct the nutrient profiling of potato chips and evaluate the quality of labelling on potato chips that commonly available in Jakarta. Thirty-six potato chips were collected from the common supermarket available in Jakarta in different flavors and sizes. All information that provided in packaging including the nutrient content were collected and analyzed using Excel. The data were compared to the healthier choice logo criteria. It was found that the average of nutrients content in samples per 100 g were 563.1 ± 37.3 kcal for energy, 31.4 ± 4.7 g for total fat, 11.0 ± 06.9 g for saturated fat, 2.4 ± 2.1 g for sugar, and 487.9 ± 207.8 mg for sodium. Only 3% of samples fulfilled the Healthier Choice Logo (HCL) from Singapore/Brunei and 6% samples of Thailand. In conclusion, there was only few potato chips met the HCL criteria but all samples provide the mandatory labelling components. Therefore, it is recommended to gradually reduce either energy, fat, or sodium content in potato chips in order to meet the HCL criteria.

Keywords: Potato chip, Healthier Choice Logo (HCL), Energy, Fat, Sodium