

Labeling Parameters (Standardised to 100ml irrespective of pack size)

Parameters	100ml	100ml	100ml	100ml	100ml	100ml
	Lil Goodness	Brand 1	Brand 2	Brand 3	Brand 4	Brand 5
Energy	77.83	108.65	106	86	122	107
Carbohydrate(g)	12.21	15	14	16	19.2	14.8
Total Sugar - <i>Lower Is Better</i>	4.8	14.8	14	12		14.8
Added Sugar (g) - <i>Lower Is Better</i>	4.7	10.35	9	0	12.5	10
Protein (g) - <i>Higher Is Better</i>	3.51	3	3	2	3.1	3
Total Fat (g) - <i>Lower is Better In Most Cases</i>	1.6	4.1	4	2	3.6	4
Saturated Fat (g) - <i>Lower is Better In Most Cases</i>	1.09	2.725	3			2.5
Transfat (g) - <i>Lower Is Better</i>	0.004	0.05	0			
Cholesterol (mg)			13	0		12.6
Dietary Fat (g)	1.6		0	0		
Dietary Fiber (g) - <i>Fiber Presence Aids In Digestion</i>	1.7					
Zinc (mg)	0.92	1.2	0	2		
Vitamin A (microg)	33.5	45	71	57		
Vitamin D (microg)	0.69	0.75	1	1		
Calcium (mg)	100.52	98.45	100	180	110	100
Sodium (mg)		79.85	50	0		50
Phosphorous (mg)			0	80		
Vitamin E (IU)				1		
Vitamin B1 (mg)				0		
Vitamin B2 (mg)				0		