

Nestlé USA

QUALITY MANAGEMENT  
800 N. BRAND BLVD  
GLENDALE CA 91203



(818) 549-6873  
FAX (818) 549-6908

November 30, 2000

Geraldine A. June  
Division of Standards and Labeling Regulations  
Office of Nutritional Products, Labeling and Dietary Supplements  
Food and Drug Administration  
200 C Street, SW  
Washington DC 20204

**RE: Notification pursuant to 21 CFR 130.17 of Participation  
in Extended Market Test of White Chocolate Deviating from  
the Standard of Identity in 21 CFR 163: Cacao Products**

Dear Ms. June:

This letter is a follow up to our phone conversation of November 6th, regarding our request for a temporary marketing permit for Nestlé Solid White Chocolate Bunny. (The original request was sent to Felicia Satchell in a letter dated May 19, 2000). As discussed, we have changed the format of the Nutrition Facts on the side panel to the standard vertical format. A revised copy of the proposed label is enclosed.

I will contact you the week of December 4<sup>th</sup> to discuss the revisions and see if they meet with your approval.

If there are questions regarding the enclosed label artwork or the original application, please contact me at (818) 549-6639. Thank you very much for your review of our application.

Sincerely,

A handwritten signature in black ink that reads "JoAnn Hamamura".

JoAnn Hamamura, M.S., C.N.S.  
Sr. Labeling & Regulatory Specialist  
Quality Management, Regulatory & Nutrition

Enclosure: Revised draft label copy

cc: Ken Mercurio - QM 14  
Woody Hartwell - K.Beich, Bloomington

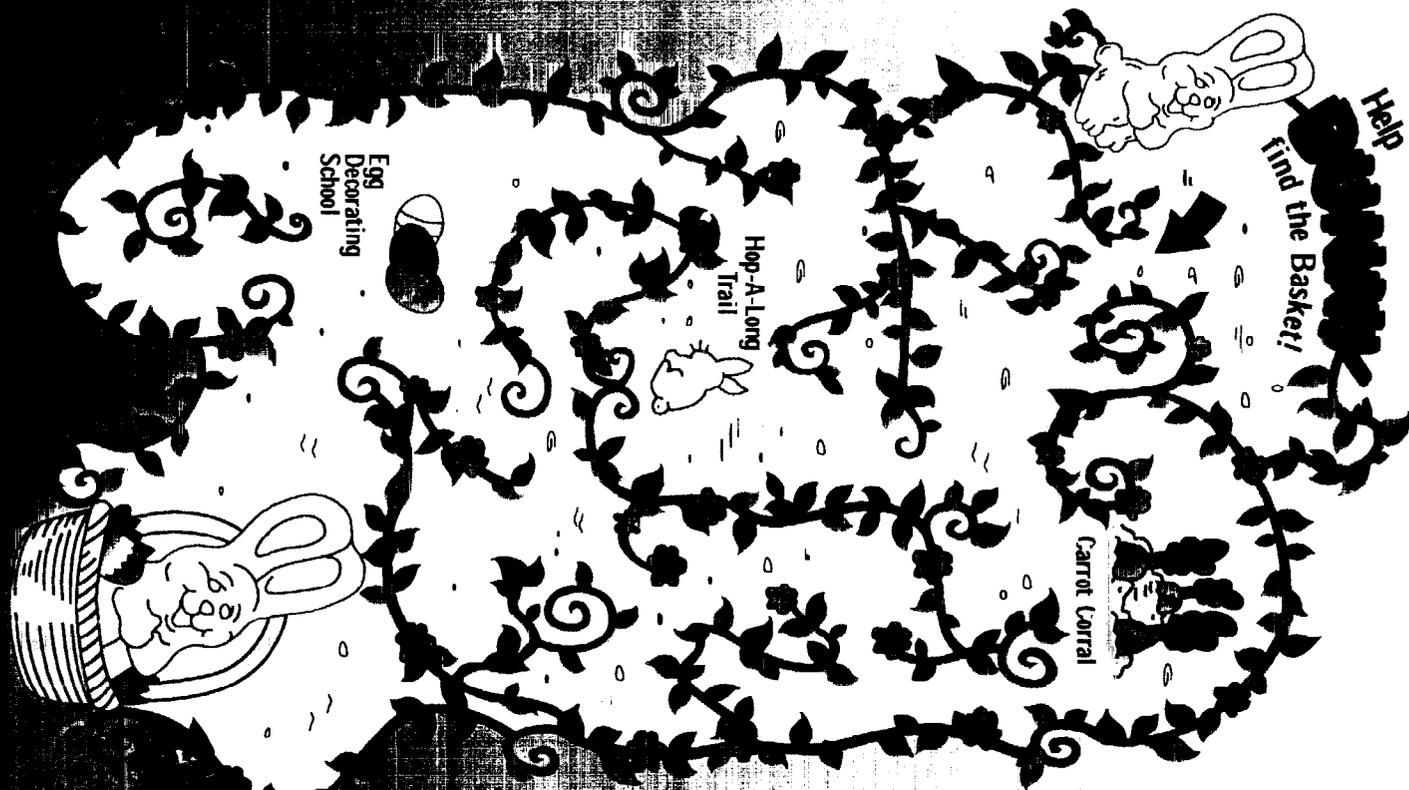
93P-0310

LET 92

Calories 240  
Calories from Fat 130

Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 0% • Riboflavin 6%

Total Carbohydrate 11g 20g  
Dietary Fiber 25g 30g



3RD DRAFT

NESTLE	6 OZ SOLID WHITE CHOCOLATE BUNNY	5-19-00								
<p>FONTS</p> <p>HELV BQ HELV. COND HELV BLACK AVANT GARDE DOM CASUAL</p>		<p>COLORS</p> <table border="1"> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>PMS BLACK</td> <td>PRO MAGENTA</td> <td>PRO CYAN</td> <td>PRO YELLOW</td> </tr> </table>					PMS BLACK	PRO MAGENTA	PRO CYAN	PRO YELLOW
										
PMS BLACK	PRO MAGENTA	PRO CYAN	PRO YELLOW							
Unwind No.	0									
Finished Width	0									
Web Width	0									
Web Cutoff	0									

Nestle Santa and Snowman Carton 9-27-93  
 From: Victory Specialty Packaging, Inc.  
 D. Tuxill

10.875"

Nestle®  
**BUNNY**

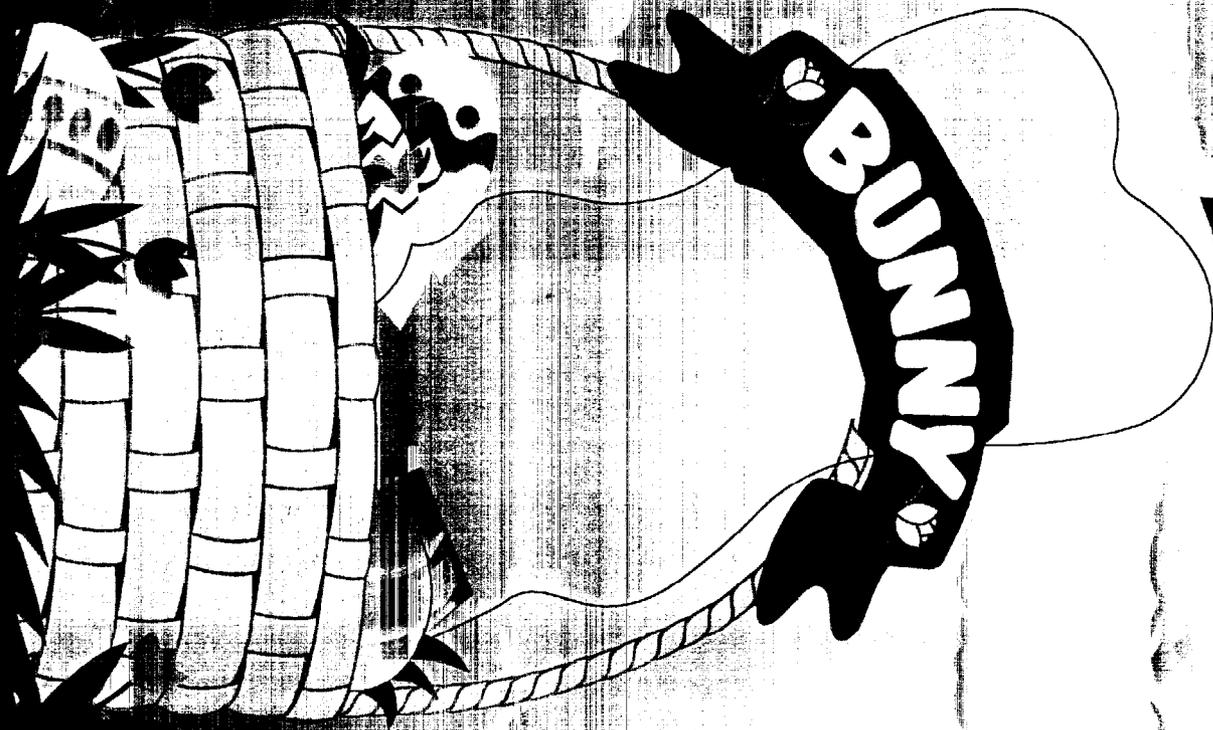
Nestle®

Nestle®

**BUNNY**



Questions or Comments?  
 Call 1-800-431-1248, Mon. to Fri., 7:30 AM to  
 5 PM CST. Please have packaging available.  
 Visit us anytime at [www.nestleusa.com](http://www.nestleusa.com)  
 Nestle makes the very best.



SOLID WHITE CHOCOLATE Net Wt 6 oz (170 g)

Nestle®  
**BUNNY**

SOLID WHITE CHOCOLATE

**Nutrition Facts**

Serving Size 1.5 oz (42 g/about 1/4 bunny)  
 Servings Per Container 4  
 Calories 240

Amount Per Serving	% Daily Value*
<b>Total Fat</b> 15g	<b>23%</b>
Saturated Fat 6g	30%
<b>Cholesterol</b> 10mg	<b>3%</b>
<b>Sodium</b> 35mg	<b>2%</b>
<b>Potassium</b> 105mg	<b>2%</b>

Amount Per Serving	% Daily Value*
<b>Total Carbohydrate</b> 24g	<b>8%</b>
Dietary Fiber 0g	0%
Sugars 24g	
<b>Protein</b> 2g	

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat. Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g