

# Proposed Wireframes

## ABC\*/LMNOP\* Website Re-Architecture

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ABC\* Global Header

Global ABC\* Topic Tabs

# Food

Print/Share

Home Food

## Food Features Carousel

### Navigate the Food Section 1

#### Recalls, Outbreaks & Emergencies

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#### Foodborne Illness & Contaminants

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

#### Ingredients, Packaging & Labeling

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, ve illum.

#### Dietary Supplements

Dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit.

#### Food Defense

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut.

#### Food Science & Research

Aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit.

#### Guidance & Regulation

Esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

#### Compliance & Enforcement

Iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore feugait.

#### Browse by Popular Topics

Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation.

#### Resources for You

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#### News & Events

Vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et.

### Recent Food Recalls 4

- 10/29/2012 - BT McElrath Chocolatier: Peanut Butter Candy
- 10/26/2012 - Kays: Ice Cream
- 10/25/2012 - Organic Appalachian Adventure Mix - Bulk; Rocky Mountain Mix - Bulk; Yellow Stone Hiking Mix - Bulk; More: Chocolate and Trail Mix Bulk Items
- 10/24/2012 - Gluten Free Cafe: Bars
- 10/22/2012 - Rudi's: Bakery Products

More Food Recalls

### Recent Outbreaks 5

- ABC\* Investigates E.coli O157:H7 Illnesses Linked to Organic Spinach and Spring Mix Blend
- ABC\* Investigates Multistate Outbreak of Salmonella Bredeney Infections Linked to Peanut Butter made by Sunland Inc.
- More Outbreak Investigations

### Browse by Popular Topics 6

- BPA
- Cheese
- Eggs
- Infant Formula
- Milk
- View all Popular Topics

### The Basics 7

- ABC\* Basics
- What Does ABC\* Regulate?
- ABC\* Basics for Industry
- About the Center for Lorem Ipsum Dolor Sit Consectitur\* (LMNOP\*)

### Contact ABC\*

1-888-ABCDEFG  
1-888-222-3334

**Outreach and Information Center**  
Consumers: [consumer@abc\\*.gov](mailto:consumer@abc*.gov)  
Industry: [industry@abc\\*.gov](mailto:industry@abc*.gov)  
Center for Lorem Ipsum Dolor Sit Consectitur\*  
AAAA and BBBB Administration\*  
5100 Paint Branch Parkway  
College Park, MD 20740

Report a Problem 11

### Resources For You 8

- Consumers
- Health Educators
- Health Care Professionals
- Industry
- Students & Teachers
- En Español
- Translated Documents & Videos

### Search the Food Section

SEARCH 3

### Spotlight 9

- Energy "Drinks" and Supplements: Investigations of Adverse Event Reports
- Biennial Registration Renewal for Food Facilities
- Prior Notice of Imported Foods
- The New ABC\* Food Safety Modernization Act (FSMA)

### Recent Food News Releases 10

- 11/26/2012 Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 11/25/2012 Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 11/23/2012 Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

More Food News Releases

**1 Navigate the Food Section Box:** Aquilent recommends that the “Food Topics” box be renamed as “Navigate the Food Section” to make it clear that it constitutes a primary navigation tool. Aquilent has recommended the following Primary Navigation Sections as part of the re-architecture project:

- |                                      |                             |
|--------------------------------------|-----------------------------|
| 1. Recalls, Outbreaks & Emergencies  | 7. Guidance & Regulation    |
| 2. Foodborne Illness & Contaminants  | 8. Compliance & Enforcement |
| 3. Ingredients, Packaging & Labeling | 9. Browse by Popular Topics |
| 4. Dietary Supplements               | 10. Resources for You       |
| 5. Food Defense                      | 11. News & Events           |
| 6. Food Science & Research           |                             |

**Order of Navigation Elements:** Aquilent recommends ordering the primary navigation elements in the box as shown in the wireframe - in order of popularity and/or importance, rather than alphabetically.

**ABC\*-Wide:** Aquilent recommends making the label change and order of elements a universal change across all of the ABC\*.gov topic tabs.

**2 Primary Section Titles and Descriptions:** Section titles will appear as links styled according to the typical link styling conventions of ABC\*.gov. Section descriptions will be limited to 100 characters so that they will not be longer than two lines of text below each section title/link.

**3 Food Section Search Box:** Aquilent recommends changing the label above the search box to “Search the Food Section” to make it clearer that this search finds only content that lives within ABC\*.gov/Food.

**ABC\*-Wide:** Aquilent recommends making this a universal change across all of the ABC\*.gov topic tabs.

**4 Recent Food Recalls Box:** For more detail, see the Recent Food Recalls Box wireframe.

**5 Recent Outbreaks Box:** This box lists the two most recent Food Outbreak Investigations. The last item in the bulleted list contains a link to the Outbreak Investigations page.

**6 Browse by Popular Topics:** This box forms an alternate to the primary navigation in the “Navigating the Food Section” box. It allows users to navigate to content based on topic of interest rather than audience, as in Resources for You. It will contain links to a subset of the available topic landing pages for popular and/or important topics. These links will be manually edited to stay current with topics in the news, key topics important to LMNOP\*, etc. The last item in the bulleted list will say “View all Popular Topics” and be a link to the “Browse by Popular Topics” landing page. See the wireframe for the Topic Landing Pages.

**Note:** Implementation of this section is dependent upon the creation of topic landing pages.

**7 The Basics Box:** Aquilent recommends that the “Tools and Resources” box on the current home page be renamed “The Basics” and have its contents changed to better serve users. The second link will be to a page called “What does ABC\* regulate?” which will help orient consumers and industry to the work ABC\* does and does not have jurisdiction over. Aquilent recommends removing the Publication Order Form and International Outreach links.

**8 Resources for You Box:** This box is another means of navigating to information. It will remain much the same as it is currently, but there will no longer be a link for “What’s New in Food,” and there will be a link to “Translated Documents & Videos.”

**9 Spotlight Box:** This box is a manually updated box in which LMNOP\* can put links to content other than Recalls, Outbreaks, or News Releases that they wish to feature on the Food home page

**10 Recent Food News Releases Box:** Aquilent recommends that the “News and Events” box be renamed. The main content of the box will remain the same, showing the three most recent News Releases related to Food. The text of the link to “More News and Events” should be changed to “More Food News Releases.” This link will still take users to the “Food & Nutrition ABC\* News Releases” page, a list of News Releases related to Food. The new title and link text now better describe the contents and properly inform user expectations.

**11 Report a Problem:** This link will send users to a new “Report a Problem” page, which will contain a description of the process for reporting problems to the ABC\*, information to help users know when they should report to the ABC\* vs. another entity, and key contact information designed to direct users to the right person for their report.

**Note:** Implementation of this functionality is dependent upon the creation of this new Report a Problem content page.

ABC\* Global Header

Global ABC\* Topic Tabs

# Food

Print/Share

Home > Food

## Search the Food Section

SEARCH 1

## Navigate the Food Section 3

### Recalls, Outbreaks & Emergencies

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoree.

### Foodborne Illness & Contaminants

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis. 4

### Ingredients, Packaging & Labeling

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, ve illum.

### Dietary Supplements

Dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit.

### Food Defense

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut.

### Food Science & Research

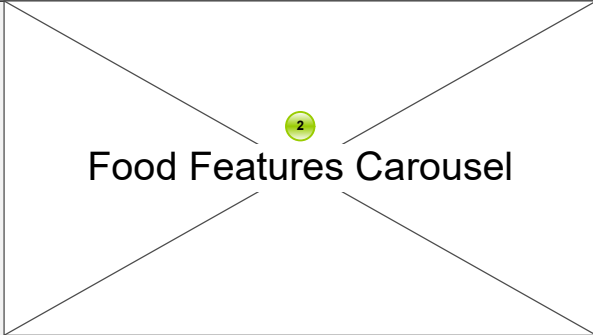
Aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit.

### Guidance & Regulation

Esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan.

### Compliance & Enforcement

Iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore feugait.



## Recent Food Recalls 5

- 10/29/2012 - BT McElrath Chocolatier: Peanut Butter Candy
- 10/26/2012 - Kays: Ice Cream
- 10/25/2012 - Organic Appalachian Adventure Mix – Bulk; Rocky Mountain Mix – Bulk; Yellow Stone Hiking Mix – Bulk; More: Chocolate and Trail Mix Bulk Items
- 10/24/2012 - Gluten Free Cafe: Bars
- 10/22/2012 - Rudi's: Bakery Products

More Food Recalls

## Recent Outbreaks 6

- ABC\* Investigates E.coli O157:H7 Illnesses Linked to Organic Spinach and Spring Mix Blend
  - ABC\* Investigates Multistate Outbreak of Salmonella Bredeney Infections Linked to Peanut Butter made by Sunland Inc.
- More Outbreak Investigations

Report a Problem 7

## Spotlight 11

- Energy "Drinks" and Supplements: Investigations of Adverse Event Reports
- Biennial Registration Renewal for Food Facilities
- Prior Notice of Imported Foods
- The New ABC\* Food Safety Modernization Act (FSMA)

## News & Events 12

- 11/26/2012 Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
  - 11/25/2012 Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
  - 11/23/2012 Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- View All News & Events

## Stay Informed on Food Safety & Recalls 13

- RSS Feeds: Food Allergy, Food Safety, Tainted Products Marked as Dietary Supplements, What's New: Foods
- Twitter Accounts: @ABC\*Recalls
- Website Widgets: Food Safety Recalls & Tips, Peanut Recalls, Pistachio Product Recalls, HVP Product Recalls

## Browse by Popular Topics

- BPA
- Cheese
- Eggs
- Infant Formula
- Milk
- Seafood

## Resources For You 8

- Juice
- Produce/Plant-based Foods
- Caffeinated Alcoholic Beverages
- Medical Foods
- View all Popular Topics

## The Basics 9

- ABC\* Basics
- What Does ABC\* Regulate?
- ABC\* Basics for Industry
- About the Center for Lorem Ipsum Dolor Sit Consectitur\* (LMNOP\*)

## Contact ABC\* 10

1-888-ABCDEFG  
1-888-222-3334

Outreach and Information Center  
Consumers: consumer@abc\*.gov  
Industry: industry@abc\*.gov  
Center for Lorem Ipsum Dolor Sit Consectitur\*  
AAAA and BBBB Administration\*  
5100 Paint Branch Parkway  
College Park, MD 20740

- 1 **Food Section Search Box:** Aquilent recommends moving the Food Section search box above the primary navigation, prominently to the left of the carousel. Aquilent also recommends changing the label above the search box to “Search the Food Section” to make it clearer that this search finds only content that lives within ABC\*.gov/Food.  
**ABC\*-Wide:** Aquilent recommends making this a universal change across all of the ABC\*.gov topic tabs.
  - 2 **Food Features Carousel:** Aquilent recommends moving this element from its current position on the left to the right side of the page. This element would shrink in the horizontal dimension but it would not change in overall look, function, or feel.
  - 3 **Navigate the Food Section Box:** Aquilent recommends that the “Food Topics” box be moved to the upper left section of the home page and renamed as “Navigate the Food Section” to make it clear that it constitutes a primary navigation tool. Aquilent has recommended the following Primary Navigation Sections as part of the re-architecture project:
    1. Recalls, Outbreaks & Emergencies
    2. Foodborne Illness & Contaminants
    3. Ingredients, Packaging & Labeling
    4. Dietary Supplements
    5. Food Defense
    6. Food Science & Research
    7. Guidance & Regulation
    8. Compliance & Enforcement
- Order of Navigation Elements:** Aquilent recommends ordering the primary navigation elements in the box as shown in the wireframe - in order of popularity and/or importance, rather than alphabetically. We also recommend removing the “Browse by Topic,” “Resources for You,” and “News & Events” sections from the primary navigation box and employing boxes on the Food homepage to highlight them without duplication in this box.
- ABC\*-Wide:** Aquilent recommends making this a universal change across all of the ABC\*.gov topic tabs.
- 4 **Navigate the Food Section Descriptions:** Section titles will appear as links styled according to the typical link styling conventions of ABC\*.gov. Section descriptions will be limited to 100 characters so that they will not be longer than two lines of text below each section title/link.
  - 5 **Recent Food Recalls Box:** For more detail, see the Recent Food Recalls Box wireframe.
  - 6 **Recent Outbreaks Box:** This box lists the two most recent Food Outbreak Investigations. The last item in the bulleted list contains a link to the Outbreak Investigations page.
  - 7 **Report a Problem Button:** This functions as a link to a new “Report a Problem” page, which will contain a description of the process for reporting problems to the ABC\*, information to help users know when they should report to the ABC\* vs. another entity, and key contact information designed to direct users to the right person for their report.  
**Note:** Implementation of this functionality is dependent upon the creation of this new Report a Problem content page.

**8 Browse by Popular Topics and Resources for You Tabbed Box:** This box forms an alternate to the primary navigation in the “Navigate the Food Section” box. It allows users to navigate to content based on topic interest or by audience. Browse by Popular Topics and Resources for You will be organized as a tabbed box similar to the “Recalls and Alerts” tabbed box set on the ABC\*.gov homepage below the carousel. The Browse by Popular Topics tab will be the default selection and will contain links to a subset of the available topic landing pages for popular and/or important topics. These links will be manually edited to stay current with topics in the news, key topics important to LMNOP\*, etc. The last item in the bulleted list will say “View all Popular Topics” and be a link to the “Browse by Popular Topics” landing page. (See the Primary Landing Page wireframe for an example of how this page will look.)

The Resources for You tab will present a way to navigate to information by audience type rather than topic or section. When it is active in the tabbed box, it will appear as it does on the right. The list of audiences will remain much the same as it was, but there will no longer be a link for “What’s New in Food” and we have added “Translated Documents & Videos” to the list of options to better enable users to find that content.

Browse by Popular Topics	Resources For You
<ul style="list-style-type: none"> <li>• Consumers</li> <li>• Students &amp; Teachers</li> <li>• En Español</li> <li>• Translated Documents &amp; Videos</li> </ul>	<ul style="list-style-type: none"> <li>• Industry</li> <li>• Health Educators</li> <li>• Health Care Professionals</li> <li>• View All Resources for You</li> </ul>

**Note:** Implementation of the Browse by Popular Topics section is dependent upon the creation of topic landing pages.

**9 The Basics Box:** Aquilent recommends that the “Tools and Resources” be renamed and have its contents changed to better serve users. The second link will be to a page called “What does ABC\* regulate?” which will help orient consumers and industry to the work ABC\* does and does not have jurisdiction over. Aquilent recommends removing the Publication Order Form and International Outreach links.

**10 Contact ABC\*:** This box lists the contact information for LMNOP\*, and provides phone numbers, email addresses, and the postal address. The email addresses are linked to open in an email client. The “Report a Problem” header and link to “Contact a Complaint Coordinator” have been removed because this functionality is addressed by the “Report a Problem” button above.

**11 Spotlight Box:** This box is a manually updated box in which LMNOP\* can put links to content other than Recalls, Outbreaks, or News Releases that they wish to feature on the Food home page

**12 News & Events Box:** Aquilent recommends that the “News & Events” primary section be removed from the primary navigation section above because it is content of a very different nature. Instead, users can access the information in this section via the “News & Events” box on the Food homepage. The main content of the box will show the three most recent News Releases related to Food. The link to “More News & Events” will be a link to the News & Events primary landing page.

**13 Stay Informed on Food Safety & Recalls:** Aquilent recommends adding this box to provide users with more immediate access and ways to engage socially with ABC\* regarding recalls, including food recalls. The box will contain links to RSS feeds and website links found on the ABC\*.gov “Interactive Media” page. However, Aquilent recommends each link go directly to the page containing the item described in the link, unless instructions are necessary for the user. For example, each link in the first bullet of RSS Feeds should link directly to the RSS feed it describes. The link to the Twitter account should go directly to the Twitter page for that account, etc.

# Food

Print/Share

Home > Food > Ingredients, Packaging & Labeling

Ingredients, Packaging & Labeling	
Ingredients & Packaging Definitions	1
Allergens	
Food Additives & Ingredients	
Generally Recognized as Safe (GRAS)	
GMOs & Biotechnology	
Packaging & Food Contact Substances (FCS)	
Irradiated Food & Packaging	
Nutrition Labels	

## Ingredients, Packaging & Labeling 2

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4  
Feature/Promo

### Ut wisi enim ad minim veniam 5

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- [Lorem ipsum dolor sit amet consectetur adipiscing elit](#)
- [Suspendisse euismod turpis vel quam](#)
- [Pellentesque pulvinar iaculis eros](#)
- [Nunc placerat quam sollicitudin est](#)

### Duis autem vel eum iriure dolor in hendrerit

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- [Lorem ipsum dolor sit amet consectetur adipiscing elit](#)
- [Suspendisse euismod turpis vel quam](#)
- [Pellentesque pulvinar iaculis eros](#)
- [Nunc placerat quam sollicitudin est](#)

## Guidance 6

- [Ingredients, Additives & GRAS Guidance & Regulations](#)
- [Labeling Guidance & Regulations](#)
- [Packaging & Food Contact Substances Guidance & Regulations](#)
- [Allergens Guidance & Regulations](#)
- [GMOs/Biotechnology Guidance & Regulations](#)
- [All Guidance Documents & Regulations](#)

## Recent Food Recalls 7

- 10/29/2012 - BT McElrath Chocolatier: Peanut Butter Candy
- 10/26/2012 - Kays: Ice Cream
- 10/25/2012 - Organic Appalachian Adventure Mix - Bulk; Rocky Mountain Mix - Bulk; Yellow Stone Hiking Mix - Bulk; More: Chocolate and Trail Mix Bulk Items
- 10/24/2012 - Gluten Free Cafe: Bars
- 10/22/2012 - Rudi's: Bakery Products

[More Food Recalls](#)

## Contact ABC\* 8

1-888-ABCDEFG  
1-888-222-3334

**Outreach and Information Center**  
Consumers: [consumer@abc\\*.gov](mailto:consumer@abc*.gov)  
Industry: [industry@abc\\*.gov](mailto:industry@abc*.gov)  
Center for Lorem Ipsum Dolor Sit Consectitur\*  
AAAA and BBBB Administration\*  
5100 Paint Branch Parkway  
College Park, MD 20740

[Report a Problem](#)

- 1 **Left Navigation Box:** The left navigation will maintain the look and functionality as it currently exists on the ABC\*.gov website. This wireframe may not accurately portray the correct look and feel because this is in the process of being updated by OIM, and specs of the updated left navigation were not available at the time of wireframe creation. The sections listed in the left navigation will change depending on the movement of the subpages and the creation of new primary, secondary, and tertiary sections.
  
- 2 **Page Title:** The page title will continue to display as it does on the current ABC\*.gov website.
  
- 3 **Introductory Text:** All Primary landing pages should have a short paragraph of introductory text briefly describing ABC\*'s role as it relates to the topic of this section. Alternatively, this text could briefly describe the types of content located in this section. This introductory text should be the “hook” that encourages the users to explore this section. The text will always appear at the top of the Primary landing page, and be slightly larger than the body text of the page. **Note:** Implementation of this is dependent upon the creation of intro text for all primary landing pages that do not currently have it.
  
- 4 **Feature/Promo:** Each primary landing page should have a visual element that acts as a feature or promo area for that section. The Feature/Promo element should feature a maximum of 3 or 4 distinct items. **Position:** The Feature/Promo should always be immediately below the Introductory text. The type of content featured in this area could be things such as:
  - Newsworthy content, such as the Nov. 16<sup>th</sup> Energy Drinks and Supplements Investigations page
  - Recently Released Guidance Documents
  - Important Announcements
  - High Profile Research Projects
  - Recently Launched Tools or Programs

Examples of the types of visual elements that this can include:

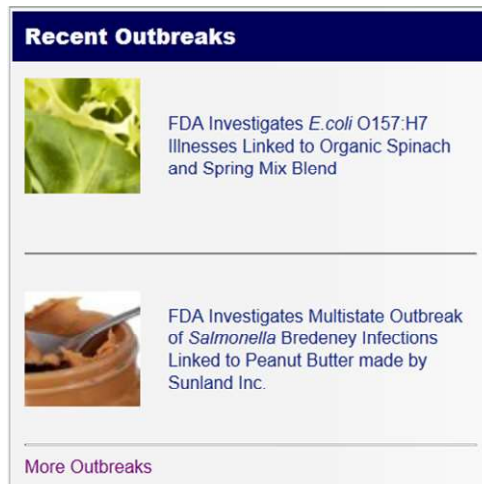
1. The Feature “Rotator” used on the current “Food Defense & Emergency Response” landing page

[http://www.abc\\*.gov/Food/FoodDefense/default.htm](http://www.abc*.gov/Food/FoodDefense/default.htm)



2. The “Recent Outbreaks” box used on the current “Outbreaks” landing page

[http://www.abc\\*.gov/Food/FoodSafety/CORENetwork/default.htm](http://www.abc*.gov/Food/FoodSafety/CORENetwork/default.htm)





**5 Content Body:** The content body will continue to display as it does on the current ABC\*.gov website. However, Aquilent recommends an increased use of sub-headings on Primary landing pages to help break content into concise chunks. Additionally, Aquilent recommends the use of shorter paragraphs to increase readability.

**6 Guidance Box:** When included on a Primary Landing page, the Guidance box lists links to collections of Guidance Documents related to the content of the section. The list will be populated manually. The final link in the list will be to the “Guidance Documents & Regulations” secondary landing page. For example, as shown in the wireframe, because this section contains information about Ingredients, Packaging, and Labeling, the Guidance box provides links to:  
“Ingredients, Additives & GRAS Guidance & Regulations”  
“Labeling Guidance & Regulations”  
“Packaging & Food Contact Substances Guidance & Regulations”  
“Allergens Guidance & Regulations”  
“GMOs/Biotechnology Guidance & Regulations” and  
“All Guidance Documents & Regulations.”  
**Position:** The Guidance box, when it appears, should always be the top-most box in the right column.

Inclusion of the Guidance box on a Primary Landing page is optional, only because some Primary Landing pages, such as “News & Events,” will not have any associated Guidance Documents or Regulations. However, for any primary section that has related Guidance Documents or Regulations, this box is required.

**7 Recent Food Recalls Box:** For more detail, see the Recent Food Recalls Box wireframe.  
**Position:** If a Guidance box appears on the page, the Recalls box will appear second in the right column. If there is no Guidance box, the Recalls box will appear at the top of the right column.

Inclusion of the Recalls Box on a primary landing page is encouraged, but optional.

**8 Contact Box:** The Contact Box will continue to function as it does on the current website. The content within the Contact Box should clearly relate to the content within the section. If a clear association can be made with a particular office, then that office’s contact information should be included.  
**Position:** The Contact Box will always be the lowest right-column box on any page.

Inclusion of the Contact Box on a primary landing page is encouraged, but optional. Many stakeholders commented that on the current website it is difficult to determine which office or employee to contact about a given piece of content. Increased use of the Contact Box may help alleviate that concern.

**Note:** The revised Information Architecture has involved combining the content of multiple offices into single sections. Therefore, the implementation of the Contact Box may need to be addressed by OIM.

**9 Resources for You Box:** Aquilent recommends discontinuing the use of the “Resources for You” list box positioned below the left navigation. This box has become a confusing and undefined block for unrelated links that should be incorporated either into the page content or into one of the boxes in the right column (see the Content Page wireframe).  
**Note:** Discontinuation of the “Resources for You” box requires that all pages currently using this box be identified, and the links in this box be either removed (if unnecessary) or incorporated back into the page content or right column boxes.

**Primary Landing Page Box Limit:** Primary landing pages can only have the Guidance Box, the Recalls Box, and/or the Contact Box. No additional boxes should be necessary for the primary landing pages. However, content pages will be able to use an additional “Optional” box, if needed (see the Content Page wireframe).

# Food

Print/Share

1 Home > Food > Ingredients, Packaging & Labeling > Nutrition Labels > Information for Restaurants & Retail Establishments

<b>Ingredients, Packaging &amp; Labeling</b>
Nutrition Labels <b>2</b>
Front-of-Package Labeling
Label Claims
Menu and Vending Machines Labeling Requirements
Nutrition Facts Label Programs & Materials
Information for Restaurants & Retail Establishments

## Nutrition Information for Raw Fruits, Vegetables & Fish **7**

### Downloadable/Printable Posters

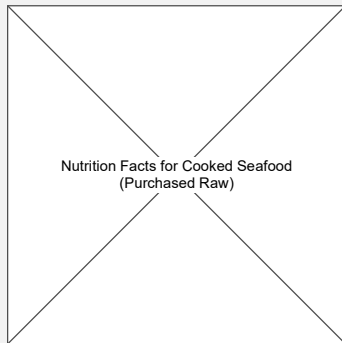
Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta



- [Lorem ipsum dolor sit amet consectetur adipiscing elit](#)
- [Suspendisse euismod turpis vel quam](#)
- [Pellentesque pulvinar iaculis eros](#)
- [Nunc placerat quam sollicitudin est](#)



- [Nunc placerat quam sollicitudin est](#)
- [Nullam scelerisque magna sit amet neque](#)
- [Vivamus consectetur augue vel justo consequat mattis](#)
- [Vivamus in metus ut ligula facilisis sagittis](#)

## Guidance **3**

- [Guidance for Industry: A Food Labeling Guide](#)
- [A Labeling Guide for Restaurants and Other Retail Establishments](#)
- [All Labeling Guidance & Regulations](#)

## Recent Food Recalls **4**

- 10/29/2012 - BT McElrath Chocolatier: Peanut Butter Candy
- 10/26/2012 - Kays: Ice Cream
- 10/25/2012 - Organic Appalachian Adventure Mix - Bulk; Rocky Mountain Mix - Bulk; Yellow Stone Hiking Mix - Bulk; More: Chocolate and Trail Mix Bulk Items
- 10/24/2012 - Gluten Free Cafe: Bars
- 10/22/2012 - Rudi's: Bakery Products

[More Food Recalls](#)

## Lorem Ipsum **5**

- Lorem ipsum onsectetuer
- Duis autem vel eum
- Ut wisi enim ad minim
- Lorem ipsum onsectetuer
- Ut wisi enim ad minim

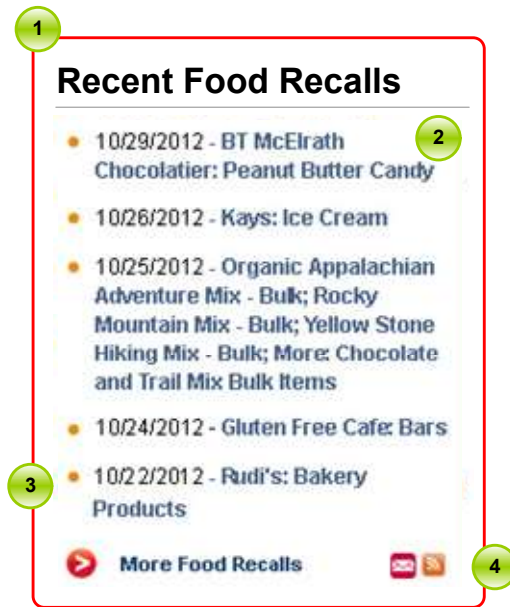
## Contact ABC\* **6**

1-888-ABCDEFG  
1-888-222-3334

**Outreach and Information Center**  
Consumers: [consumer@abc\\*.gov](mailto:consumer@abc*.gov)  
Industry: [industry@abc\\*.gov](mailto:industry@abc*.gov)  
Center for Lorem Ipsum Dolor Sit Consectitur\*  
AAAA and BBBB Administration\*  
5100 Paint Branch Parkway  
College Park, MD 20740

[Report a Problem](#)

- 1 **Breadcrumbs:** Aquilent recommends adding an additional level of breadcrumbs to the global ABC\* site. Currently, breadcrumbs extend to the fourth level of navigation. Because they begin with “Home” and include the section (i.e., “Food”) there remain only two functional levels of breadcrumbs for subsections of the site. Any navigation beyond those levels is not reflected in the breadcrumb path. Extending the breadcrumbs to three levels below each section would enable users to clearly identify all the subsections they are traveling through to arrive at a given page. If they choose, they could navigate backward to seek information in other subsections with ease. In this instance, the levels include a primary section navigation level (“Ingredients, Packaging & Labels”), a secondary section level (“Nutrition Labels”), and the new tertiary level (“Nutrition Labeling Information for Restaurants & Retail Establishments”).  
  
Another recommended change to the breadcrumbs is to no longer limit the breadcrumbs to include only “Sections” and not “Pages” that appear in the left navigation. For example, on the current site, the page for “Caffeinated Alcoholic Beverages” ([http://www.abc\\*.gov/Food/FoodIngredientsPackaging/ucm190366.htm](http://www.abc*.gov/Food/FoodIngredientsPackaging/ucm190366.htm)) is a second level page. However, because this is a “Page” that appears in the navigation, and not a “Section,” the breadcrumbs do not reflect this.  
  
**ABC\*-Wide:** Aquilent recommends making this a universal change across all of the ABC\*.gov topic tabs.
- 2 **Left Navigation Box:** The left navigation will look and function the same as it does on the current ABC\*.gov website. The sections listed in the box, however, will change depending on the movement of the subpages and the creation of new primary, secondary, and tertiary sections.
- 3 **Guidance Box:** When included on a Content page, the Guidance box lists a selection of links to specific Guidance Documents related to the content of the page. The list will be populated manually with the most popular and/or important Guidance documents related to the content on the page. The final link in the list will be to the corresponding content section within the Guidance & Regulation primary section. For example, as shown in the wireframe, because this content page relates to Nutrition labeling, the final link in the box goes to “All Labeling Guidance & Regulations.”  
**Position:** The Guidance box, when it appears, should always be the top-most box in the right column. Inclusion of the Guidance box on a content page is optional.
- 4 **Recent Food Recalls Box:** For more detail, see the Recent Food Recalls Box wireframe.  
**Position:** If a Guidance box appears on the page, the Recalls box will appear second in the right column. If there is no Guidance box, the Recalls box will appear at the top of the right column. Inclusion of the Recalls Box on a content page is encouraged, but optional.
- 5 **Optional Box:** Related links that don’t fall into the category of Guidances can be manually added to this box.  
**Position:** If a Guidance box and the Recalls box appear in the right column, the Optional Box should appear below them (in third position). If only Guidances OR only Recalls appear, the Optional Box should appear below it (in second position). If neither Guidances NOR Recalls appear, the Optional Box will be the topmost box in the right column. Inclusion of the Optional Box on a content page is optional.
- 6 **Contact Box:** The contact box will be continue to function as it does on the current website. It should be tailored to the content on the page and only appear where appropriate. If a clear association can be made with a particular office, then that office’s contact information should be included.  
**Position:** The Contact Box will always be the lowest right-column box on any page. Inclusion of the Content Box on a content page is optional.
- 7 **Page Title:** The page title will continue to display as it does on the current ABC\*.gov website
- 8 **Content Body:** The content body will continue to display as it does on the current ABC\*.gov website
- 9 **Resources for You Box:** Aquilent recommends discontinuing the use of the “Resources for You” list box positioned below the left navigation. This box has become a confusing and undefined block for unrelated links that should be incorporated either into the page content or into one of the boxes in the right column.  
**Note:** Discontinuation of the “Resources for You” box requires that all pages currently using this box be identified, and the links in this box being either removed (if unnecessary) or incorporated back into the page content or right column boxes.



- 1** **Accent Border:** Aquilent recommends that the Recalls Box receive a more strongly accented border than other page elements so that it will stand out wherever it appears. Because of the popularity of its content among all audiences, it should be easy to spot on any page. The color is matched to the thin red border separating the image from the explanatory text in the Food tab's carousel.
- 2** **Bulleted Item List:** This box will pull from the latest Food-related Recalls dynamically. It will display the 5 most recent Food recalls in a bulleted list. Each recall item bullet should contain the following:
- Recall date (pulled from metadata) followed by a space, a dash, and another space (" - "), in plain text (not linked).
  - Brand Name (pulled from metadata) followed by a colon and a space (" : ") and the Product Description (pulled from metadata). These two items together should be clickable/link text that links to the relevant recalled item page.
- 3** **More Food Recalls:** At the bottom of the box, a link with the text "More Food Recalls" along with the white and red arrow image will appear. The link and the image are both clickable and will take users to the Recalls page with the Food tab pre-selected. We have given it a similar treatment to the current News and Events box on the homepage. This will set the link apart so that users know where to click to find more information about all Food Recalls.
- 4** **GovDelivery and RSS Icons:** To highlight the other distribution options for Recalls notifications, we have included icons for GovDelivery signup and the Recalls RSS feed. Aquilent recommends removing the links that currently accompany these icons in the "Outbreaks" box. The icons alone will be links and they require no explanatory text. Aquilent recommends placing them in line with the "More Food Recalls" text but further to the right so that the whitespace around them sets them apart.

ABC\* Global Header

Global ABC\* Topic Tabs

# Food

Print/Share

Home > Food > Browse by Popular Topics > Milk

- Browse by Topic** 1
- Acidified Foods, Low-acid Canned Foods
  - Bottled Water & Soft drinks
  - BPA
  - Caffeinated Alcoholic Beverages
  - Cheese
  - Eggs
  - Energy Drinks
  - Infant Formula
  - Juice
  - Medical Foods
  - Milk
  - Produce & Plant-based Foods
  - Seafood

## Milk

 2

Lorem ipsum onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

On this page: 3

- [Recalls & Safety Alerts](#)
- [News & Events](#)
- [Consumer Education](#)
- [Industry Guidance](#)
- [Additional Industry Information](#)
- [Science & Research](#)

### Recalls & Safety Alerts: 4

**Recalls Dynamic List (If Possible)**

Safety Alerts & Advisories:

- [Lorem ipsum dolor sit amet consectetur adipiscing elit](#)
- [Suspendisse euismod turpis vel quam](#)
- [Pellentesque pulvinar iaculis eros](#)
- [Nunc placerat quam sollicitudin est](#)

5 [back to top](#)

### News & Events 6

**Constituent Updates Dynamic List (If Possible)**

Additional News & Events

- [Lorem ipsum dolor sit amet consectetur adipiscing elit](#)
- [Suspendisse euismod turpis vel quam](#)
- [Pellentesque pulvinar iaculis eros](#)
- [Nunc placerat quam sollicitudin est](#)

[back to top](#)

### Consumer Education 7

**Consumer Materials Dynamic List (If Possible)**

[back to top](#)

Continued on next page...

...continued from previous page.

### Industry Guidance 8

**Guidance Documents Dynamic List (If Possible)**

[back to top](#)

### Additional Industry Information 9

- [Lorem ipsum dolor sit amet consectetur adipiscing elit](#)
- [Suspendisse euismod turpis vel quam](#)
- [Pellentesque pulvinar iaculis eros](#)
- [Nunc placerat quam sollicitudin est](#)

[back to top](#)

### Science & Research 10

- [Lorem ipsum dolor sit amet consectetur adipiscing elit](#)
- [Suspendisse euismod turpis vel quam](#)
- [Pellentesque pulvinar iaculis eros](#)
- [Nunc placerat quam sollicitudin est](#)

[back to top](#)

Aquilent recommends the creation of new topic-based pages that will serve as collections of links to all content about particular topics (e.g., Milk, Energy Drinks). These topic-based pages enable users to access all available content about a particular Food topic without navigating across multiple sections or self-selecting into a user group.

- 1 **Left Navigation Box:** The left navigation will look and function the same as it does on the current ABC\*.gov website. For the “Browse by Popular Topic” section, each “topic” should be a “Page” that is placed in the left navigation, not a separate “Section.” This way, all topics will be visible from each topic page.
- 2 **Introductory Text:** All Topic pages should have a short paragraph of introductory text briefly describing ABC\*'s role as it relates to the topic. This introductory text should be the “hook” that encourages the users to explore this page. The text will always appear at the top of the Topic page.
- 3 **Anchor Links:** Display text “On this page:” followed by anchor links to the different sub-sections of content on the topic page. Sub-sections will only appear on the topic page if there is content for that sub-section, so the anchor links should be used only when necessary.
- 4 **Recalls & Safety Alerts Sub-section:** This section will be comprised of a dynamic list of any recent recalls (sorted by date – most recent first) related to the topic (if possible) and a manual list of Safety Alerts and Consumer Advisories related to the topic. The Safety Alerts & Advisories should be listed with the most recent first. If the dynamic list feature for Recalls is not possible, then recent recalls should be manually listed above the Safety Alerts & Advisories.  
**Note:** This sub-section should only appear on the topic page if there is content for this sub-section.
- 5 **Back to Top link:** A “back to top” link should appear after each sub-section.
- 6 **News & Events Sub-section:** This section will be comprised of a dynamic list of Constituent Updates (sorted by date – most recent first) related to the topic (if possible) and a manual list of additional News & Events (e.g., Press Releases, Events, etc.) related to the topic. The manual list of additional news and events information should be listed with the most recent first. If the dynamic list feature for Constituent Updates is not possible, then Constituent Updates should be manually listed above the additional News & Events links.  
**Note:** This subsection should only appear on the topic page if there is content for this sub-section.
- 7 **Consumer Education Sub-section:** This section will be comprised of a dynamic list of Consumer materials (sorted by date – most recent first) related to the topic (if possible). The dynamic list would look for all content tagged with an Audience of “Patients & Consumers” with the “Subject” field matching the topic. (Note: Aquilent has recommended expanding the existing Subject List to include these popular topics.) If the dynamic list feature for Consumer materials is not possible, then Consumer materials should be manually listed.  
**Note:** This sub-section should only appear on the topic page if there is content for this sub-section.
- 8 **Industry Guidance Sub-section:** This section will be comprised of a dynamic list of Guidance Documents (sorted by date – most recent first) related to the topic (if possible). The dynamic list would look for all content with “Guidance for Industry” in the title and the “Subject” field matching the topic. If the dynamic list feature for Guidance Documents is not possible, then Guidance Documents should be manually listed.  
**Note:** This sub-section should only appear on the topic page if there is content for this sub-section.
- 9 **Additional Industry Information Sub-section:** This section will be comprised of a manual list of additional Industry Information (e.g., Federal Register Releases, Good Manufacturing Processes, Warning Letters, etc.) related to the topic. The manual list should be listed with the most recent first.  
**Note:** This sub-section should only appear on the topic page if there is content for this sub-section.
- 10 **Science & Research Sub-section:** This section will be comprised of a manual list of Science and Research Information (e.g., Reports, Research Programs, etc.) related to the topic. The manual list should be listed with the most recent first.  
**Note:** This sub-section should only appear on the topic page if there is content for this sub-section.