



Quarterly Update



79

companies



1,002

brands



87k

products

Data pulled March 23, 2026

One Big Thing

The SmartLabel team is pleased to welcome four new companies to SmartLabel.

Afghan Saffron, established in 2000 and headquartered in Los Angeles, CA, is the leading single-source producer of organic saffron (grown by women) in Afghanistan's Herat fertile valley. The company is the world's only USDA-certified organic producer of saffron and has earned 3 Golden Stars for quality by the

International Taste Institute Awards. Afghan Saffron's Snow Leopard Trust supports the conservation of the elusive and endangered snow leopard.

Garden of Light, Inc. dba Uncle Crumbles began in a bakery nestled in the back of a Natural Foods Store in Glastonbury, CT in 1992. The company specializes in innovative flavors of granola and oat-based product lines using all-natural, gluten-free ingredients that are sold to consumers nationwide. Uncle Crumbles is also a private label manufacturer and works with its clients to customize granola, oatmeal and other grain-based products.

High Liner Foods is a leading North American processor and marketer of frozen seafood whose retail branded products are sold throughout Canada and the United States. They include High Liner, Sea Cuisine, Mrs. Paul's, Van de Kamp's, Fisher Boy, C. Wirthy, Mirabel and Catch of the Day. Established more than 125 years ago and headquartered in Portsmouth, NH, is also a major supplier of private-label frozen seafood products to North America food retailers and foodservice distributors.

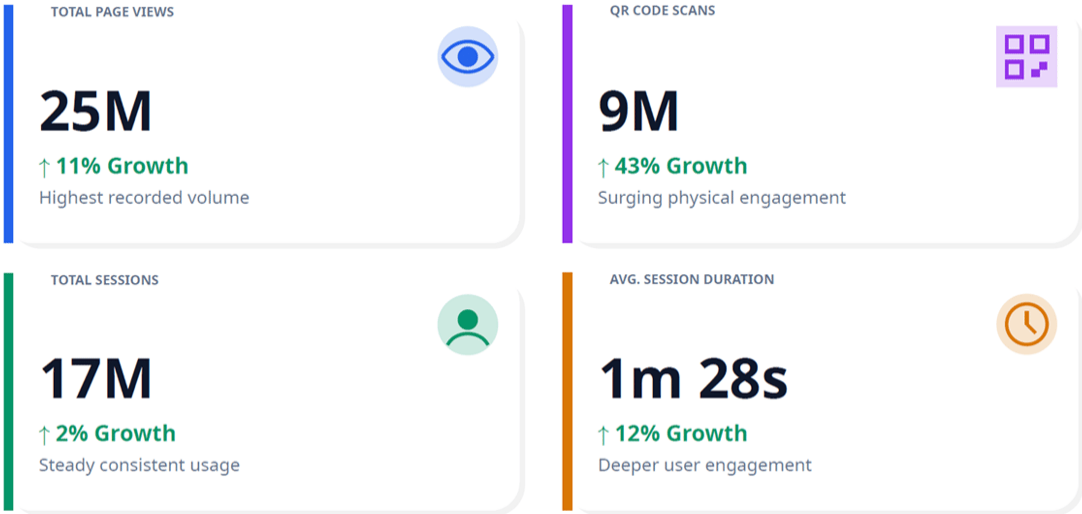
Mountanos Family Coffee & Tea Company began in 1898 when two Greek brothers, Stratis and Richard Mountanos, sold their first pound of roasted coffee from a mule-drawn cart in Market Street in San Francisco, CA. Five generations later, the company is still a family owned and operated business selling coffee and tea to consumers. Their portfolio of products include Fair Trade Certified Organic Coffee.

SmartLabel 2025 Performance Report

After a stabilization period in 2024, Page Views and Sessions hit new peaks in 2025. Total Page Views rebounded from 22.5M in 2024 to **24.9M** in 2025, surpassing 2023 levels (23.7M). This growth is strongly correlated with the increase in physical packaging interaction.

Physical-to-Digital Bridge (QR Codes)

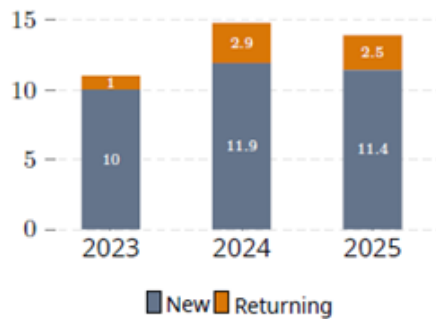
QR Code scans experienced massive growth, jumping 43% YoY to nearly **9M** in 2025. This indicates a significant shift in consumer behavior, moving from organic web search towards direct physical scans of product packaging.



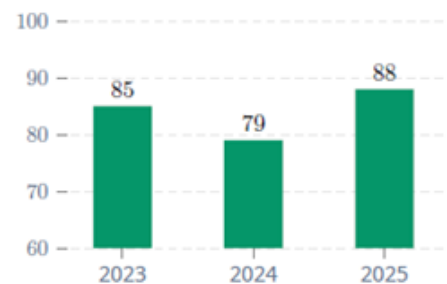
Engagement Trends



User Composition (Millions)

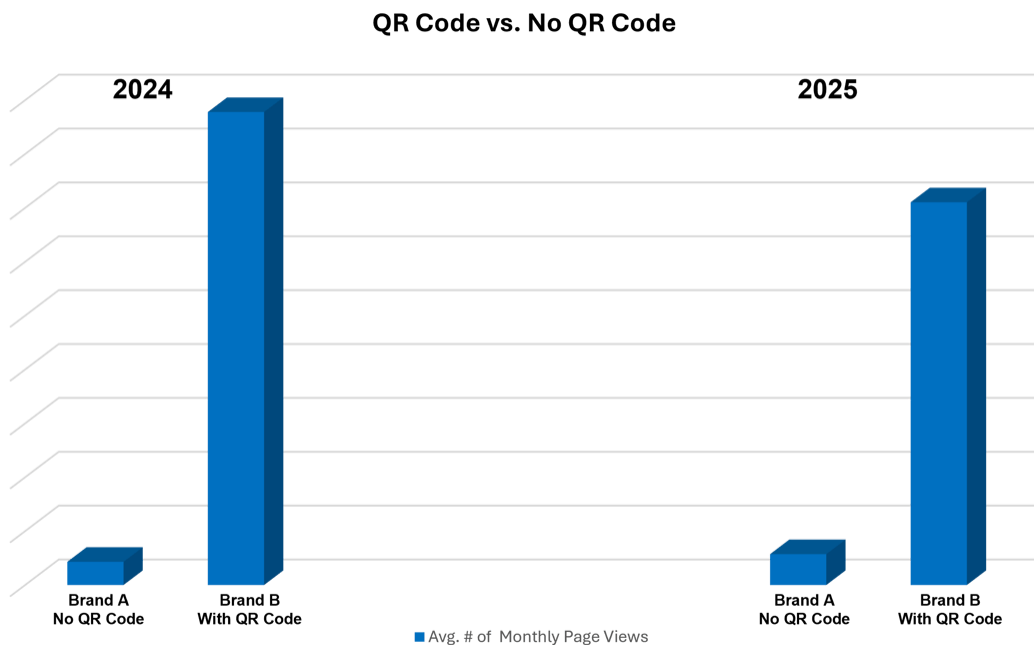


Avg. Session Duration (Seconds)



SmartLabel QR Codes on Pack Drive Consumer Engagement

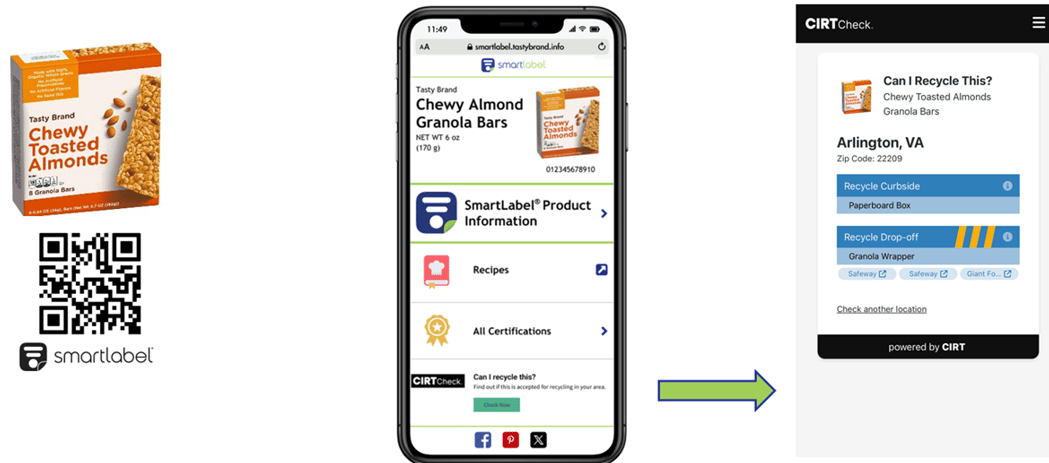
The SmartLabel team recently compared consumer engagement metrics between two similar brands – one with SmartLabel QR codes on pack and one without. The brands produce similar food products and have a similar number of SmartLabel pages. The results, displayed below, highlight the effectiveness of on-pack SmartLabel QR codes in driving traffic to the SmartLabel page.



SmartLabel Launches Recycling Pilot

Consumer Brands Association is launching a new pilot program to provide partial funding for brands to test location-specific recycling tools like CIRT Check. The initiative encourages brands to explore real-world applications of recyclability tools, promote consumer access to accurate, localized recycling information and generate anonymized, non-commercial insights for the SmartLabel program. For more information on this program, contact [Rishi Banerjee](#).

CIRT Check™ Integration



Grocery Dive Article Highlights SmartLabel 2D Barcodes

“Consumers want to know more about the products that they’re buying and using every day, and fortunately, industry has leaned in on that,” Rishi Banerjee, SmartLabel senior director, said in a recent [Grocery Dive](#) article that highlighted QR code-driven use cases in the platform.

The article primarily focuses on [GS1 Sunrise 2027](#) when the barcode on packaging will be replaced by a multifunctional QR code (2D barcode). With a single scan on a smartphone, a GS1 Digital Link enabled SmartLabel QR code will allow consumers to access nutritional information, allergens, sustainability and sourcing data on the SmartLabel product page. That same QR code can be scanned at point-of-sale (POS) for price lookup and a variety of other supply chain processes related to inventory management and recall readiness.

Sunrise 2027 is one of several opportunities for wider adoption of SmartLabel QR codes on product packaging. With the plethora of state-led initiatives for digital disclosure of ingredients, Banerjee said, “There is also a huge opportunity for digital disclosure, where if there is additional information that’s needed, that can be shared via QR code.” He also cited the use of QR codes

on products that allows consumers to find out if the package in hand is recyclable in their local communities, Read more [here](#).



Change is Coming to the SmartLabel Page Template!

The SmartLabel page has undergone a few content and tab labeling updates since SmartLabel was launched 10 years ago. However, the page design has not changed since 2015. The SmartLabel team is pleased to announce that a new and modern tab format and tab icons have been approved by the SmartLabel Executive Council. The tab nomenclature will be simplified and the new format will be described in detail in the next version of the Implementation Manual to be released this summer 2026. Here's a sneak preview:

[Food and Beverage Page Template](#)

Tasty Brand

Chewy Toasted Almonds Granola Bars

8-0.84 OZ (24g), Bars (Net Wt
6.7 OZ (192g))



012345678910



Household Cleaning Page Template

Fresh Brand

Bathroom Cleaner Fresh Scent

16 fl oz



012345678910



SmartLabel Execution for Louisiana SB 14 Approved

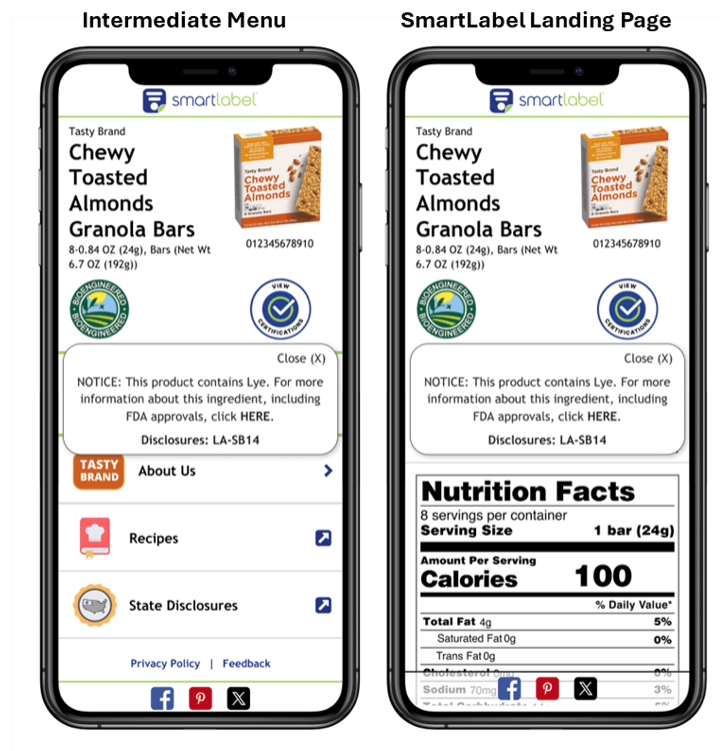
The SmartLabel Executive Council has approved a solution for digital disclosure of certain ingredients as required by Louisiana's SB 14. The legislation requires that the ingredient disclosure be placed in a "prominent location" and the notice must link to the FDA's Food Chemical Safety website.

The SmartLabel solution is to display the required ingredient notice and FDA link in a popup on either the intermediate menu or the SmartLabel landing

page, depending on which is linked to the on-pack QR code. The notice must appear below the header in order not to obscure symbols that may be displayed in the header, such as the BE symbol, inspection symbols or the certifications badge. The notice has a close feature prominently displayed in the upper right corner of the notice. Particular attention should be given to user accessibility and the pop-up notice should follow [W3C accessibility standards for notifications](#).

This execution was selected because it allows for future similar state-required digital disclosure of ingredients. Additional disclosures can be added to the popup below the LA SB 14 notice as necessary.

If the disclosure appears on the intermediate menu, brands may opt to include a button for “State Disclosures” that will reopen the popup notification once it has been closed. Similarly, if the disclosure appears on the SmartLabel landing page, brands can choose to add a link in the footer labeled “State Disclosures” that will reopen the popup notifications once it has been closed. Examples appear below:

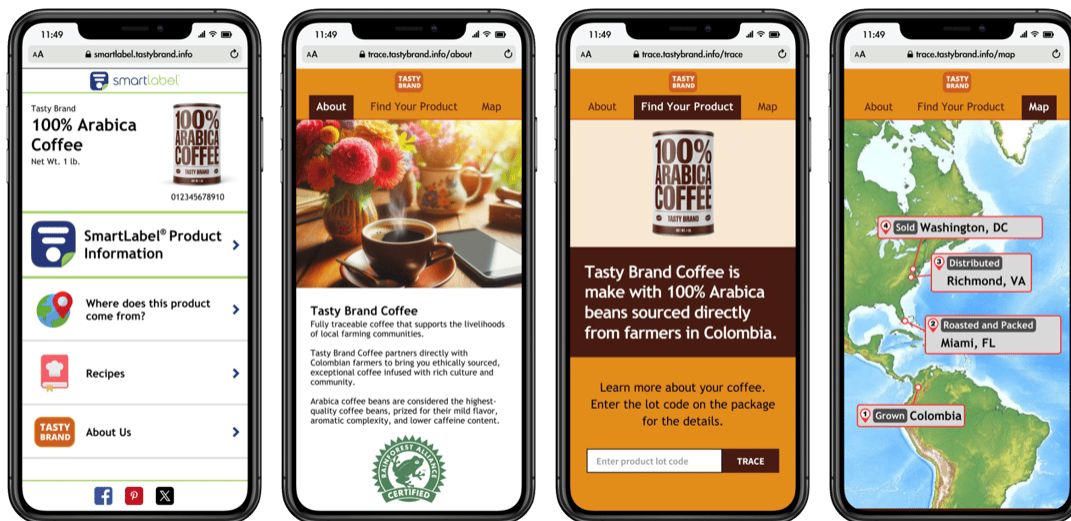


The Louisiana SB-14 solution will be included in the next version of the Implementation Manual to be released this summer 2026.

Traceability in SmartLabel

The SmartLabel team has created an example of how traceability of single ingredient food products can be displayed in SmartLabel (see illustration below). A button denoting traceability can be added to the intermediate menu. When clicked, it will open up a three-tab page: About, Find your Product, Map. The Find your Product tab allows the consumer to enter the product lot code to display a map showing where the ingredient originates, and where it is processed, distributed and sold.

The mockup will be included in the next version of the Food and Beverage Implementation Manual.



SmartLabel to Attend Multiple Trade Events

[PLMA 2026 Annual Meeting & Leadership Conference](#), Bentonville, AR, April 15 –17, 2026

Rishi will attend this event.

[Food Safety Summit](#), Rosemont, IL, May 11 –14, 2026

Rishi will attend this event.

[Association of Food and Drug Officials Conference](#), Columbus, Oh, June 5 –11, 2026

Rishi will attend this event.

[GS1 Connect](#), La Vegas, NV, June 9 –11, 2026

Rishi will participate on a panel to discuss connected packaging.

Rishi Banerjee

Senior Director, SmartLabel

[Contact Rishi](#)



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