

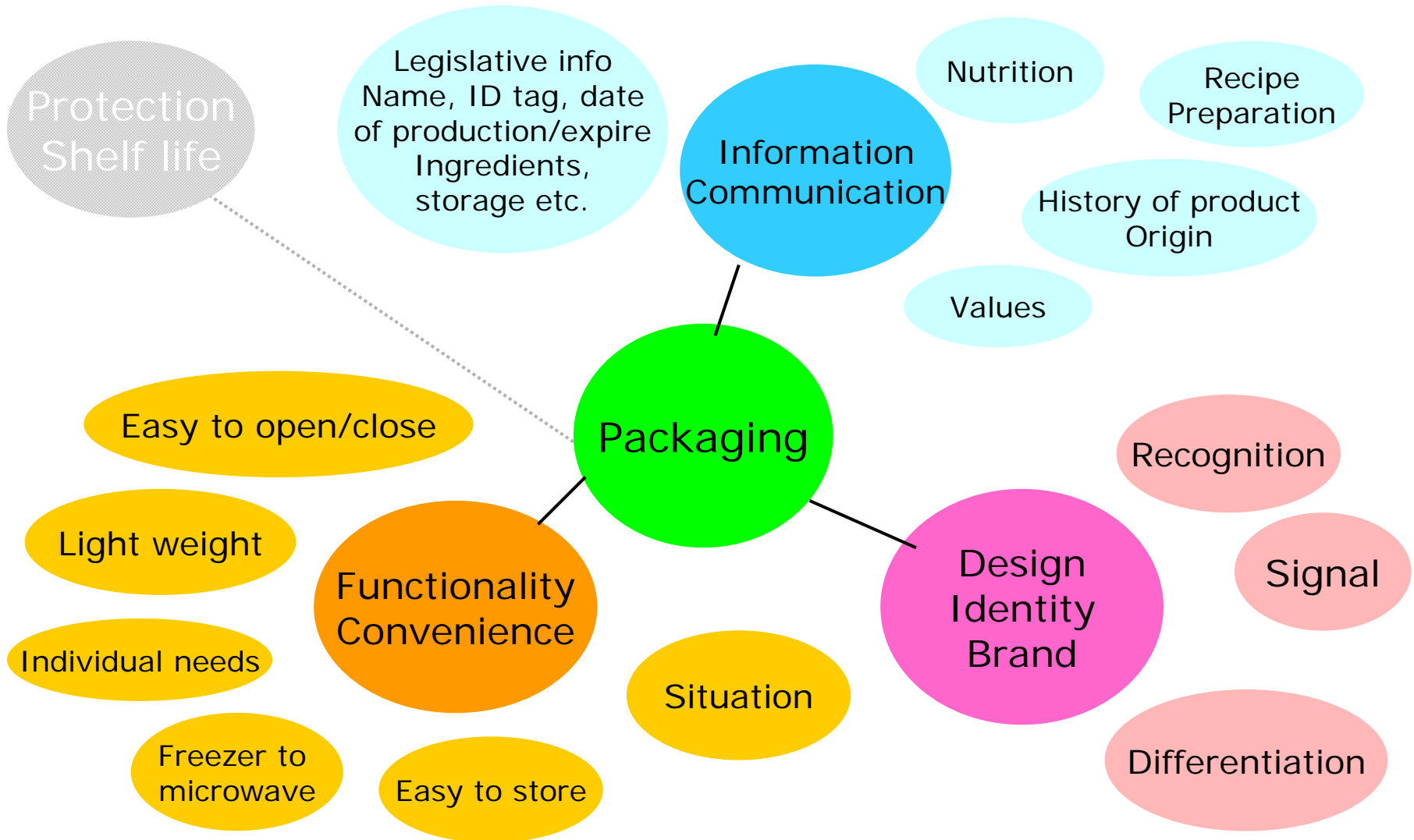
The packaging for marketing and as information provider

Lotte Jeppesen, Danish Technological Institute, Denmark
Workshop B: Sensory aspects of food packaging

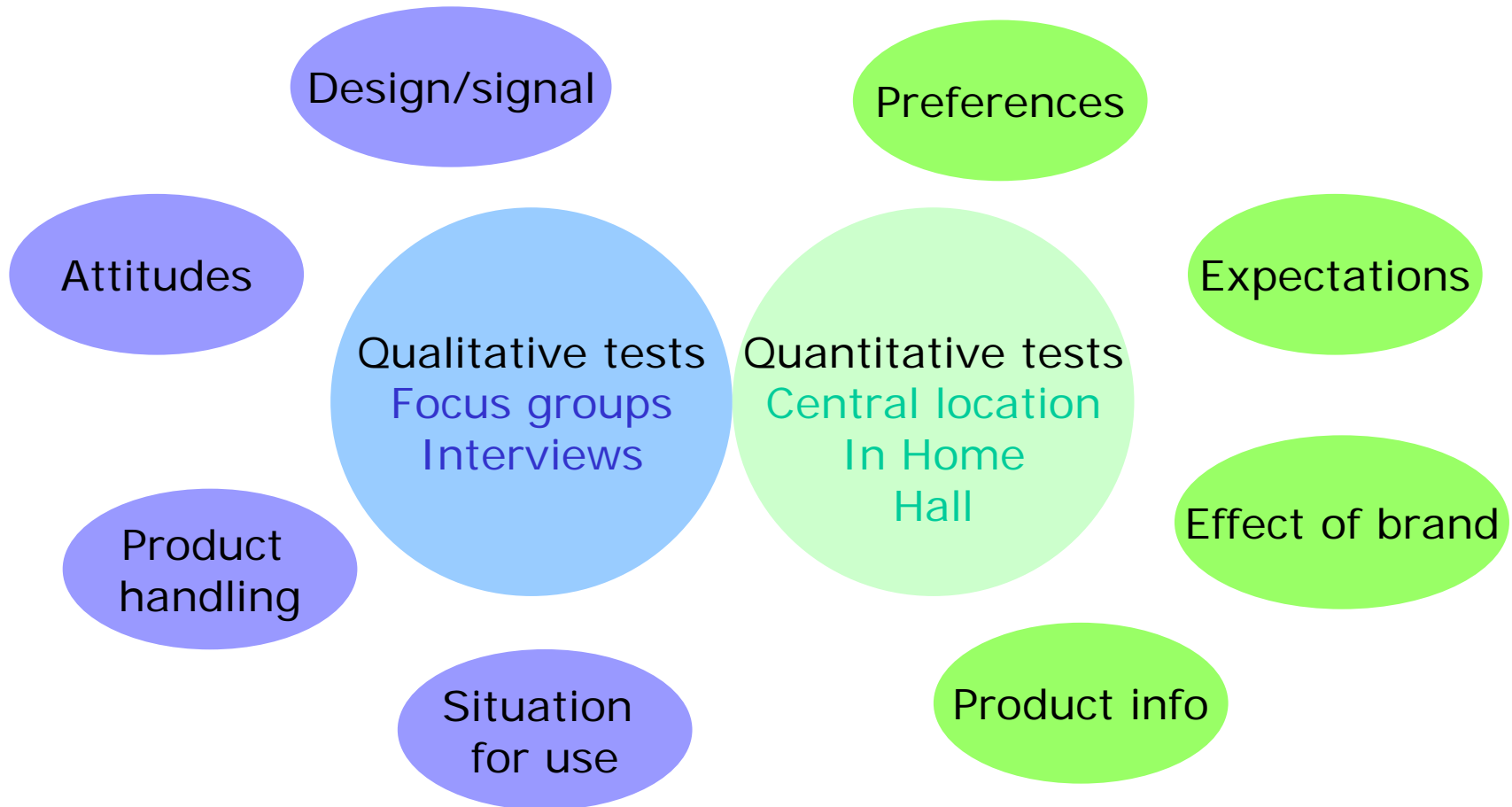
ESN Conference: “Sensory Evaluation - More than just food”
Madrid 25-26 May, 2005



Food packaging – more than just a container



Test of features by consumer tests



When packaging design is changed

- +/- Plastic bottle
- + Open without opener
- + Light weight
- + More beer per bottle
- + Same price
- +/- Sound from bottle

- Glass bottle +
- Modern design +
- Light weight +
- Smaller bottle +
- More expensive –
- 24 in a case, not 30 –

Accepted
by Danish
consumers



Not accepted
by Danish
consumers



Consumer test: Does colour match name of flavour?



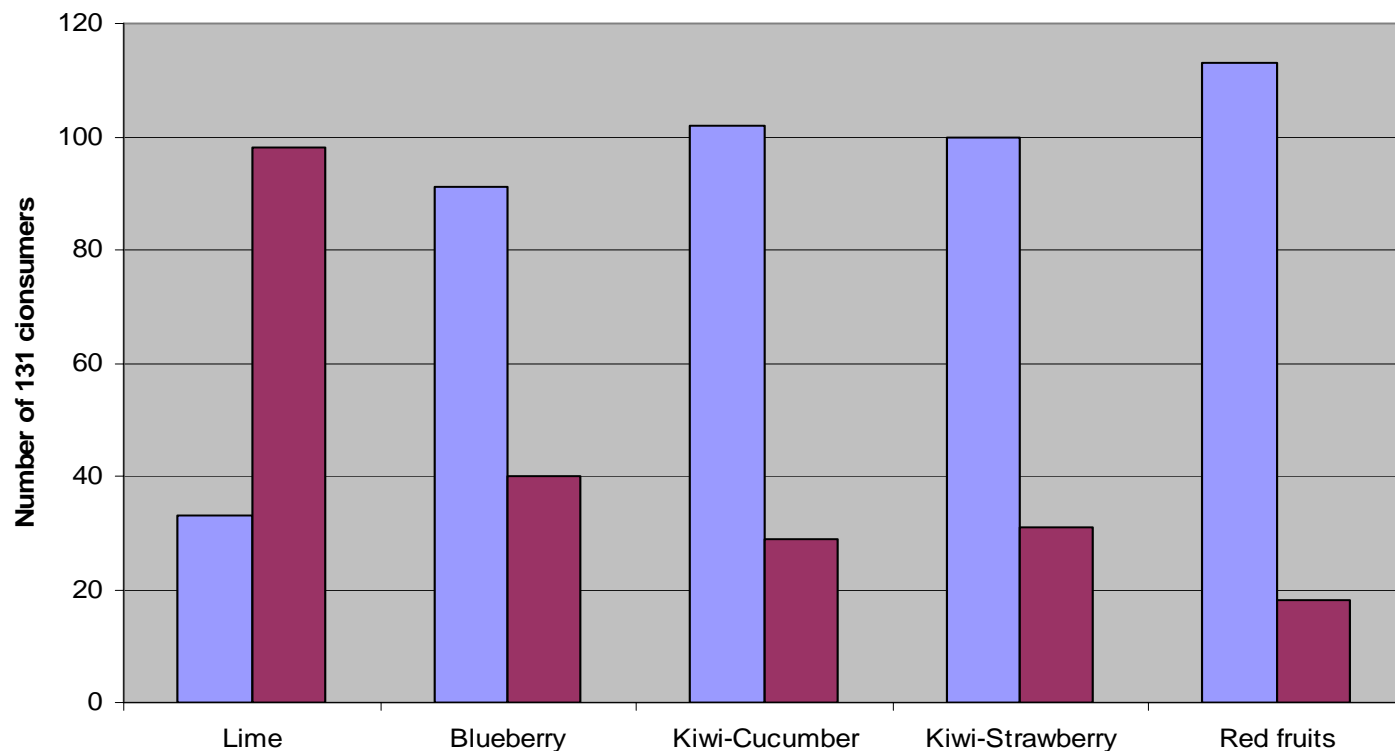
Lime

Blueberry

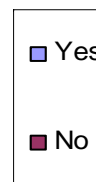
Kiwi-
cucumber

Kiwi-
strawberry

Red fruits



Does the
colour
match
The name of
flavour?



Marketing, promotion and design sell the product the first time

Sensory properties of the product make the consumer buy the product again

