businesscompanion
trading standards law explained

Name of the food

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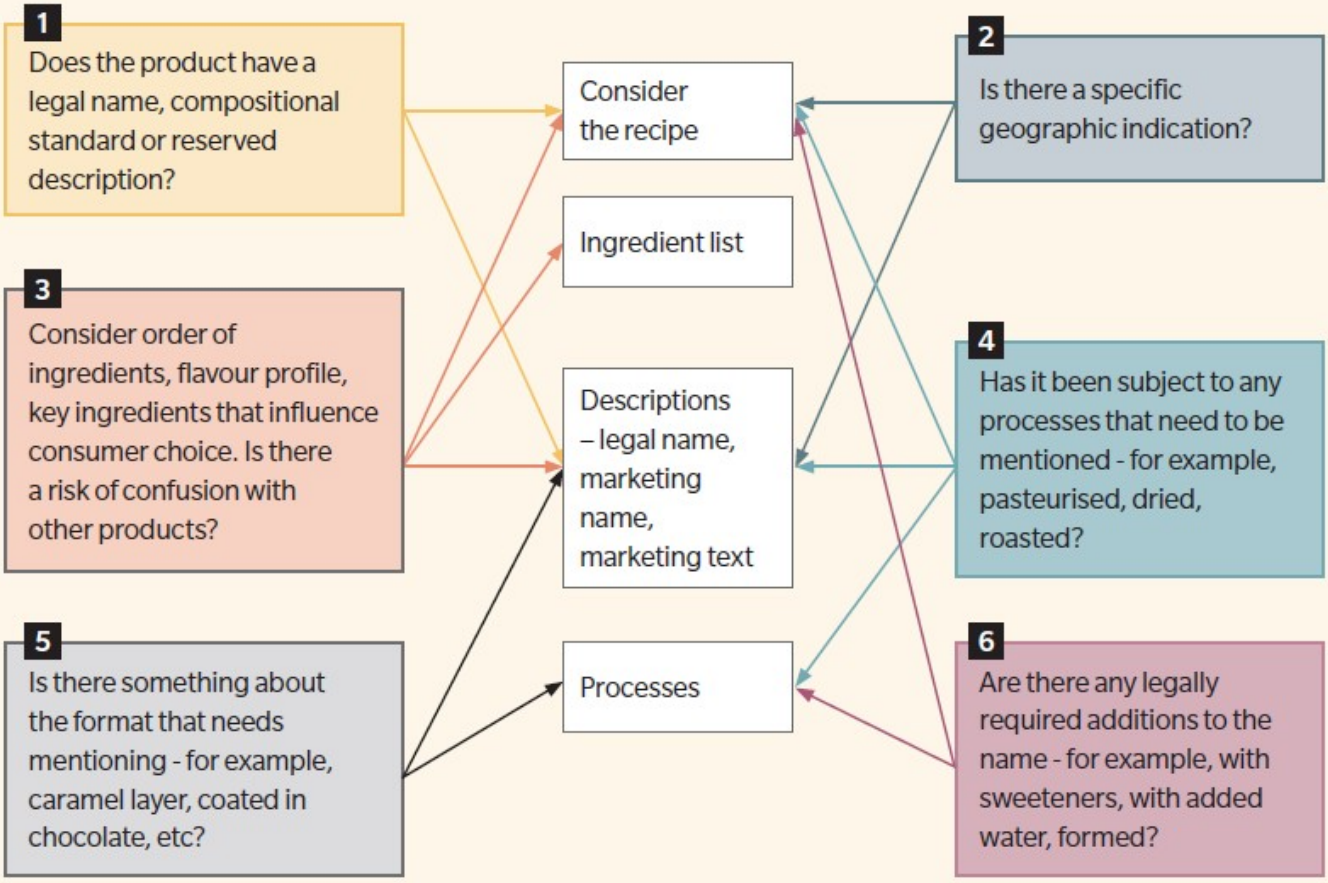
In-depth guidance

All prepacked products must bear a name that accurately describes the product; it must be clearly presented, not misleading and not broken up by other words or pictures. There are several types of names, and you must choose the one that applies.

For more detailed information, please see 'Labelling of prepacked foods: product name'.

Infographic

Determining the name of the food is not an exact science and the information detailed below is used to ensure it is accurate and that it makes the nature of the food clear to consumers.



QUESTIONS / CONSIDERATIONS

Many foods carry a fancy or descriptive name (Coca-Cola, for example), but they are also required to carry a 'legal' name, which should meet the requirements explained below. This is normally found on the back of the pack, directly above the ingredient list.

- include first two protein / high value ingredients
- awareness of structure of product, include layers, accompaniments or inclusions
- always include garlic and alcohol ingredients, as they can be divisive amongst customers
- should reflect key flavours
- reference any key processes it has undergone

> Nutrition

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