

FREE FROM



Properties list:

end-user packaging
range of products
extra-use of packaging
new product
other food
desserts and ice-creams
confectionery and sweetness
bakery and bread
folding carton
flow-pack
cup
plastics
cardboard and paper
well-being
contemporary
photo to describe
identity by photo
identity by colour
design for all
information accessibility
packaging as a new medium
information about content

Products that normally contain wheat include bread, cakes, pasta, pizzas, pies, soups, sauces and breakfast cereals, as well as many processed foods. It's also found in rusk, an ingredient in many sausages and burgers. In addition to our Free From range, all Tesco branded products feature an 'Allergy Advice' section on the back of pack highlighting any major allergens e.g. gluten and wheat, they contain.

Reference: <http://www.tesco.com/groceries/zones/default.aspx?name=freefrom>

Credits:

Country: UK

Year: 2003

User: Tesco

Other images:

