

FREE FROM



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.

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

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

Credits:

Country: UK

Year: 2003

User: Tesco

Other images:

