

# FREE FROM

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## 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.

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

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## Credits:

Country: UK

Year: 2003

User: Tesco

Other images:

