

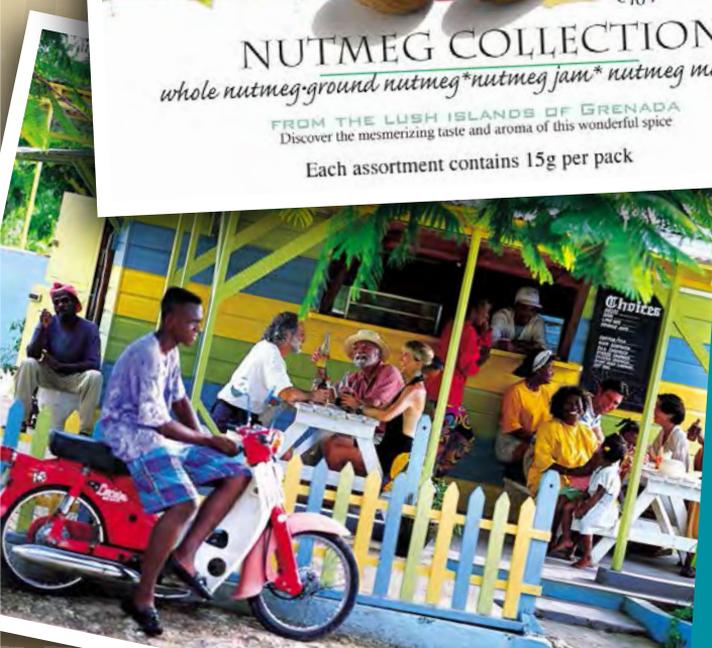


Food and Agriculture  
Organization of the  
United Nations



# *SOUVENIR FOOD PACKAGING*

*A training  
resource for  
small food  
processors  
and artisans*





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**Rosa Rolle and Olivia Enriquez**

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FOOD AND AGRICULTURE ORGANIZATION  
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# Preface

The purpose of this guide is to provide Caribbean food processors and artisans with a practical information resource on how to effectively position their products in the tourism market using design and packaging.

The guide is written in a reader-friendly format with easy to follow instructions. It contains basic and applicable information on packaging, labelling, materials and processes, styles and their suitable applications. The elements or topics are organized and structured to encourage and promote learning. A number of pictograms or diagrams are included to improve understanding of the subject matter.

It is hoped that long after the training period, this manual will serve as a reference source for a compendium on packaging design that can be expanded and updated based on future needs.

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## Chapter 1

# Introduction



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Tourism plays a lead role in harnessing many Caribbean economies. Capitalising on the beauty of their natural environments and biodiversity, many of the island states have begun to explore ecotourism in order to boost dollar earnings. By focusing on their specific niches, destinations are being tapped where local communities take an active role in coming up with products and services geared to the tourist market.

Food is a major tourist expenditure. In particular, tourists, aware of health and wellness issues, now demand products that address these particular concerns. Natural foods, products derived from fresh and undisturbed ecology, foods enjoyed in a relaxing atmosphere, within picturesque architecture and demonstrating a unique culture — are some of the reasons why tourists visit the Caribbean. Besides, many tourists want the ‘back to nature’ ambience to complement their travel experience, such as farm tours.

Farm tours, specifically, to spice and sugar plantations, can be extended as a form of education and cultural entertainment. Here, visitors can enjoy indigenous culinary offerings and purchase food and souvenir products focused on the product theme. Farm tours provide tourists with an experience that creates value and a better appreciation, not only for the products themselves, for the tourists, and the farming communities involved in these activities. Tourism can result in improving the economies of local communities that are largely centred on agriculture, food and handicraft production.

The emergence of new products linked to these communities can spur a need for product development and improvements, particularly in the area of packaging and merchandising. As the demand for tourist products increases, so will the growth of

local agriculture, especially food. With improved products come increased revenues that return to benefit the farming communities. As better souvenir products are made, more tourists will be encouraged to visit and experience the place and its offerings. Clearly, this demonstrates the direct relationship between tourism and agriculture in developing economies.

### **FOOD AS A SOUVENIR PRODUCT**

One potential avenue in increasing revenue earnings from tourist purchases is the development of local food as a souvenir product. Food is viewed as an effective cultural emissary and the product that directly relates to the senses. When promoted as a specialty product, reflecting a unique local culture, food immediately becomes a quick way to re-live a touring experience. It is therefore, imperative that the product's aesthetic, safety and functional qualities are improved.

A concerted effort between the tourism and agricultural sectors must be undertaken in both regulatory and manufacturing aspects in the development of food products with respect to safety and food quality. Food products that are available at tourist sites must carry a safety and quality endorsement seal, which can serve as a safeguard, and convince the consuming tourists of the products' acceptability.

It goes without saying that the product should appeal to the senses and, of course, taste good. All these characteristics should be communicated and stated by its packaging – thus bringing to the fore the strategic role of packaging in economic development, and highlighting its function as the 'silent salesperson'.

## Chapter 2

# Food product attributes that are important to tourists



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Tourists are constantly looking for attractive shopping opportunities. Items purchased by tourists include books, clothing, crafts that depict local culture and food products, books, mementos and antiques.

The primary classes of Caribbean food products that are marketed to tourists include spices, jams, jellies, marmalade, dried fruits, seasonings, confectionery, baked goods such as fruit cakes and frozen pastries, sauces or condiments, cocoa products, herbal teas, coffee and honey.

### ATTRIBUTES OF SOUVENIR FOOD PRODUCTS THAT ARE IMPORTANT TO TOURISTS

#### Unique to the place

Tourists are interested in food products that reflect the uniqueness and culinary traditions of the place they are purchased. Caribbean food products marketed to tourists as souvenir items must, therefore, appeal to the tourist in terms of their taste, smell, eye appeal and cost and must allow the tourist to connect with the travel experience.

#### Authentic

Tourists are interested in products that are natural, homemade, or handmade and that have a cultural or traditional association with the place they are purchased.

#### Keepsake value

Tourists seek out souvenir food products that can provide a tangible symbol and reminder of their travel experience.

### **Social value**

Tourists often like to know that by purchasing local souvenir products, they contribute to advancing social causes including income generation for small farmers and providing women employment.

### **Easily transported**

Souvenir foods must be portable and easy to carry around during a day's activities. They must arrive at their new home unbroken and usable.

Souvenir products must, therefore be:

#### *Good quality*

Souvenir food should be high quality in taste and preparation and represent the best of the islands and of the region.

#### *Competitively priced*

Souvenir foods must be competitively priced at the point where tourists can readily buy on impulse.

#### *Easily available to tourist*

Most tourists expect to find and buy food gifts at entry or exit points, dedicated food gift stores, tourist outlets and shops at tourist attractions. On-site souvenir shops that are close to historical landmarks or other designated tourism sites can generate tourism revenues. Locating souvenir shops near attractions is a particular strategy as it caters to tourist impulse buying.

#### *Appropriate size*

Souvenir food products must be lightweight, compact, and must conform to customs regulations in the country of the buyer. Fresh fruits and vegetables must not be marketed as souvenir foods as they pose a phytosanitary risk.

#### *Well packaged*

The packaging of souvenir foods must convey an image of quality, provide information about their contents and the product should be identified with the place of purchase. Packaging should enhance the keepsake value of the product, and must ensure that product is secure, lightweight, compact and can withstand travel conditions.

Souvenirs must also be packaged in a manner that will prevent them from breaking once purchased.

#### *Attractively displayed*

Souvenir products must be attractively displayed in an appealing environment.

## Chapter 3

# Role and functions of packaging in marketing food as tourist merchandise

### **PACKAGING**

Packaging may be defined as the container, label and graphic design of a product.

### **FUNCTIONS OF PACKAGING**

Packaging plays a key role in the retail and distribution of products. Not only does packaging contain the product, protect it and ensure its safety, but facilitates its portability and transportability, enhances its promotional value, and generates an emotional response from the consumer.

Packaging, above all, has the ability to define and project the life and personality of a product – a once obscure product can be given its ‘ready to market’ image through the shape, size, colour, pattern or texture and message on its packaging.

### **THE ROLE OF SOUVENIR PACKAGING**

Tourists not only buy food products, but the memories associated with them, and by extension, the experiences that provide the memories they can share with those they give the souvenirs.

### **Souvenir packaging protects the quality and enhances the keepsake value of the product**

Apart from containing and protecting the souvenir from possible spoilage, breakage or damage, tourists frequently keep the souvenir packaging as a reminder of their travel.

### **Souvenir packaging communicates informative and emotional messages about the product**

By using images, symbols, words, shapes or textures, the personality of the souvenir can be greatly enhanced with the use of appropriate visual techniques or devices. Graphics used on packaging communicate informative and emotional messages.

### **Souvenir packaging provides information about the product**

Souvenir packaging provides information about the identity of the product, its specific attributes, nutritional information and uses. The visual style of the graphics used on packaging can create emotional or nostalgic feelings for the purchasing tourist and can appeal to his or her social values.

**Souvenir packaging differentiates the product from souvenir products in other markets**

Souvenirs connote 'memory' or 'reminiscence' and the incorporation of historical, social, or cultural elements into the design of souvenir packaging help define the product as being unique to a particular culture, country or region.

**Souvenir packaging attracts the attention of tourists**

Tourists are drawn to purchase souvenirs packaged in a way that catches their attention and convinces them to make the purchase.

**Souvenir packaging promotes impulse buying by tourists**

An attractively packaged souvenir product prompts the tourist shopper to decide to buy the product immediately.

## Chapter 4

# Materials and systems for the packaging of food products

Souvenir food packaging is often, a composite of two types of packaging, primary and secondary packaging.

*“Packaging must contain what it sells  
and sell what it contains.”*

### PRIMARY PACKAGING MATERIALS

Primary packaging refers to that part of the packaging that comes in direct contact with the food itself. Its function is to contain, to protect and to preserve the product. During the selection of an appropriate primary packaging material, careful attention must be paid to the chemical (fat, protein and moisture content) and physical nature (liquid, solid, gel, paste, etc.) of the product to be packaged.

FIGURE 4.1

#### Examples of containers



## IMPORTANT FEATURES OF PRIMARY PACKAGING MATERIALS

### Barrier function

Primary packaging materials must possess good barrier properties. This means they must protect and preserve the taste, aroma, colour, form and moisture content of the product. In so doing, they must serve as a barrier to moisture, light, odours, heat, cold, oxygen, rodents, pilferage and other factors that are likely to cause spoilage of the product.

### Stability

Primary packaging materials must be stable. This means they must not degrade upon exposure to chemicals, oils, extremes of heat and cold, and should not break down during the shelf-life of the product and processing.

### Airtight and sealable

Primary packaging materials must be adaptable to heat sealing (as in the case of plastic films) or capping (as in the case of bottles) and high frequency methods (as in the case of laminated containers).

## CONSEQUENCES OF INAPPROPRIATE PRIMARY PACKAGING

Inappropriate use of primary packaging can result in physical, chemical and micro-biological spoilage of products.

**Physical spoilage** can occur as a result of contamination of the product by dirt, dust, rodents, insects and other foreign objects (e.g. hair, glass, sand, etc.) during improper handling or storage. Absorption of moisture leads to physical damage as it results in the caking of dry products.

**Chemical spoilage or damage** can occur when a product is exposed to air, light, heat and contaminating gases. Rancidity in confections is one example of chemical spoilage brought about by exposure of fatty foods to oxygen and light.

**Microbial damage** occurs as a result of exposure of the product to microbial contamination, through improper and unsanitary handling and processing conditions.

## CRITERIA FOR EVALUATING AND SELECTING CONTAINERS FOR THE PRIMARY PACKAGING OF FOOD PRODUCTS

A number of criteria govern the selection of containers used in the primary packaging of food products. These include how the package functions in:

- preserving and protecting the quality of its contents;
- withstanding processing;
- ensuring product safety;
- facilitating transportation of the product;
- its convenience to the consumer; and
- support to commercialisation of the product (Table 4.1).

**TABLE 4.1**  
**Preservation and protection of food quality**

Function	Desirable properties
Barrier function	Can isolate the product from moisture, water vapour, gas, light, odours, heat, etc.
Mechanical protection	Can protect the product from vibration, shock, moisture, etc.
Stability	Can resist degradation on exposure to chemicals, oils and extremes of temperature. Can retain its size and resist degradation during product shelf-life.
Possibility of processing the package	
Can be mechanically processed	Can withstand processing.
Print medium	Can adhere and retain colour during processing.
Air tightness and adherence	Can adapt to processing conditions such as heat-sealing, ultrasonic waves and high frequency methods (temperature, pressure, etc.).
Ensuring product safety	
Sanitation	Resistance to the transfer of toxic substances. Can inhibit or prevent chemical, physical and microbial contamination of the product, etc.
Convenience of use	
Use and disposal	<ul style="list-style-type: none"> <li>▪ easy to open and re-seal the product;</li> <li>▪ easy to repack the product after use;</li> <li>▪ easy to dispose of the packaging container.</li> </ul>
Can support commercialisation	
Standardisation of product size	Unitisation of the product based on its weight, dimensions, etc.
Display of messages	Can display brand name, marks, date of manufacture, etc.
Display of products	Can effectively display the product in terms of transparency, graphic effect, display shape, etc.
Economy	Packaging is cost effective.
In distribution	Easy to transport and handle.

## PRIMARY PACKAGING MATERIALS FOR FOOD PRODUCTS

A range of packaging materials is used for the primary packaging of food products including flexible and rigid plastics, glass, paper, board and metals in the form of cans. Polyethylene bags are most commonly used for dried snacks and spices given their widespread availability and low cost, while glass jars are used for many fruit preserves and spices.

### Plastics

Plastics are chemically synthesised from oil, coal or natural gas. They are generally lightweight, have good barrier properties against many gases, are strong, resist tearing, can withstand impact and moisture.

## Plastic films

Plastic films are flexible and are easy to work with. They are conveniently supplied on a reel and can generally be hermetically sealed using a heat sealer. Plastic films used in the packaging of food products are generally 0.25/1 mm/100 gauge thick. Examples of plastic films used in the packaging of food products are described in Table 4.2.

**TABLE 4.2**  
**Plastic films**

Polyethylene (PE)	<p>This is perhaps the most important and widely used packaging material. PE films are either transparent or translucent, depending upon their thickness. They are also cost effective and can be used in a wide-range of applications.</p> <p>Properties:</p> <ul style="list-style-type: none"> <li>▪ acts as a barrier to moisture and water;</li> <li>▪ good heat-sealing characteristics;</li> <li>▪ retains flexibility at very low temperatures;</li> <li>▪ produces only carbon dioxide and water when burned.</li> </ul> <p>This is perhaps the least expensive of plastic films and is, therefore, the most widely used. It is heat sealable, chemically inert, odour free and shrinks on heating. It is a good moisture barrier but is highly permeable to gasses, is sensitive to oils and is poorly resistant to odours.</p> <p><b>Applications</b> – Suitable for bulk and unitised packaging and for pouches and wrappings.</p>
Low density polyethylene (LDPE)	<p>This is a low-cost plastic film and is, therefore, widely used. It is heat sealable, chemically inert, odour free and shrinks when heated. It is a good moisture barrier but is high permeable to gas, is sensitive to oils and poorly resistant to odours.</p>
Polypropylene (PP)	<p>This packaging film is much stiffer and stronger than PE and is more transparent. It is moderately permeable to moisture, gas and odours and more brittle than LDPE.</p>
Oriented PP films	<p>These are usually laminated with Casted Polypropylene (CPP) or Polyethylene (PE) to provide excellent characteristics that can satisfy the requirements of most common snack foods and spices. OPP/CPP or OPP/PE films provide a good barrier to moisture and oxygen and possess good printing characteristics. They are also effective in excluding light, especially Ultraviolet light.</p>
Cellophane film	<p>These clear films can be printed on and provide a good barrier to gases, but poorly protect from moisture. Polyvinylidene chloride (PVDC) coated barrier cellophane however, provides a better barrier than cellophane films.</p>
PVDC/PP films	<p>These films combine the characteristics of PVDC and PP, and are good barriers to oils.</p>

## Composite packaging films

The much developed paper industry, together with developments in polymer chemistry, have produced a range of synthetic films for use in flexible packaging, some are described in Table 4.3.

**TABLE 4.3**  
**Composite packaging films**

Polyester	Polyester is a single film that possesses a high degree of stiffness, high mechanical strength and excellent dimensional stability with little heat shrinkage at higher temperatures. Because of this, it is highly efficient when printing, laminating, sealing, and packaging automatically. It is commonly used to produce lidded seals for rigid trays for microwave food.
Polyester laminated film	A polyester laminated film has two layers, a base layer of polyester and an adhesive layer of polyethylene. The polyester layer forms the harder outer surface of the film and does not melt at laminating temperatures, while the polyethylene layer melts at laminating temperature and bonds the film onto the subject material under the pressure of the laminating rollers.
Metallised polyester	The superior barrier properties, combined with the excellent glitter of this laminate, give it good value. Metallised polyester can be used as an inner or outer wrapper for sweets and candies.
Polycoated polyester	This material is made up of layers of polyester. This laminate is heat sealable and is particularly suitable for use at high temperature such as with boil-in-the-bag, sterilising packs as well as for freezing.
Polyester/ paper laminates	These laminates can be used to wrap soap and cosmetics. They retain aromas well.

### Rigid plastic containers

Rigid plastic containers such as plastic bottles, jars, trays and tubs are used to package a range of food products. They generally comprise a plastic container and a closing element such as a screw, snap or hinged cap made out of plastic.

Rigid plastics are lightweight, tough, unbreakable and are easy to seal. They provide good barriers, good chemical resistance and are less costly than glass. They cannot, however, be used to package jam, marmalade and other food products that need to be packaged hot. Products packaged in rigid plastics, in general, have a shorter shelf-life than those packaged in glass.

**TABLE 4.4**  
**Rigid plastic containers**

#### Semi-rigid plastic bottles



These are squeezable bottles used to package syrups and other viscous liquids.

Table 4.4 (continued)

**PET bottles**

Normal PET bottles. These are generally used for the packaging of water and non-carbonated beverages

**Plastic tubs**

These are generally used to package mixed fruits

Source: Olivia Enriquez.

**Glass**

Glass is produced by melting together silica, lime soda, alumina, magnesia and potash in a furnace at around 1 500 °C. The material is then moulded into the desired form. Table 4.5 summarises the characteristics that make glass suitable for packaging.

The clarity and transparency of glass make it ideal for packaging wine, beer, pastes, purees, certain types of vinegar and most jams and conserves. Glass is, however, fragile, breakable and heavier than rigid plastic containers.

**TABLE 4.5****Characteristics of glass, which make it suitable for packaging**

**Chemically inert:** there is no reaction between the container and its contents, thus glass packaging can keep the product fresh over an extended period.

**Clear and transparent:** the food product can be seen.



**Non-toxic:** no risk of migration of toxic substances to the food.

**Reusable**

- glass can withstand high-temperature sterilisation.

Table 4.5 (continued)



**Impermeable** to gases and liquids so that leakage is possible only when the container is inadequately sealed

**Rigid, resistant** to inner pressure and resistant to heat

- glass can withstand high-temperature sterilisation.

Source: Olivia Enriquez and R. Allison's elaboration.

### Closure of glass packaging

Being a rigid packaging material, glass generally needs to be closed with a screw cap, snap-open or plastic hinged cap, with or without a dispensing feature. Closures contribute to the security and integrity of the contents of the food package. They also complete the package and can enhance package design.

FIGURE 4.2

The printed pattern on the cap seal of this bottle is designed to create a seamless design with the pattern on the top flowing into the main label



Source: R. Allison's elaboration.

TABLE 4.6

### Types of closures used for glass packaging

#### 1. Crowns



#### 2. Re-sealable caps



Table 4.6 (continued)

## 3. Metal caps



Continuous thread (CT) caps



Lug caps



Tamper-proof caps

Source: Olivia Enriquez.

## PAPER AND PAPERBOARD

Paper and paperboard are materials produced from natural cellulose fibres obtained from the trees of the world's forests. Packaging is made from a range of paper and paperboard materials (See Table 4.7).

TABLE 4.7

### Paper and paperboard products

<b>Kraft papers</b>	These are made from wood pulp and are noted for their strength. Kraft paper is coarse and is naturally brown in colour. Brown paper grocery bags are the most familiar products made from Kraft paper.
<b>Bleached packaging paper bleached fibre</b>	These may be used to produce bags or converted products where both appearance and containment are important.
<b>Bleached MF (machine finish) or MG (machine glazed)</b>	Paper can be used to produce a variety of bags or wrapping papers for bakery products, for fast-food chains, department stores and similar.
<b>Specialised packaging papers</b>	Glassine and greaseproof papers are used as inner bags in folding cartons for products that require a barrier against moisture or loss of aroma.
<b>Folding boxboards</b>	These generally comprise three layers – A top liner or liner made of bleached chemical pulp, middle mechanical pulp and back layer of chemical pulp.
<b>Food board (clay-coat)</b>	These are frequently referred to as SBS (solid bleached sulphate) boards. The printed side of the board is treated with a clay coating to provide a smooth surface for printing. SBS folding cartons are widely used for frozen foods, dry foods and freshly baked goods.

## Tamper evidence of primary packaging

FIGURE 4.3

**Tamper-evident peel-off plastic lid is used to secure the contents of fruit concentrate**



Source: Olivia Enriquez.

Safety is a key consideration in food and beverage packaging. The processor must, therefore, provide proof that products remain secure, untouched and free of contamination from the processing line to the end-user. Tamper evident packaging reassures the consumer that the product being purchased has not been tampered with.

Visual tamper evidence such as break tabs on bottles, tamper evident bands, foil seals and shrink bands are very important in reassuring the consumer of the safety of a product. Tamper-evidence is now an important feature of consumer packaging to ensure packages are safe and have not been opened or adulterated.

TABLE 4.8

**Materials for souvenir food products produced in the Caribbean Region**

Product	Product type	Protective function	Appropriate packaging material	Some examples
1. Spices (whole and ground)	Dry food	<ul style="list-style-type: none"> <li>▪ Transparent</li> <li>▪ Light-shielding</li> <li>▪ Moisture-proof</li> <li>▪ Gas barrier</li> <li>▪ Oil proof</li> </ul>	<ul style="list-style-type: none"> <li>▪ Polyethylene bag</li> <li>▪ Cast polypropylene</li> <li>▪ Glass</li> <li>▪ Lidded tin</li> <li>▪ Bag-in-box</li> </ul>	
2. Liquid sauces and condiments	Liquid foods having a medium water content and high acidic content	<ul style="list-style-type: none"> <li>▪ Transparent</li> <li>▪ Moisture-proof</li> <li>▪ Gas barrier</li> <li>▪ Oil proof</li> <li>▪ High heat resistance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Glass jars</li> <li>▪ Bottles</li> </ul>	
3. Jams, jellies, syrups, juices	Food having medium water content	<ul style="list-style-type: none"> <li>▪ Transparent</li> <li>▪ Moisture proof</li> <li>▪ Gas barrier</li> <li>▪ Oxygen barrier</li> <li>▪ High heat resistance</li> </ul>	<ul style="list-style-type: none"> <li>▪ Glass jars</li> <li>▪ Laminates</li> <li>▪ Ceramic jars with food-safe glaze</li> </ul>	

Table 4.8 (continued)

Product	Product type	Protective function	Appropriate packaging material	Some examples
4. Confectionery, i.e. fudge and candy	Food containing sugar with high moisture content	<ul style="list-style-type: none"> <li>▪ Gas Barrier</li> <li>▪ Vapour Barrier</li> <li>▪ Oxygen Barrier</li> </ul>	<ul style="list-style-type: none"> <li>▪ Poly-ethylene bag</li> <li>▪ Cast Poly-propylene bag</li> <li>▪ Paper and paperboard</li> <li>▪ Laminates</li> </ul>	
5. Teas	Dried products	<ul style="list-style-type: none"> <li>▪ Light shielding</li> <li>▪ High moisture proof</li> <li>▪ Gas barrier</li> </ul>	<ul style="list-style-type: none"> <li>▪ Paper laminates</li> <li>▪ Lidded tin</li> <li>▪ Aluminium pouch</li> <li>▪ Bag-in-box</li> </ul>	
6. Wines and spirits	Alcoholic beverages	<ul style="list-style-type: none"> <li>▪ Gas barrier</li> <li>▪ Oxygen barrier</li> <li>▪ Sealed from impurities</li> <li>▪ Waterproof</li> </ul>	<ul style="list-style-type: none"> <li>▪ Glass bottles</li> <li>▪ Laminates</li> </ul>	
7. Rum cakes, fruit cakes	Baked products with moisture content	<ul style="list-style-type: none"> <li>▪ Gas barrier</li> <li>▪ Oxygen barrier</li> <li>▪ Sealed from impurities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Foil-in-box</li> <li>▪ Wax paper-in-box</li> <li>▪ Stretch film</li> <li>▪ Laminates</li> <li>▪ Lidded tin</li> </ul>	
8. Dried fruits	Sugared products containing moisture	<ul style="list-style-type: none"> <li>▪ Transparent</li> <li>▪ Oxygen barrier</li> <li>▪ UV protection</li> <li>▪ Oil-proof</li> </ul>	<ul style="list-style-type: none"> <li>▪ Cast polypropylene bag</li> <li>▪ Glass jars</li> <li>▪ PET jars</li> <li>▪ Lidded tins</li> <li>▪ Laminates</li> </ul>	
9. Nuts	Dried foods containing oil	<ul style="list-style-type: none"> <li>▪ Gas barrier</li> <li>▪ Oxygen barrier</li> <li>▪ Oil-proof</li> </ul>	<ul style="list-style-type: none"> <li>▪ Polyethylene bag</li> <li>▪ Cast polypropylene bag</li> <li>▪ PET jars</li> <li>▪ Glass jars</li> <li>▪ Lidded tin</li> <li>▪ Laminate pouch</li> </ul>	

Source: Luna Designs and R. Allison's elaboration.

## PACKAGING STRATEGIES TO PRESERVE THE QUALITY AND SHELF-LIFE OF PRIMARY PACKAGED PRODUCTS

Any of a number of strategies can be used to improve the shelf-life and quality of primary packaged products. The strategy used, however, is dependent on the nature of the product and the packaging system.

### Strategies for the protection of canned products

- **Contact prevention** is related to the corrosion of ferrous metals, and certain non-ferrous metals, where canning is the primary form of packaging. Sodium benzoate is an example of a contact inhibitor.

### Strategies to protect dried products

- **Desiccants** absorb and retain moisture at ambient temperature. They are generally granular and are supplied in bags, which should be properly secured to minimise the chance of desiccant dust escaping and coming in contact with the product. They are used for dried fruits and some snacks and confectionery products.
- **Preservatives** are applied as compounds to plastic films as a surface coating or impregnation, during the manufacturing process. Their main functions are to prevent deterioration of a chemical nature or from micro-organisms or insects. Once applied to the film the preservatives cannot be removed.
- **Primary wrappings** are usually chemically inert materials, applied in the form of bags, envelopes or tubes. Their function is to prevent:
  - dust and dirt from spoiling the contents;
  - the goods being contaminated by contact with the packaging materials;
  - tainting and displacement of the temporary protective material or preservative.

### Secondary packaging

Secondary packaging refers to a container or receptacle that houses a unit or several units of primary packaging for the benefit of added protection, promotion and merchandising.

FIGURE 4.4

Materials applicable for use as secondary packaging



### Functions of secondary packaging in souvenir food products

- **Secondary packaging enhances the value of the product.** Secondary packaging gives a product a more sophisticated character and increases its value.
- **Secondary packaging enhances the keepsake value of products.** Tourists attracted to products with secondary packaging are often prepared to spend a little bit more for these products, given that the keepsake value often justifies the extra cost.



©O. Enriquez

Secondary packaging allows primary packaged food products to be bundled with other products that enhance their utility.

Bundling also introduces the tourist to a range of product items. The picture below shows a gift pack that could combine Jam and Honey, or marmalade and jam in a gift pack.



©O. Enriquez

- **Secondary packaging facilitates communication and consumer education about a product.** The use of secondary packaging often provides the opportunity to include printed tags, leaflets and other communication tools (such as recipes) on the product, to improve communication and information about the product and its uses.



©O. Enriquez

- **Secondary packaging enhances the authenticity of souvenir products.** The authenticity of souvenir food products is greatly improved by the use of secondary packaging in containers created by local artisans.



©O. Enriquez

- **Secondary packaging assists in product positioning.** The ‘personality’ of a souvenir food product can be enhanced by secondary packaging thereby making it particularly attractive and desirable to the consumer.

The example below shows a tropical alcoholic beverage packed in woven straw. The container is further improved by use of a fabric carrying case, which is screen-printed with a tropical beach scene. The combination makes for a decidedly premium tourist buy.



©O. Enriquez

### Immobilisation of primary packaged products in souvenir packages

Souvenir packaging is often a composite of both primary and secondary packaging. The primary packaged product must, therefore, be appropriately cushioned within the secondary package to protect it from shock, vibration or movement during transportation and handling. Product appeal can be improved by use of material to cushion the product such as a decorative liner.

### Cushioning materials used in souvenir food packaging

- **Corrugated board** is applied in the form of pads, separators and inserts (double-faced). It can be used to contain and immobilise primary packaged products thereby preventing primary packaged items from knocking into or moving against each other.



©R.Allison

- **Shredded or crumpled paper** is inexpensive and is readily available. Its ability to cushion the product depends on its packing density and moisture content.



©O. Enriquez

- **Dried straws** and wood shavings are readily available natural products that can be used to complement the naturalness of souvenir gift products. The wood shavings can be used to immobilise the product.



©R.Allison



**Note!** The safety and sanitation of naturally sourced products should be cleared before they are used to package food.



Naturally sourced products should conform to international phytosanitary standards and regulations

**Guidelines for the selection of cushioning materials for use in souvenir food packaging**

- Know the shape, size, and weight of the product.
- Know the fragility of the product in terms of shock and vibration.
- Find out about the properties, cost and availability of alternative cushioning materials.

All natural materials used for cushioning must be completely dried and must be free from pest infestation.



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## Chapter 5

# Labelling of food products

### **FUNCTIONS OF A LABEL**

Labels are an integral element of the package. The purpose of a label is to provide information about the contents of a package, to identify and promote the product within the package. Moreover, labels serve to enhance the presentation of the product to the consumer. Labels must also conform to guidelines that specify what information should be on the label and the layout and where the information should be placed on the label.

Labels are therefore designed to inform, to conform and to perform.

### **CONTENTS OF A FOOD LABEL**

A food label must include the following:

#### *Food identity*

This includes the name of the food, the quantity of food, contact information of the food manufacturer, country of origin and lot identification.

#### *List of ingredients*

The list of ingredients informs consumers of the substances used to prepare the food product. With the exception of single ingredient foods (e.g. milk, salt), a list of ingredients with specific names is mandatory on the food label.

#### *Date marking and storage conditions*

Date marks include the day, month, and year for products with a shelf-life of three months or less. Date marking is required on packages of perishable and semi-perishable food and may be used on products with a long shelf-life.

### **INSTRUCTIONS FOR USE, INCLUDING RECONSTITUTION, WHERE APPLICABLE**

#### **Food labelling guidance**

When labelling packages and containers, the required label statements must be placed on the front label panel (the principal display panel or PDP), or, certain specified label statements may be placed on the PDP and other labelling on the information panel.

FIGURE 5.1  
Principal display panel of a label



Source: Luna Designs.

The **principal display panel** exhibits parts of the label in recommended proportions as well as the order of the layout on the front panel. The use of text in a suitable font size helps to convey the message to the consumer.

The principal display panel, or PDP is the most visible portion of the package label at the time of purchase. The PDP must contain the following:

Statement of Identity/Product Identity or Name of the product can also:

- describe the physical form of the product (e.g. ground spices);
- declare the quantity or net quantity of product contained within the package;
- be used as a basis for comparing prices.

Assortment or variant can be used to:

- differentiate the product or flavour variants within a product range. For example, labels can be designed for a range of different spices with a specific label colour for each spice type.

Range:

- For example, labels can be designed for a range of different spices with a specific label colour for each spice type.

The **information panel** is that portion of the package label that contains the:

- common name of the food together with any brand name;
- name and address of the manufacturer, processor, packer, importer or distributor;
- list of ingredients in descending order of proportions;
- net quantity of the product;
- shelf-life information;
- country of origin;
- lot identification.

### OPTIONAL LABELLING

A number of optional items can be included on a label. These include:

- a picture of the contents of the product;
- a simple, company logo that can help consumers identify the product on the shelf;
- grade declaration: If grade designations are used, they should be easy to understand and not be misleading or deceptive in any way;
- tips for consumers (for storage, use, etc.).

### NUTRITION LABELLING

- Codex Alimentarius recommends nutrition labelling should be mandatory on all packaged foods except where national circumstances would not support such declarations.
- A nutrient declaration is increasingly required in the market place.
  - the declaration of nutritional facts calls for chemical analysis of the product;
  - information is provided about the nutritional profile of a product.

### BAR CODE

Whether universal product code (UPC), European article number (EAN), or other format, should:

- contain information about the country, company, article and check number;
- facilitate speed of handling at the cash counter;
- provide the consumer with itemised billing information (specified bill);
- contain information about the country;
- be useful when restocking.

FIGURE 5.2

**A food label depicting an illustration of a product (nutmeg) and its use (icons on the bottom right of the label provide guidelines on recycling and disposal of the package)**



Source: Olivia Enriquez and R. Allison's elaboration (only symbols lower right).



## Chapter 6

# Tapping into the tourism market – product positioning and graphic design

*“Good packaging stimulates the demand for products and enhances trade activity within the tourism sector.”*

Packaging is critical in stimulating sales in the retail marketing of souvenir food products. Tourists, in general, seek out souvenir food products that are unique to a particular location, are appealing, attractive, well priced and have keepsake value. Souvenir food products originating in the Caricom Region must, therefore, convey a sense of authenticity and of being indigenous that is representative of the Region’s geography, heritage, culture and social fabric. A well-packaged souvenir can encapsulate pleasurable travel experiences, which may hold a strong symbolic message or nostalgic value in a traveller’s life in the Region.

When developing souvenir packages for food products from the region, ‘gift’, ‘craft’, ‘specialty’, ‘novelty’, ‘adventure’, ‘island’, ‘tropical’, ‘clean’, ‘exotic’ are some key words that must be translated through the shape of the package, the format of the label, the colour, descriptive text or image palette in order to demonstrate the life and personality of the product and to draw out an emotional response associated with the visitor’s travel experience to the region.

The uniqueness of a product or USP (Unique selling proposition) is best expressed by this question:

*“How do we want the tourist to see the product in relation to all the other products in the market that fill similar needs?”*

### PRODUCT POSITIONING IN THE TOURISM MARKET

Positioning a product means creating an image for the product in the mind of the consumer. The image created must appeal to the tourist market, bearing in mind tourists are greatly influenced by emotion and image and are looking for products that are unique to the country, are competitively priced, have keepsake value and are of good quality.

An image is created through the use of the four Ps:

- **Product** – how the product is displayed or marketed.
- **Price** – affordability of the product in comparison to an alternative product in the tourist’s hometown.

- **Promotion** – how the product is branded, whether with the use of graphics, information, etc.
- **Place** – authenticity of origin or local.

Key issues that must be considered when designing a package or label that appropriately positions a product within the tourism market are:

#### WHO SELLS WHAT TO WHOM?

- **Who** is selling the product? – Brand related positioning
- **What** is the product? – Product related positioning
- **To whom** – How is the product being targeted to different groups of tourists? – Target-related positioning

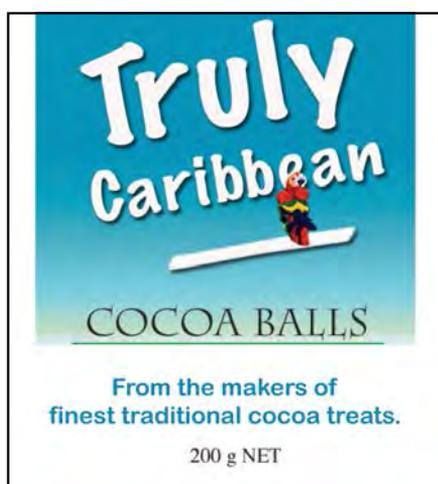
### 1. Brand-related positioning

The Brand relates to ‘**WHO**’ and represents the one who sells the product. The manufacturer provides the brand name. In cases where a brand name is not known, and particularly in the case of souvenir food products, it is a good idea to connect the brand to historical, cultural and natural features of the islands. Brand names such as ‘Kubuli’, ‘Carib’, ‘Arawak’ and ‘Buccaneer’ connect product brands in the region to the history of the islands.

Brand names such as ‘Soca’, ‘Calypso’, ‘Creole’, connect products to the culture of the islands, while names such as ‘Truly Caribbean’, ‘Taste of the Islands’. ‘Blue

FIGURE 6.1

The brand name ‘Truly Caribbean’ is supported by descriptive text reinforcing the maker’s heritage as cocoa processors (focus is given to the brand as the key endorsement element of the label)



Mountain’, ‘Caribbean Specialty Foods’, ‘Tropical’, connect the product to positive features of the region, such as the scenery, the cuisine, etc. Such brand names allow the buyer to connect the product to the regional context.

## 2. Product-related positioning

‘WHAT’ refers to the product. Souvenir food products should be based on local raw materials, and should promote the heritage, and culinary traditions of the islands. These product promises are important to the tourist, as they are the unique features, or the unique selling proposition (USP) of the product.

Souvenir food products can be positioned as:

- Being of superior quality
- Being as good as home-made
- Having a spicy Caribbean flavour
- Being made with local ingredients

Elements of product-related positioning that can be used to promote the souvenir food product include:

- Product category
- Specific product advantage
- How and when to use the product
- Implied price and quality

The product and its benefits are given emphasis in this illustration.

FIGURE 6.2

The product’s Unique Selling Proposition or USP is highlighted by the inclusion of the illustration of a slice of cake to suggest how the product can be used



### 3. Target-related positioning – ‘Whom’

Target refers to ‘WHOM’. WHOM relates to the audience or the prospective buyer of the product, i.e. the tourist. In targeting the product to tourists, the manufacturer must consider:

- Demographic factors such as the age, sex, economic bracket and the tourist’s country of origin. A label designed to appeal to an up-market audience is shown in Figure 6.3.
- Psychographic factors such as attitudes. Consideration might, for example, be given to the tourist’s interest in nature, beaches, history, art and culture, sailing, diving, music and entertainment. Or, whether the tourist is environmentally conscious or values social causes.

FIGURE 6.3

**A sample label designed to appeal to a sophisticated and mature audience**



This label incorporates the use of colours, including gold, and letterforms that appeal to an up-market audience. The dark brown background is used to create a subdued impression.

Source: Olivia Enriquez.

Figure 6.4 depicts how the use of design elements on a label can be manipulated to cater to different personalities or lifestyles. The ‘Truly Caribbean’ brand depicted on the label is positioned to target three different tourism segments such as the outdoor adventurer who enjoys hiking, the chocolate lover who values authentic flavour coming directly from the origin and the leisure traveller who relishes fine, high-quality chocolates and is willing to pay a higher price for such products.

Label design can also appeal to the social value of the tourist. By highlighting the cause supported by the sale of a product a positive emotional message can be communicated to the tourist (Figure 6.5)

FIGURE 6.4

Sample labels that demonstrate how the same design elements can be manipulated to appeal to different personalities or lifestyles



The 'Truly Caribbean' brand on the left is targeted to the outdoor adventurer who enjoys hiking, the one in the middle is targeted to the chocolate lover who values authentic flavour directly from the origin, while that on the right targets the leisure traveller who relishes fine, high-quality chocolate and is willing to pay a higher price for such products.  
Source: Olivia Enriquez.

FIGURE 6.5

Labelling designed to appeal to the social values of the tourist



Ideally, the product label should include the name of the person or group that produced and assembled the packaging. This creates a positive emotional message both for the maker and the buyer.

Source: R. Allison.

### USE OF GRAPHIC ELEMENTS IN PACKAGE DESIGN

Words, shapes, colours and pictures are components of graphic design that can be used to enhance the appeal of souvenir food products.

- **Words** are the verbal communication elements that appear on a package. They include the name or brand and written information about the product. They are written or styled using suitable typefaces or fonts and can be illustrated or enhanced (Figure 6.6). The styling of the words relates to how the product is to be 'branded'. The name or brand may be represented by a logo or brand mark.

Examples of words that can be used to project aspects of Caribbean culture on the packaging of a souvenir food product are summarized in Figure 6.6.

FIGURE 6.6

Descriptive words used for branding or communication can be rendered in several visual styles using digital fonts or hand-lettered characters to create brand personalities



The examples above evoke brand logos that project the Caribbean 'island feel' and gyrating rhythm as in the case of 'Calypso'.  
Source: R. Allison's elaboration.

- **Shapes** can be applied to both containers and labels. A unique shape can add memorability and instant recall. Shapes must, however, correspond to the product or its attributes.

Jam in glass primary packaging might be packed into secondary packaging in the form of a ceramic pot to convey authenticity, home-made goodness and tradition in a fruit preserve (Figure 6.8)

FIGURE 6.7

**Sketch showing how a phytosanitary safe coconut husk could be used to package a breakable item (this conveys the message of authenticity and homemade goodness)**



Source: R. Allison.

FIGURE 6.8

**A ceramic container, adapted from traditional cookware, used as secondary packaging to depict homemade goodness and tradition**



Source: R. Allison.

- **Colours** are the most emotional and subjective component of package design. People react to colours in different ways. Colours are an important tool for distinguishing a brand or product. The use of colour can trigger emotions. Colour is used for product differentiation, particularly, if the product belongs to a cluster within a range of different flavours or different market segments. At some point, the colour of the package may represent the colour of the product, but this is not necessarily the rule, as the application of contrasts between the colour of the package and the colour of the product can result in the production of an attractive package or label design.

Colour palettes that can be applied to finishes and textures and to secondary packaging (e.g. baskets and bags) are depicted in Figure 6.9.

The colour swatches depicted in the colour palettes are based on the Pantone Matching System or the PMS, an international system for matching colours.

FIGURE 6.9

**Colour palettes suitable for use on packaging for the Caricom tourist market**



Note: Use Pantone Solid Coated



Note: Use Pantone Solid Coated

These colour palettes were selected on the basis of recurrent themes, landscapes and scenery that pervade the Caricom Region. The cool palette of greens and soft blues allude to the forests that characterise the islands of Dominica, Grenada, Saint Lucia, Saint Vincent, Guyana and Surinam; the cool blue palette mirrors the blue waters and beaches of islands such as Barbados, Saint Kitts and Nevis, Antigua and Grenada.

The bright colours of the festivals of Trinidad and Tobago, in particular and most of all the islands radiate in warm, strongly saturated colours found in festival costumes; the strong red, yellow and green relates to the Rastafarian culture that pervades the islands.

FIGURE 6.10  
Caribbean imagery showing use of warm and cool palettes



- **Pictures or illustrations** identify the product, describe its use and create an emotional response and impact. By using the correct image or illustration, packaging is greatly enhanced by the image and can convey the idea of quality and appeal. Pictures and illustrations also help reinforce feelings of nostalgia and reminiscence that become the basis for the design of souvenir packaging in the region.

FIGURE 6.11

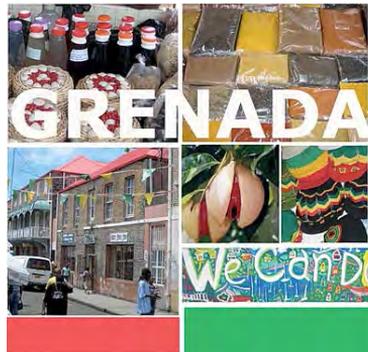
**Caribbean images that can be used to inspire the design of souvenir packaging**



Source: Trinidad and Tobago Tourism Development Company; A. Jack; S. O'hara Falcone; Jamaica Tourist Board; Guyana Tourism Authority; J. Bookal for the Saint Lucia Tourist Board.

FIGURE 6.12

**Some scenes from Grenada that could be integrated into graphic design concepts**



Source: Olivia Enriquez.

Photographs or illustrations of Caribbean architectural design relate to the colonial past of the islands and reflect their heritage and history. The abundant harvest found in the assortment of fruits and spices produced depicts the fertility of the islands. The pristine beaches and magnificent scenery of the islands, such as the waterfalls in Dominica; the Pitons, in Saint Lucia, the coastline of Saint Georges, Grenada; the colours derived from flora, spices, folk arts and crafts and festival costumes and patterns, of Trinidad, and the Creole dress with its colours and lace in madras are all unique selling points of the Caribbean region that can serve as inspiration for the design of souvenir food packaging (Figures 6.11 and 6.12).

### THE PRODUCT UNIFORM

The product uniform is a graphic device that appears dominantly over the product or brand name. The Product Uniform enhances the dominance of a product on the shelf and plays a significant role in product identification.

The product uniform may take the form of a unique shape, pattern or colour. Its principal role is to serve as a memory device that allows the product to be easily recognised even in volume displays. This device is used to tie in different variants of products within a range (e.g. white rum; dark rum; spice rum), or categories of products (jams, juices, confectionery, etc.) within a single brand.

Historical artefacts of the region, elements of the culture and the scenery can inspire the development of a product uniform concept as described below.

### Use of a coloured brick pattern as the basis of a product uniform

Historic brick buildings and their remnants (Figure 6.13) found in most Caribbean capitals, can provide inspiration for the development of patterns that can be used to develop a product uniform. A watercolour wash (Figure 6.14) created using vibrant colours from the warm Caribbean colour palette inspired by the brick design of historical buildings, can be used as the basis of a product uniform.

FIGURE 6.13

Remnants of historic brick buildings in a Caribbean capital



FIGURE 6.14

**A watercolour wash of a brick pattern, which employs some of the vibrant colours from the warm colour palette**



Source: Olivia Enriquez.

This basic pattern can then be incorporated as the graphic component of a template for a label (Figure 6.15) using the universal labelling system concept, which is more fully described in Chapter 7. When a large number of bottles of the product are put together on a shelf (Figure 6.16), the product had a dominant presence, thus affirming its product uniform.

FIGURE 6.15

**Use of a water-washed brick pattern as the graphic component of a template for a label design**



Source: Olivia Enriquez.

FIGURE 6.16

**A volume display of products on a store shelf**



Source: Olivia Enriquez.

The vibrant colours and patterns of the watercolour-wash pattern strengthen the presence of the product thus affirming its product uniform.

## EXPANDING THE PRODUCT UNIFORM

The graphic component of the Product Uniform (i.e. the colour palette created) can be used in a range of labelling applications as shown in Table 6.1.

**TABLE 6.1**  
Various applications

Applied as a header label for plastic pouches.



Applied to the principal label on a gift box.



Applied as background on a hanging tag for gift bags.



Applied as surface graphic for a retail promotion shopping bag.



Source: Olivia Enriquez.

## THE DESIGN OF A SOUVENIR PACKAGE IS EFFECTIVE IF IT:

- **informs** the customer about the product.
- **communicates** the positioning of the product.
- **educates** consumers about the qualities of the product.



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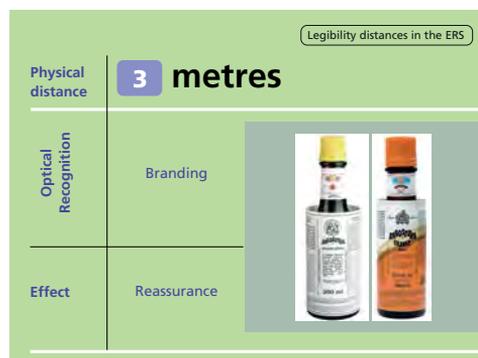
## EFFECTIVE READING SEQUENCE (ERS)

This is a technique for monitoring and controlling the importance of each of the messages that a package conveys to the consumer-emotionally or rationally.

The distance from which the product can be read in the ERS refers to the relationship between physical distance and how product recognition is affected in the mass display of retail packages.

**TABLE 6.2**  
Effective reading sequence

Physical distance of the consumer from the product	Optical recognition what the consumer sees or perceives	Effect
Over 4 Metres	The consumer recognises the product uniform	<ul style="list-style-type: none"> <li>Recognition               <ul style="list-style-type: none"> <li>The consumer recognises the product</li> </ul> </li> </ul>
3 Metres	The consumer recognises the product brand	<ul style="list-style-type: none"> <li>Reassurance               <ul style="list-style-type: none"> <li>The consumer is reassured that the product is present on the shelf.</li> </ul> </li> </ul>
2 Metres	The consumer recognises the variety of products available on the shelf	<ul style="list-style-type: none"> <li>Choice confirmation               <ul style="list-style-type: none"> <li>The consumer is assured that she or he is looking at the correct product.</li> </ul> </li> </ul>
1 Metre Aisle width	The consumer recognises detail on the product label	<ul style="list-style-type: none"> <li>Desire or precipitation of action               <ul style="list-style-type: none"> <li>The consumer intends to buy the product.</li> </ul> </li> </ul>
Handheld	The consumer is interested in the product	<ul style="list-style-type: none"> <li>Buying decision               <ul style="list-style-type: none"> <li>The consumer decides whether or not to make the purchase.</li> </ul> </li> </ul>



Legibility distances in the ERS

Physical distance	<b>2 metres</b>	
Optical Recognition	Variety	
Effect	Choice information	

Legibility distances in the ERS

Physical distance	<b>1 metre</b>	aisle width
Optical Recognition	Picture detail	
Effect	Desire to precipitate action	

Legibility distances in the ERS

Physical distance	<b>Handheld</b>	
Optical Recognition	Offers	
Effect	Buying decision	

Source: Olivia Enriquez, R. Allison's elaboration.

Some points to remember about package design for the retail environment:

- It just takes **1/32th of a second** for the consumer to recognise a product.
- The designer is allowed about the time taken for a **flash of lightning** to get the message across.
- In this short time, there is little room for **self-expression**, yet there is an enormous need for creativity.
- **Artfulness is required** to put the elements together – yet in the blink of an eye, the package is not merely visible, but more importantly, it ‘means something’.



## Chapter 7

# Labelling systems

### UNIVERSAL LABELLING SYSTEM

The universal labelling system (ULS) is used to develop labels for use by an identified group of manufacturers, processors, and traders who share common product lines and market positioning of products. This labelling system is, appropriate when used for many products such as spices, pepper sauces, fruit preserves and honey, which are marketed to tourists.

The ULS makes use of templates that permit labels to be customised. The ULS is both affordable and user friendly and can be employed by micro, small, and medium-sized processors. Use of the ULS facilitates a highly individualised mode of presentation.

### Customised labelling system

Customised labels are commissioned by a client and are developed on a one-on-one basis. Customised labels are proprietary to a single client.

### ULS Labels versus Customised Labels

Attributes of ULS as compared with customised design are summarised in Table 7.1.

TABLE 7.1

Universal labelling system compared with customised label design

Customised label design	Universal labelling system
<p><b>1. Research</b></p> <p>To map out a design strategy, the designer gathers information exclusively for the project and the commissioning party or the client.</p>	<p>Minimal research is required for design work. A data bank is available to users based on their common needs.</p>
<p><b>2. Illustrations</b></p> <p>All graphic illustrations are done on an exclusive basis.</p>	<p>Stock illustrations and graphic components managed by a responsible entity are collected in an Image Bank or archive.</p>
<p><b>3. Photography</b></p> <p>All photography is done on an exclusive basis.</p>	<p>Stock photography is available in the Image Bank.</p>
<p><b>4. Fonts, borders, etc.</b></p> <p>All fonts and borders are created exclusively.</p>	<p>A common source of applicable fonts, border designs, ribbons, panels, banners and other graphic tools can be developed into templates for ease of application.</p>
<p><b>5. Turn-around time</b></p> <p>Subject to the client's ability to review work and react to submissions.</p>	<p>Design is done in an instant with mixing and matching of coordinates and can be previewed immediately.</p>

## COMPONENTS OF THE ULS

The ULS comprises:

- A template for label designs
- An image bank
  - Photos
  - Product markings, endorsement seals, etc.

### The template

The template emphasises use of the principal display panel of the label in conformance with labelling regulations. It, therefore, includes:

- product illustrations or product photography placement;
- company name;
- brand name;
- company or product tagline;
- declaration of net content;
- other markings.

### Image bank

The image bank is essentially a database that includes a collection of illustrations, images and label templates for use in label design. Graphic elements such as designs of borders, backgrounds and side panels, or special illustrations that are meant to be iconic and capture the essence of the uniqueness of the country of origin can also be included in the template.

TABLE 7.2

Some examples of illustrations that might be included in an image bank for the Caricom Region

Base product	Photographs	Illustrations
Nutmeg		
Tomatoes		

Table 7.2 (continued)

Base product	Photographs	Illustrations
Cloves		
Coconut		
Hot Peppers		
Pineapple		
Cinnamon		
Mango		

Table 7.2 (continued)

Base product	Photographs	Illustrations
Banana		
Tamarind		

Source: Luna Designs.

TABLE 7.3

Some examples of endorsement seals and stamps that might be included in an image bank



Source: Olivia Enriquez.

TABLE 7.4

Some examples of banners and gift ribbons that might be included in the image bank



Border highlighting a quality seal as well as vivid colours of the national flag

Table 7.4 (continued)



Border highlighting the bright colours of the Caribbean palette



Border integrating elements of colonial architecture and the bright colours of the Caribbean palette



Border highlighting elements of colonial architectural features and the soft blue colours of the Caribbean palette

Source: Olivia Enriquez.

## DEVELOPMENT OF LABELS USING THE UNIVERSAL LABELLING SYSTEM

The following is a step-by-step description of how elements of the ULS may be integrated into the development of a label.

### EXAMPLE 1.

#### Caribbean chattle house



©O. Enriquez

### TEMPLATE

This template is patterned after colourful Caribbean chattle houses.



©O. Enriquez

A brand name is inserted.



©O. Enriquez

The Product name and other information are added.



©O. Enriquez

Supporting text and a statement about the weight of the product completes the label

The label template thus produced can be applied to a glass jar as shown below.



©O. Enriquez

The label can be further improved by adding colour.

The overall product appeal can be enhanced by dressing up the package with a woven straw hat (below).



The label can also be applied to a gift box. The box can be sealed with one of the border templates.



## EXAMPLE 2.

## Simple colour bar template

DISCOVER THE PREMIUM SPICES OF THE CARIBBEAN		
space for illustration or photograph	space for manufacturer's name or brand name  space for product name  space for net declaration	Ingredients: space for ingredients list  Processed by: Company name Company address City Contact number(s):

©O. Enriquez

The colour bar template is based on a pre-set grid where each cell contains a text or image box in which the designated information can be inserted. The box at the centre of the template is assigned a particular colour, which highlights the product variant (e.g. ground cinnamon, ground nutmeg, tamarind powder).

By changing the colour in the central box of the template, and the illustration in the left-hand box, a line of related products, each with its own identifiable label can be given a uniform look (below).





©O. Enriquez

Colour bar labels applied to regular spice bottles are easily distinguishable from each other when applied to bottles (below).



©O. Enriquez

Labelled bottles can be easily grouped on a retail shelf (below).



©O. Enriquez

## EXAMPLE 3.

## The use of multi-colour stripes as a template in label design



Multi-colour stripes can be incorporated as borders on the basic template of a label.

Special hand illustrations such as that of a Caribbean fruit vendor (below) can be retrieved from the Image Bank and added to the template as a focal icon.



The text and picture on the label can be modified in accordance with the specific product being packaged



Either a single icon or a combination of icons can be used on the label (below). Labels can be applied as headers for gusseted plastic pouches (below).



The labels are shown above as headers for gusseted plastic pouches containing banana chips.

**EXAMPLE 4.**

**Use of a watercolour wash rendering of a coloured brick pattern as a template in label design**



As described in Chapter 6, creative and unique designs developed on the basis of various elements within the context of the region, such as the watercolour wash rendering of a brick wall (below) can be used as templates in label design.



The rendering can be applied as the top border of the label.



The rendering can be applied as a background to the label.



The rendering can be applied as the label's side panels.



The rendering can also be combined with other icons as shown above.

Colours of the basic template can also be modified for application to other related products.

### GUIDELINES FOR SIZING AND APPLICATION OF LABELS

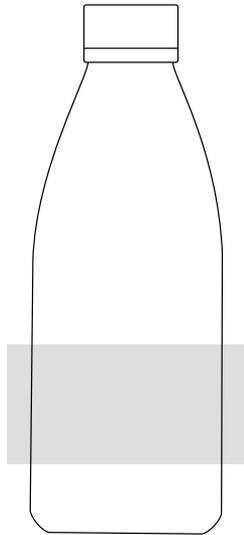
The label must be the right size and appropriately positioned on the product package (as shown in the Figure 7.1).

1. For bottles and jars that are suitable for use as souvenir packaging, a label of 4 cm x 8 cm would be the most appropriate.
2. The minimum label size for a paper header for use with pouches is 8 cm x 4 cm folded and printed front and back.

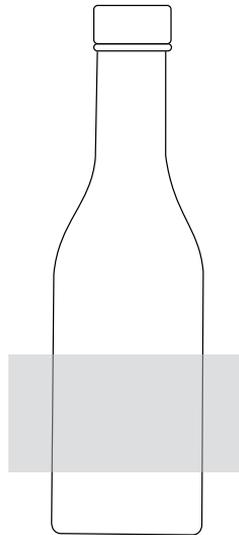
FIGURE 7.1

**Shaded box indicating label placement on possible bottle and jar sizes**

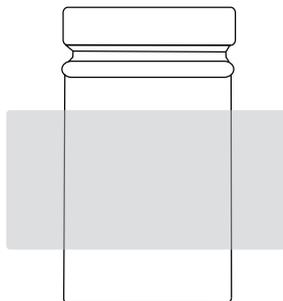
Sauce/Drink bottle 2  
250 ml  
Height: 17.7 cm  
Cap dia: 3.17 cm  
Bottom dia: 6.35 cm



Sauce/Drink bottle 3  
155 ml  
Height: 17.7 cm  
Cap dia: 2.54 cm  
Bottom dia: 5.08 cm



Spice bottle 2  
118 ml  
Height: 8.89 cm  
Cap dia: 5.08 cm  
Bottom dia: 5.08 cm



Spice bottle 3  
117 ml  
Height: 10.92 cm  
Cap dia: 5.7 cm  
Bottom dia: 5.7 cm

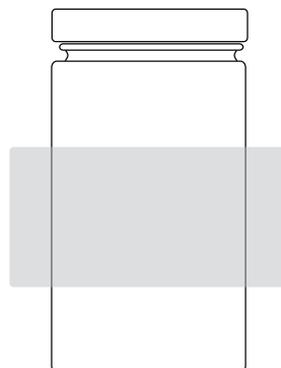
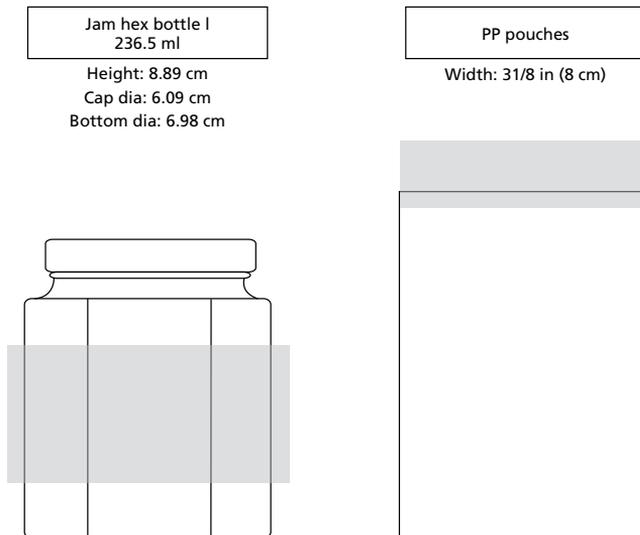


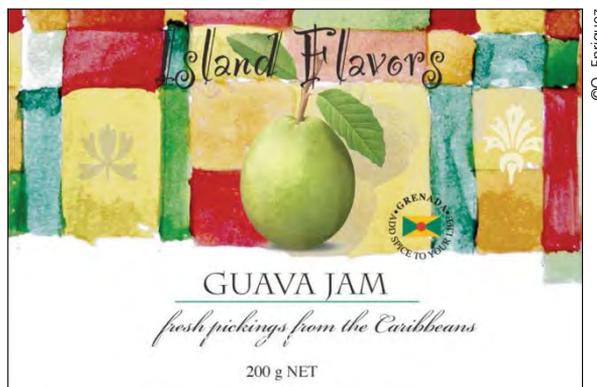
FIGURE 7.1 (continued)

**Shaded box indicating label placement on possible bottle and jar sizes**

Source: Olivia Enriquez.

**APPLICATION OF LABELS DEVELOPED USING THE ULS SYSTEM**

Below are several examples of the ULS system as applied to selected packaging, i.e. in different bottles, boxes and baskets, showing its versatility and range of use.

**Application to products packaged in bottles**

A basic label developed using the ULS system



The label is affixed to the product package, which is a hexagonal jar.



A simulation showing the label as applied to a series of jars arranged in a planogram.

### APPLICATION TO PRODUCTS PACKAGED IN SETS

The colour block concept can be combined with secondary packaging to enhance the appeal of sampler-sized products sold in sets (below).



The only differentiating element in the series of bottles in this woven gift pack is the colour applied to the background of the label

## APPLICATION TO PRODUCTS PACKAGED IN BOXES

### Application to secondary packaging

Labels developed using the ULS can be applied to the surfaces of printed boxes as shown below.



The ULS label can be applied to cover the entire surface of a box.



The ULS label can be applied to partially cover the surface of a gift box.

### Application as hanging tags on baskets



The ULS label can be applied as a hanging tag on a basket. The hanging tag may be coordinated with the inner lining of the basket.



## Chapter 8

# The use of local handicraft as secondary packaging

Secondary packaging makes use of boxes, bags and bows to differentiate a product as well as to protect and contain it. Secondary packaging is generally considered the decorative prelude to the product contained within.

Locally produced handicraft items can be integrated into the secondary packaging of food products. Not only do these items enhance the uniqueness of products; they also facilitate product positioning in that they promote the authenticity of the product's origin.

The region's forest is home to a range of raw materials (Table 8.1) that can be crafted into functional designs to facilitate product positioning within the tourist market. Seashells collected from the local beaches and seeds, twigs, and spices can be used to accentuate these functional designs. Fabrics that depict the culture of the region such as madras and batiks can also be used to further enhance the appeal of these craft items and to make the cultural link.

**TABLE 8.1**

**Materials that are native to the region and their applications and uses in secondary packaging of food products**

Materials	Notes/applications
Straw, vines, reeds	For baskets, bags
	 
Bamboo	For baskets, cylindrical or portioned containers
	 

Table 8.1 (continued)

Materials	Notes/applications
Calabash plain	Small varieties, use half or whole, plain or painted or with etched designs 
<b>Local Hard woods and wood chips</b>	Mahogany, Blue Mahoe, cedar bowls, cases 
<b>Coconut shell</b>	Whole or halved, containers, bowls, decorated or painted varieties 
<b>Ceramic</b>	Bowls, containers 
<b>Toshon (Loofah)</b>	As containers, accessories 

Table 8.1 (continued)

Materials	Notes/applications
Seeds	<p>Wild tamarind (<i>Leucaena leucocephala</i>)                      Flamboyant (<i>Delonix regia</i>)                      Immortelle (<i>Erythrina sp.</i>)                      Adenantha (<i>Adenantha pavonina</i>)                      other legumes, Job's tears</p>
	
	
Spices such as nutmeg and cinnamon	
	
	
Seashells	<p>Non extinct shells in a variety of shapes, sizes and colours</p>
	
	

Table 8.1 (continued)

Materials	Notes/applications
Fabrics that depict the culture and traditions of the region	Batiks, Madras and specially designed fabrics
	
	

Source: Olivia Enriquez.

### Elements of secondary packaging design

The design of secondary packaging for the tourism market must integrate consideration for protection and transportability of the product. The secondary package must also enhance the product's visual appeal and display characteristics while embracing and promoting elements of region's history, culture and traditions.

### Broadening the range of secondary packaging options for souvenir food products

While a range of craft skills exist within the region, new techniques, shapes, materials (e.g. wire baskets), designs and colours must be explored and exploited in order to expand the range of options for presenting primary packaged products to the tourist market. Table 8.2 describes some options that might be explored in the area of basketry.

### The use of decorative accessories

A range of concepts and treatments can be applied to enhance the keepsake value of souvenir food products as shown in Table 8.3.

TABLE 8.2

**New and novel basketry options****1. Old techniques, new shapes**

A range of new, functional containers that are suitable for use in secondary packaging can be produced using traditional basket weaving techniques.



Bottles in a woven basket; tagged and skirted.



Covered gift boxes.



A two-tiered spice basket.

**2. Old techniques, new applications**

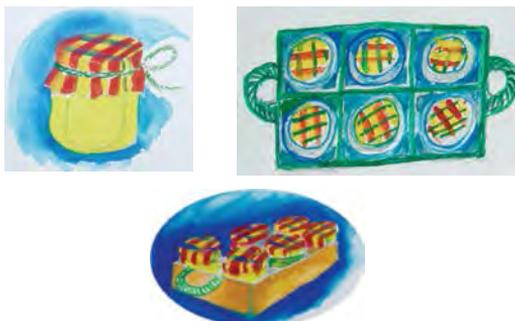
Weaving techniques used to produce tourist hats can be applied in producing secondary packaging.

NB. Care should be taken to ensure that palm fronds and similar materials are properly dried and treated to avoid pest and insect infestation.



Table 8.2 (continued)

**3. New material combinations**  
 Wooden trays accentuated by sturdy hemp rope handles.



**4. New materials, new uses**  
 Wire basketry can offer possibilities in secondary packaging.



Source: R. Allison's elaboration.

TABLE 8.3

**Decorative accessories that enhance keepsake value**

**1. Fashion bottles**  
 Bottles for sauces and beverages can be accessorized to look more attractive.

Artwork can be used to enhance the exterior of bottles.

*NOTE! Only use lead-free paints.*



Table 8.3 (continued)

Fabric, a straw hat and beads can be used to accentuate bottles.

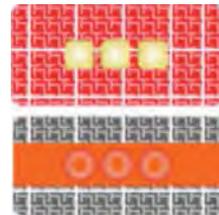


Accessories such as decorative hats also give 'personality' to packaged products.



**2. Woven covered boxes**

Woven bamboo boxes and baskets can be dyed in bright colours and accentuated with local beads, ribbons, lace, coloured paper and other decorative materials.



**3. Nautical look**

Minimum enhancement is required to add on a theme or message to a product.

The use of blue stripes on plain boxes suggests a nautical theme.



**4. Material make-over**

Small baskets used for vending spices can be decorated with local beads and seashells as well as with brightly coloured materials such as pom-poms and trendy square beads.



Table 8.3 (continued)

**5. Brown bag it!**

Sturdy brown Kraft paper bags can be decorated with pendants, ribbons and creative graphics.



**6. Let your true colours show!**

Baskets can be decorated with different colours such as the tri-colours of red, green and yellow or contrasting colours such as orange and blue.

Baskets can be lined with fabrics such as madras to relate to the Creole culture.



**7. Promoting a local culinary tradition**

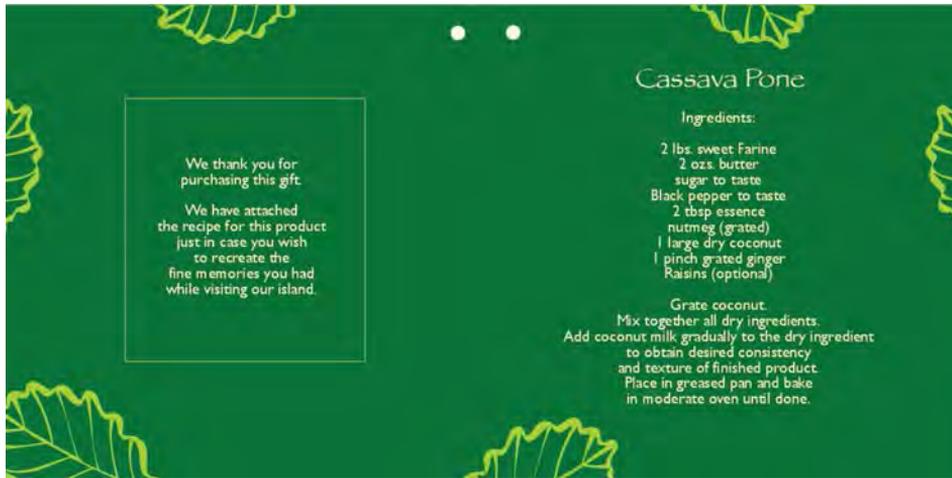
Colourful bamboo covered boxes can be used as the secondary packaging choice for bag-in-box packaging of cassava farine, tea bags, etc.



Full size: 14 cm x 7 cm.  
 Front and back outer page Note: Printed on both sides, C2S board, folded in the centre.

Sample of the contents of a hanging tag that can be used to accessorise the packaging of farine. (Please see enlarged view below.)

Table 8.3 (continued)



Source: Olivia Enriquez.



## Chapter 9

# Selling the product – visual merchandising

Visual merchandising refers to the proper display, arrangement or presentation of products for sale by utilising the basic principles of order, harmony and balance.

Display is the key to attracting tourists to enter a store or to approach a stall at the market. Store planners are very particular about space allocations and shelf layout in order to maintain a balance between proper display and stock, i.e. between cost and profit.

The key objectives of retailers and souvenir shopkeepers are to increase:

- the number of customer visits;
- the spending of each customer; and to
- keep costs to a minimum.

A balance is, therefore, required between the display devices that will attract the customer and space efficiency within the store if profitability is to be enhanced.

### Increasing the number of customer visits

New customers will come if they feel the store or market kiosk offers a wide-range of goods, or if the goods sold cannot be obtained elsewhere. A good display should be able to communicate the range of goods available for sale.

### Increasing the spending of each customer

After making a major purchase, impulse displays such as bins located near the cashier can persuade the customer to increase spending.

### Cutting costs

Displays should encourage self-service by the customer rather than one-on-one assisted service.

**The following are some basic guidelines to be considered in developing a visual merchandising plan for a souvenir store, kiosk or stall:**

#### 1. Tourists need to learn about the product and experience it

They need to satisfy their sensory experiences. Products for retail must engage the positive sensory stimulus of the tourist to make a sale. In some cases, a simple demonstration of the use of the product, or of the origins of the product, by, for example, letting the customer experience it, is more effective than talking about the product.



credits (left to right): ambergiscaye.com; Jamaica Tourist Board, C. Spencer

## 2. Good anchor displays and stocking of merchandise improve sales

About 30 percent of usable store or kiosk space should be devoted to the creative display of merchandise. The display should make a visual impact to attract tourists. The remaining 70 percent of space should allow customers to experience the variety of goods available. Proper stocking of merchandise is, therefore, critical. Volume displays also highlight the effectiveness of good package design.



©O. Enriquez

Organizing volume display of stocks on shelves make the products stand out. Good packaging design becomes a tool in creating shelf impact.

**Shops and stalls must be outfitted with shelves that follow the basic standards of display and merchandising. The following are some basic rules:**

- Some products should be displayed on shelves while other products should be sold mainly on floor displays or in display bins.
- Boxes should be positioned in the upright position allowing frontal display. Confectionery items and similar products are classified as impulse goods and are best placed in display bins near the cashier. The use of hooks permits products contained in pouches with header labels to be displayed. These items can be easily replenished.



©O. Enriquez

Containers should be positioned in the upright position allowing frontal display.

- Products can be placed either above eye level, at eye level or below eye level. When placing the product above eye level, package design should be readily visible from that angle. Eye level displays are premium displays. The packaging graphics for eye level displays should be prominent on the side of the package. Packages displayed below eye level should have a clear design on the lid of the package.
- Shelves should be fully stocked at all times and must be arranged so that colours harmonise and strengthen the product presence.

### 3. Good packaging is your 'silent salesperson'

Secondary packaging, such as baskets, is effective in grouping individual items. It promotes the effective bundling of products, thus inviting customers to increase their spending.

FIGURE 9.1

**Suggestion for packaging of Caribbean spices in thin tubes to facilitate transportation**



Source: Luna Designs; R. Allison's elaboration.

Consider value-added services that make life easier for tourists, e.g. gift-wrapping.

FIGURE 9.2

**The interior of a store in Antigua showing a possible layout**



Source: Aloha Fred.

#### 4. Cases used to display goods must be properly lit

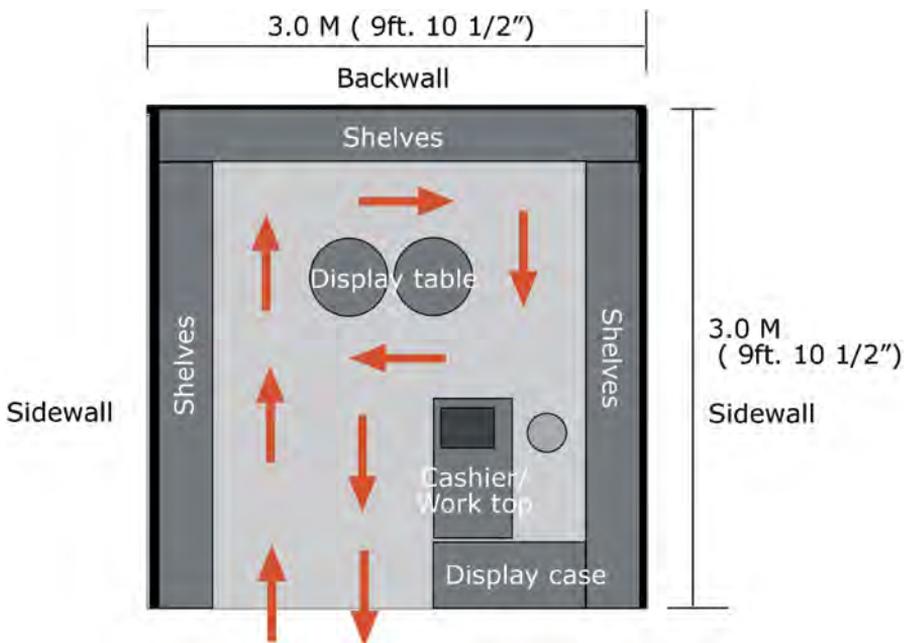
Merchandise displayed inside a case should convey the message of being ‘special’. The use of appropriate task lamps or spotlights enhances the viewing experience.

Note the low tables in the centre (see Figure 9.2), which allow visitors to move around the display easily. Shelving units along the wall have storage space underneath and the cash desk is near the entrance/exit. Also note the harmonious colour scheme and lighting.

#### 5. Consider the circulation or flow of traffic in the selling area

Tourists take their time to browse the shopping area. This should be taken into account in the lay out of stalls and shops. Every effort should be made to avoid creating a ‘grid lock’ in situations where two to three people decide to chat a little before making a purchase.

FIGURE 9.3  
Suggested store layout



Source: Olivia Enriquez.

This 3 m x 3 m (around 10' x 10') stall layout is fitted with shelves along the walls at the back and the sides. A circular display table allows customers to walk around it. The cashier is near the exit together with a small worktable for gift-wrapping.

## 6. Storefront and window treatments must be appealing and inviting



Displays are the initial contact of vendors with prospective customers. Once convinced that they want to take a look at a store or stall because of effective display, the first half of the vendor's work is done. Remember tourists have often travelled long distances

## 7. Use good and effective signs and graphics

Signs must be highly visible and must visually convey the experience the vendors or storekeeper want to impart to prospective customers. Directional signs must be clear and uncluttered. Tourists are always looking for that 'great buy'. Graphics can be creatively used to help in communicating the information.



### 8. Periodically, update your visual display and promotional materials to reflect new trends

Colours are seasonal and are also dictated by trends. Colours are greatly influenced by fashion. Keeping track of these trends will greatly help in making interesting displays.



©O. Enriquez



Current health and wellbeing lifestyle trends have greatly influenced product design and merchandising. The 'no-frills', straightforward and almost pharmaceutical look in packaging has been the result of this trend.

FIGURE 9.4

**Practical points to remember**

Source: R. Allison.

### 9. Believe in your product

Nothing convinces a prospective customer more than storekeepers who know how to inform, use and tell a story about their products. Provide the tourist with educational material or information on how to use the product, or demonstrate the use of the product at the point of sale. Written information, e.g. recipes on the use of the food product in the secondary package, are very helpful. Alert tourists to products that make good gifts and to the attributes that make the products appealing as gifts.

### 10. Be polite and use charm

Remember, a great smile makes the difference. Use eye contact, when talking to the tourist, and when giving a sincere ‘thank you’, a smile that goes with it will go a long way.

At the end of the day tourists, like any of us, will value and remember the people to people experience – far more than any food they will savour, or any souvenir item they will keep.

FIGURE 9.5

Points to remember to increase visits and sales.



Source: R. Allison.



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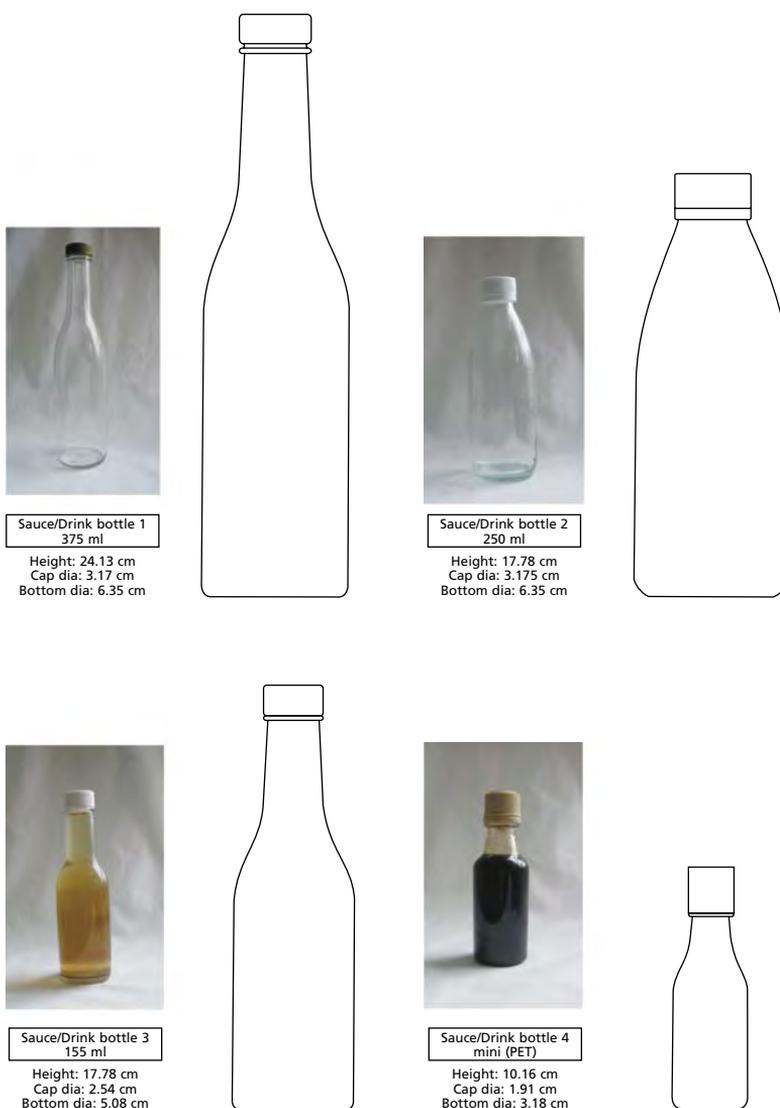
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## Annex 1

# Packaging materials

A range of bottles that are suitable for the packaging of spices, condiments, sauces and drinks are shown below along with corresponding dimensions.

For the following packaging materials, a common label size of 4 cm x 8 cm printed on paper and applied with glue is commonly used. (See Figure 7.1 of Chapter 7.)

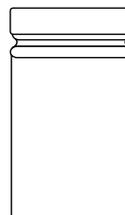




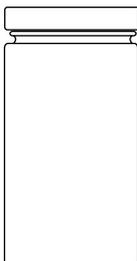
Spice bottle 1  
147.86 ml  
Height: 10.8 cm  
Cap dia: 5.08 cm  
Bottom dia: 4.6 cm



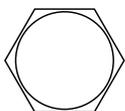
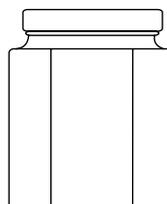
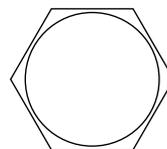
Spice bottle 2  
118.29 ml  
Height: 8.89 cm  
Cap dia: 5.08 cm  
Bottom dia: 5.08 cm



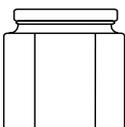
Spice / Jam bottle 3  
177.44 ml  
Height: 10.92 cm  
Cap dia: 5.72 cm  
Bottom dia: 5.72 cm



Jam hex bottle 1  
236.58 ml  
Height: 8.89 cm  
Cap dia: 6.09 cm  
Bottom dia: 6.98 cm pt. to pt.



Jam hex bottle 2  
59.14 ml  
Height: 5.08 cm  
Cap dia: 4.44 cm  
Bottom dia: 5.08 cm pt. to pt.



Additional Stock Packaging Materials that may be used:



Pre formed acetate box,  
Small, (7.62 x 7.62 x 6.35 high) cm assembled size



Pre formed acetate box.  
Large: (8.89 x 15.24 x 4.44 height) cm assembled size



Plain polypropylene gusseted bag  
(7.62 x 22.86) cm flat size.



Printed polypropylene gusseted bag  
Large Flat size: (8.89 x 25.4) cm;  
Small flat size: (7.62 x 20.32) cm.

NOTE: Acetate and polypropylene are known for their strength and clarity. They are ideal for keeping baked specialty products such as cookies, pastries and cakes; confections such as candies, balls and fudges and dried fruit products.



## Annex 2

# Step-by-step guide using printed polypropylene bag

### STEP-BY-STEP GUIDE IN USING THE PRINTED POLYPROPYLENE BAG/OPTION A



1. Seal content of polypropylene bag with heat sealer. Make sure gusseting is extended outwards before sealing.



2. Sealed bag with gusseting extended outwards.



3. Start making vertical folds of about 1.27 cm each.



4. The vertical folds gathered together.



5. Secure folds with gold covered twistee wire.



6. The finished packaging, using the printed polypropylene bag A.

Source: Olivia Enriquez.

### STEP-BY STEP GUIDE IN USING THE PRINTED POLYPROPYLENE BAG/OPTION B



1. Filled polypropylene bag.



2. Seal content of bag with heat sealer. Make sure gusseting is reverted inwards before sealing.



3. Sealed bag with gusseting reverted inwards.



4. Start making folds of about 1.27 cm each from the seal line upwards to the top of the bag.



5. Secure folds with transparent tape in the middle.



6. Bring the left and right ends up to make the fan.  
Secure with transparent tape.

Source: Olivia Enriquez.



## Annex 3

# Souvenir packaging concepts from around the globe



Souvenir packaging concepts from The Philippines that make use of local and indigenous materials in package design.

Souvenir gift packaging from The Philippines. Excerpted from the 1985 Exhibit at the Design Center Philippines, Gift Packaging for Milk Candies, Tropical Jam and Coconut Wine.

Milk based indigenous candy (pastillas) is wrapped in colorful paper and presented in shapes that echo the patterns of local sailboats.



Cane weaving around bottles accentuate traditional fruit wines in otherwise ordinary recycled bottles.



Indigenous dumpling steamer made of bamboo is used as secondary packaging for sweets.



Souvenir packaging of three flavours of sauteed shrimp paste or 'bagoong' from The Philippines. The label depicts an image of a woman in a kitchen setting. Bottles are used as primary packaging, while a galvanised tin box is used as secondary packaging. Note the tamper evident seal used together with the central illustration forms a decorative element.



Souvenir packaging concepts from other international sources that make use of local and indigenous materials in package design

An assortment of international spices and spice mixes packaged in tin cans. The colour and patterns on the labels are culled from the traditional weaving patterns of the spices' countries of origin.



Souvenir packaging of fruit preserves from California, United States in a book-type secondary packaging with a modern Oriental feel. The graphics on the package are reminiscent of Oriental script and give the product an Asian fusion specialty product image



Souvenir packaging of Indian spices from California, United States using tray-type secondary packaging with a modern Oriental treatment. The coloured tops of the cans reflect the rich Indian palette."



Souvenir packaging of a beverage product from Mexico. Coiled rope and hand-scripted graphics give the product an authentic Incan ambience. The product is finished with a cork and a paper seal.



Souvenir gift packaging of rum from the Virgin Islands. The bottle is covered with cane weaving which gives it a handcrafted, premium image.

Souvenir gift packaging of a specialty spice product from Jamaica, featuring a rich and colourful depiction of the product source. This product is from Jamaica.

## Annex 4

# Packaging materials primary packaging and labelling of food products

### **MANDATORY REGULATIONS BY THE GRENADIAN GOVERNMENT SPECIFICATIONS FOR THE LABELLING OF PRE-PACKAGED GOODS**

The labelling standards for pre-packaged goods were initiated to assist Grenadian manufacturers in meeting the labelling requirements of regional markets. The standards were set to provide adequate information to the consumer or user of the pre-packaged food, as well as to prevent mislabelling resulting in fraud or misinformation. The standard applies to the labelling of all pre-packaged foods offered to the consumer, or for catering and to matters relating to the presentation and sale of these pre-packaged goods.

#### **GENERAL PRINCIPLES**

Pre-packaged food shall not be described or presented on any label or in any labelling in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character in any respect.

Pre-packaged food shall not be described or presented in any label or in any labelling by words, pictorial or other devices that refer to or are suggestive, either directly or indirectly, to any other product with which such food might be confused, or in such manner as to lead the purchaser or consumer to suppose that the food is connected with such other product.

#### **MANDATORY LABELLING OF PRE-PACKAGED FOODS**

The following information shall appear on the label of pre-packaged foods. The label shall be applied in a manner that it will not become separated from the container. Statements required to appear on the label in compliance with Grenadian standards shall be clear, prominent, indelible and readily legible by the consumer under normal conditions of purchase and consumption.

If the container is covered by a wrapper, the wrapper shall carry the necessary information or the label on the container shall be readily legible through the outer wrapper and not be obscured by it.

The name and net contents of the food shall appear in a prominent position and be readily visible.

### The name of the food

The name shall indicate the true nature of the food and shall be specific and not generic. If more than one name has been established for a food in a Grenadian standard, at least one of the name shall be used. In other cases, the name prescribed by national legislation shall be used. In the absence of any such name, either a common name or usual name existing in common usage as an appropriate descriptive term that is not misleading or confusing to the consumer shall be used.

A 'coined', 'fanciful', 'brand' name, or 'trademark' may be used provided it accompanies one of the names provided in the general descriptions mentioned above.

Additional words or phrases shall appear on the label in conjunction with or in close proximity to the name of the food. This is to avoid misleading or confusing statements in regard to the true nature and physical condition of the food and shall include the type of packing medium, style and the condition or type of treatment it has undergone; for example whether the food was dried, powdered, or ground.

### List of ingredients

A list of ingredients shall be declared on the label, except for single ingredient foods.

The list of ingredients shall be headed or preceded by an appropriate title, which consists of or includes the term 'ingredient'. All ingredients shall be listed in descending order of weight at the time of the manufacture of the food. Where the ingredient is itself the product of two or more ingredients, a compound ingredient may be declared, as such, in the list of ingredients provided, that it is immediately accompanied by a list of brackets of its ingredients in descending order of proportion.

Added water shall be declared in the list of ingredients except when the water forms part of the ingredient as in the case of brine, syrup or broth used in a compound food and declared as such in the list of ingredients.

When dehydrated or condensed foods are intended to be reconstituted by the addition of water only, the ingredients may be listed in order of proportion in the reconstituted product provided, a statement such as 'ingredients of the product when prepared in accordance with the directions on the label' should be included.

TABLE 1

Table showing class names that may be used for ingredients falling within the listed classes

Classes	Class names
All spices and spice extracts not exceeding 2 % by weight either singly or in combination in the food.	'Spice', 'Spices', or 'Mixed spices' as appropriate
All herbs and parts of the herbs not exceeding 2 % by weight either singly or in combination in the food.	'Herbs', or 'Mixed herbs' as appropriate
Pressed, expelled or refined cocoa.	'Cocoa butter'
All crystallised fruit not exceeding 10 % of the weight of the food.	'Crystallised fruit'

For food additives falling into their respective classes and appearing in lists of food additive permitted for use in foods generally. The following class titles shall be together with the specific name or recognised numerical identification as required by Grenadian legislation.

TABLE 2

**Table showing permitted food additives**

Anti-caking ingredient(s)	Thickener(s)/Gelling agent(s)
Antioxidant(s)	Anti-foaming agent(s)
Colour(s)	Flour treatment agent(s)
Emulsifier(s)	Artificial sweetener(s)
Flavour enhancer(s)	Acidity regulator(s)
Glazing agent(s)	Propellant(s)
Preservative(s)	Raising agent(s)/Baking powder
Stabiliser(s)	Emulsifying salt(s)

The following class titles may be used for food additives falling in the respective classes and appearing in the list of food additives permitted generally for use in foods:

- Flavour(s), Flavouring(s) and
- Modified Starch(es)

The expression ‘flavours’ may be qualified by ‘natural’, ‘nature identical’, ‘artificial’ or a combination of those words as appropriate.

### Quantitative labelling of ingredients

In cases where the labelling of the food places special emphasis on the presence of one or more valuable and/or characterising ingredients, or where the description of the food has the same effect, the ongoing percentages of the ingredient at the time of the manufacturer shall be declared.

Similarly, where the labelling of a food place special emphasis on the low content of one or more ingredients, the percentage of the ingredient in the final product shall be declared.

### Processing aids and carry-over of food additives.

A food additive carried over into a food in a significant quantity or in an amount sufficient to perform a technological function in that food, as a result of the raw materials or other ingredients in which the additive was used, shall be included in the list of ingredients.

A food additive carried over into foods at a level less than required to achieve a technological function, and processing aids, are exempted from the declaration in the list of ingredients.

### **The net content and drained weight**

The net contents and shall be declared in the metric system (System International Units) immediately followed by Imperial Units in brackets, for processed cheese and cheese products only.

The net contents shall be declared in the following manner for:

- liquid foods, by volume;
- solid foods, by weight;
- semi-solid or viscous foods, either by weight or volume.

In addition to the declaration of net contents, a food packed in a liquid medium shall carry a declaration of the drained weight of the food. For the purposes of this requirement, liquid medium means water, aqueous solutions of sugar and salt, fruit and vegetable juices in canned fruits and vegetables only, or vinegar, either singly or in combination.

### **Name and address**

The name and address of the manufacturer shall be declared.

### **Country of origin**

The country of origin of the food shall be declared. When a food undergoes processing in a second country, which changes its nature, the country in which the processing is performed shall be considered to be the country of origin for the purposes of labelling.

### **Batch/Lot identification**

Each container shall be permanently marked to clearly identify the lot.

### **Date marking and storage instructions**

The following date mark shall apply:

The 'date of minimum durability' shall be declared, which shall consist of at least the:

- day and the month for products with a minimum durability of not more than three months;
- month and the year for products with a minimum durability of more than three months. If the month is December, it is sufficient to indicate the year.

The date shall be declared by the words:

- 'best before...' where the day is indicated and 'best before end...' in other cases.

The words referred to above shall be accompanied by either:

- the date itself; or
- a reference to where the date is given.

The day, month and year shall be declared in un-coded numerical sequence.

An indication of minimum durability shall not be required for the following products:

- fresh fruits and vegetables, including potatoes which have not been peeled, cut or similarly treated;
- wines, liqueur wines, sparkling wines, aromatised wines, fruit wines and sparkling fruit wines;
- beverages containing 10 percent or more by volume of alcohol;
- bakers' or pastry-cooks' wares that given the nature of their content, are normally consumed within 24-hours of their manufacture;
- vinegar;
- food grade salt;
- solid sugars;
- confectionery products consisting of flavoured and/or coloured sugars;
- chewing gum.

In addition to the date of minimum durability, any special conditions for the storage of food shall be declared on the label if the validity of the date depends thereon.

### **Instructions for use**

Instructions for use, including reconstitution, where applicable, shall be included in the label, as necessary, to ensure correct use of the food.

### **Exemptions from mandatory labelling**

With the exception of spices and herbs, small units, where the largest surface area is less than 10 cm<sup>2</sup>, may be exempted from the requirements of quantity statements, batch/lot identification and instructions for use.

### **Optional labelling**

Any information or pictorial device written, printed, or graphic matter may be displayed in labelling provided that it is not in conflict with the mandatory requirements of this standards and those relating to claims and deceptions.

### **Grade designation**

If grade designations are used, they shall be readily understandable and not be misleading or deceptive in any way.

### **Language**

The information to be included, on the label of every container, shall be in the English language.

For export of goods to bilingual countries, all information displayed on the label of every container shall be shown in both official languages. Only the name and business address of the processor, manufacturer, packer or distributor may be shown in one of the official languages.

# ***SOUVENIR FOOD PACKAGING***

*A training resource for small food processors and artisans*

This guide provides Caribbean food processors and artisans with practical information on how to effectively position their products in the tourism market using design and packaging. The guide is written in a reader-friendly format with easy to follow instructions and contains basic information on packaging, labelling, materials and processes.



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