

LABEL ANALYSIS GRID

Name of product -----	Type of snack Wafer biscuits	Made by ___Elledi S.p.A.____ for ___Elledi S.p.A.____
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A) Global analysis of the packaging

1. How much space does the information for the consumer occupy? _51____% and publicity? _45____%
2. Font size used for the ingredients _1____mm. and the name _2 cm_____

B) INGREDIENTS ANALYSIS

C) ADDITIVES ANALYSIS

D) PACKAGING ANALYSIS

LIST OF INGREDIENTS	KNOWN	NOT KNOWN	LIST OF ADDITIVES	JUDGEMENT OF National Consum uers Association or other	ADDITIONAL INFOS OF THE PRODUCT	YES	NO
Flour	X		Soya bean lecithin	Acceptable, but it can cause allergies	NET WEIGHT	X	
Vegetable oil	X		Sodium bicarbonate	Acceptable	DATE OF PRODUCTION		X
Sugar	X		Flavour		EXPIRY DATE/		X
Glucose		X			BEST-BEFORE DATE	X	
Dried whey	X				SEAT OF THE PRODUCTION FACTORY	X	
Salt	X				BATCH NUMBER	X	
					HOW TO STORE IT		X
					INSTRUCTIONS FOR ITS CONSUMPTION		X
					NUTRITIONAL INFO	X	

E) ANALYSIS OF PUBLICITY/ADVERTS (RELATED TO THE PRODUCT)

WHERE	TV AND RADIO	INTERNET	PRESS AND REVIEWS	OTHER
YES				
NO	X	X	X	X

Which need or apparent advantage for the consumer does the advert of the product appeal to?

SNACKS JUDGMENT GRID

JUDGEMENT OF INGREDIENTS

Ingredients	Scores	Scores
It is certified organic	+5	
It contains fats like vegetal oils	+3	X
It contains saturated fatty acids (butter, lard, palm oil, coconut oil)	-4	
It contains “trans” fatty acids (hydrogenated fats or partially hydrogenated fats)	-4	
It contains olive oil	+2	
It contains less than 30% of total fats	+5	X
It contains more than 60% of complex carbohydrates (amids)	+4	
Ingredients in a very limited number	+4	
It contains vitamins and minerals	+4	
There are no sticky creams (like fudge or others) which stick to the teeth	+4	
It contains liqueur/alcohol	-4	
It is a fried snack	-4	
It contains a high level of salt	-4	
It is a snack prepared with fresh raw materials (not in powder)	+6	
The ingredient in the highest quantity (the first of the list): sugar/glucose/syrup	-4	
The ingredient in the highest quantity (the first of the list): flour	+4	X
It has more than 200Kcal./per snack	-5	

JUDGMENT ON ADDITIVES

It contains additives which are considered <u>misleading</u> (-3 each), useless (-4 each), or not recommended (-5 each), according to the judgement of the national Consumer Association or other Association	-3/-5	
Fodd additives in minimal number (+3) or absent (+5)	+3/+5	+3
It contains several additives (more than five)	-5	

JUDGMENT ON INFORMATION ABOUT THE PACKAGING

Net weight	+3	X
Date of production and expiry date	+6	
Expiry date	+4	
“Best before”	+3	X
Seat of the production factory	+2	X
Batch number	+2	X
How to store it	+3	
Instructions for the consumption	+3	
Nutritional info	+6	X
Printing character used for the info which is hardly readable	-3	
The packaging is made of only one type of material (paper or plastic or aluminium, etc.)	+3	X

JUDGMENT ABOUT PUBLICITY/ADVERTS RELATED TO THE PRODUCT

It appeals to “primary instincts”: to be accepted, admired, to have many friends, to conquer a girl or a boy the other sex, to be considered clever, smart, cunning, to make an impression, etc.	-4	
It is “hammering”, it exploits especially the repetition	-2	
It deals with needs and gives a solution (not induced needs!)	+2	

TOTAL SCORE: 34