

Functions of a packaging

- Packaging **protects** the product from spoilage, light, moisture, contamination & damage → intended to **maintain** and, if necessary, prolong the **quality** of the food product
- Provides **information** to the consumer
- Serves **marketing** purposes: the packaging is your representation at the POS

Examples

- **Dry solid products** (e.g. powders, dried vegetables, pasta, snacks... → low aW-value)
 - Often requires protection from oxygen (oxidation) & humidity
 - Often stored at room temperature
 - Possible materials: Cardboard box, plastic bags, glass
 - Low fat food can be equipped with viewing window (exposed to light!)
- **Liquid** (beverages, sauces... → high aW-value) & **gel-like products** (yogurt, dips... → medium aW-value)
 - Often protection from oxygen (oxidation) & contamination from microorganisms required
 - Partly storage at room temperature with appropriate treatment
 - Glass and plastic may be pigmented to prevent harmful UV-radiation

Possible packaging materials

- Plastics & Composites
- Glass & Metall (cans)
- Paper/ cardboard

What to consider?

- Material **properties** of your food (z.B. solid, liquid, gelatinous)
- Which **barrier properties** are required (e.g., oxygen, moisture, light or transport protection)?
- Special **requirements** during **production** (e.g., should the product be heat treated in the packaging)?
- Special **requirements** during **transport** and **distribution**
- How should the product be **stored** (e.g., room temperature, refrigerated, frozen)?
- Should the product have certain **handling tools**? (e.g., resealable, spout, opening tool, ...)
- Is the packaging **sustainable** or is there a more sustainable alternative?
- How is the **design** of the product or does it match the corporate identity of your company?
- Pay attention to the legal requirements for food packaging [baed on the LMIV](#) (BMEL, 2022)



Better Food Consulting

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No guarantee for completeness and correctness

More information about these topics

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