

TAKEHOME



How important is packaging?

In the news this week

Coca-Cola has announced it will temporarily be removing labels from some of its bottles to trial 'label-less' packaging. The trial will see labels removed from the 500ml Sprite and Sprite Zero bottles and replaced with an embossed logo on the front of the pack. The product and nutritional information will be laser-engraved onto the back. The label-less bottles will be trialed in some shops in London, Bristol, Manchester and Brighton and Hove.

Things to talk about at home ...

- > Find five different food items at home that have packaging and labels. Have a look at the labels and talk to others at home about what they include. What do you think is the most important information? Do you believe that all the packaging the items have is necessary?
- > In general, do you feel people should do more to reduce the amount of packaging they consume? If so, how?

Please note any interesting thoughts or comments

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