

ABSTRACT

This bachelor thesis discusses legislative requirements for packed food and how it reflects consumers expectation. The theoretical part of the work clarifies general requirements for packed in food Czech Republic based on Regulation of European parliament and council and Czech national laws and decrees. Special attention is paid to requirements for labeling of the meat and cold meat products. The practical part of the thesis which has been realized by using the questionnaire survey method, focus on detection of circumstances which are important for consumers and for their decision making when they buying food. At the same time, it was investigated how the legislation requirements reflect consumer needs for labeling of food.

Results of this research are discussed in the debate. It has been found out strong consumer's need to know the origin of the food. This circumstance is very important for consumers especially for meat and cold meat products.

Based on the information obtained has been created proposals for improvements, such as introduction of rules how to make this information clearer for consumer. For example, it might be set up mandatory rule to communicate information about origin of food on the front of pack.

KEYWORDS

Packaging, packed food, legislation requirements for labeling food, meat, cold meat products.