

This bachelor thesis evaluates the dairy products labelling in the Czech Republic based on the requirements of the Czech legislation. It also pursues consumer's taste preferences, their interest and awareness of the dairy products labelling.

The theoretical section mentions the history of dairying and the importance of milk products in human nutrition. The following chapters present individual dairy products and it described their production, labeling and division into kinds.

The practical section reveals that the dairy products are labeled in accordance with the Czech legislation. The results are presented in the form of photos and tables (mini photobook). This part also examines whether the adult people interest in the dairy product labeling, how to orient in a range of dairy products and which products they prefer.

The product evaluation was carried out in two big stores in Jablonec nad Nisou by using photographs. It was found that majority of companies indicates their milk products correctly. Identified deviations were discovered in the labelling of nutrition declaration or allergens. This is a relatively new requirements but very important. The questionnaire was found that 68 percent of people read informations on dairy products voluntarily. Most of the respondents consume especially milk, yoghurts and hard cheese. The survey also showed that the orientation of the people in dairy products is good.

The results of this study allow the evaluation of the relationship between the introduction and use of informations in milk products.