



Information at Your Service

Product packaging contains both information and advertising. In the following table, distinguish between the two by marking the appropriate column with an X.

	Information	Advertising
No added salt		
Ingredients: wheat flour, sugar, etc.		
"When a trip to a sunny destination"		
Best before September 3, 2015		
Drawing of a person eating the product		
Nutrition facts showing 325 cal per 100 g portion		
Logos for fair trade or organic certifications		
Coupon inside		
Picture of perfect fruit		
		
"Start the day off right with ABC Cereal"		
325 g		
"Collect all four figurines"		
		
A good source of fibre		