



Answer Key

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	X	X
Ingredients: wheat flour, sugar, etc.	X	
"When a trip to a sunny destination"		X
Best before September 3, 2015	X	
Drawing of a person eating the product		X
Nutrition facts showing 325 cal per 100 g portion	X	
Logos for fair trade or organic certifications		X
Coupon inside		X
Picture of perfect fruit		X
	X	
"Start the day off right with ABC Cereal"		X
325 g	X	
"Collect all four figurines"		X
	X	
A good source of fibre	X	X