

## European exigencies concerning the food products nutritional labelling

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**Abstract** The main purpose of the labeling of food product is offering the consumers sufficient information thus the consumer can take a fundamental buying decision, after which he will act, deposit and prepare, respectively consume the aliments in an adequate and safe mode. The foods must not be presented in a manner that will confuse the consumer in what concerns the nature, composition or quality. When we say this thing, we refer to the "label", as well as to the shape of the product's package, the way it is presented in order to sell it. The paper presents the main exigencies concerning the producers and traders preoccupations in order to answer to the increasing exigencies of the consumers.

*Keywords:* food; nutritional labelling; package; European exigencies.

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