

Questionnaire: Food labels of soup products

1) Which brand of soup do you prefer?

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2) Do you prefer soup in packets or in a can?

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3) Do you prefer a photograph of the final product on the food label?

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4) Do you read the description of the final product before deciding on a brand to purchase?

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5) Do you read the nutritional labels before purchasing soup?

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6) Do you prefer packaging with bright colours or neutral colours?

yellow		and blue)	
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7) Do you prefer if food labels have descriptions in different languages?

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8) Are you bothered with buying soup products that contain artificial flavouring/coloring?

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9) Would you rather buy a soup product with cooking instructions on the label?

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10) Which is most important when deciding on a product?

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