

*Examining Historical Changes in Food Packaging  
towards a Healthier Focus in New Zealand: The  
Case of Heinz Wattie's, 1970-2010*

*Joanne Low*

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Primary Supervisor: Dr Stephen Lloyd.



## *Attestation of Authorship*

"I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning"

Joanne Low

A handwritten signature in black ink, appearing to read 'Joanne Low', written over a horizontal line.



## *Abstract*

The purpose of this study is to explore the developments made to food packaging during from 1970 to 2010 as a result of an increasing trend towards wellness and nutritional wellbeing. These developments are further investigated through exploring changes in verbal and design content of packaging. It is believed that these changes can influence consumer behaviour and social values. Various types of consumer buying behaviour and consumer purchase decision processes are discussed. The issue of the effect of changes in consumer perceptions of food-related health issues has influenced consumption behaviour. Marketers' response to these changes in consumer consumption behaviour is also discussed. The use of Freud's theory of motivation (Boeree, 2006) is adopted as a basis for generalisations about consumer motivation.

Documentary data in the form of visuals and mass media outputs of the Heinz Wattie's brand (and its sub brands) from 1950s till to today were used to review the changes and development of packaging (verbal and graphic content) in this study. These visuals and mass media outputs were obtained mainly from secondary sources, which included the Heinz Wattie's Company. The data collected was analysed using thematic and semiotic analysis.

Results of the research indicate that the focus of packaging has widened in its scope from being a functional requirement to holding important symbolic values. Packaging functions as a messenger or "silent salesman" while representing symbolic signs and texts that are deciphered into meanings by the consumer at the time of purchase. The meanings that these signs and text convey focus on the health benefits of consuming Heinz Wattie's products. Such benefits include being free from preservatives, from artificial colourings or flavourings, from being healthy; for example a good source of vitamins, and from being recyclable. Consumers who purchased and consume Heinz Wattie's products will fulfil their motivation to become healthier while maintaining a green image of being environmentally friendly.



The study contributes to knowledge by identifying the historical developments in food packaging. These changes reflect the changes that have occurred in consumer behaviour and social values. This focus provides an important benchmark for marketers and researchers those points to the need for further research into product and packaging development.



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## 1.0 INTRODUCTION

### 1.1 BACKGROUND

Food packaging plays an important role in the lives of consumers and of businesses (Clarke, 2008). Packaging is a vital requirement for food products as it not only protects products from physical damage, chemical changes, and contamination. Packaging enables products to be transportable and also provides a presentation of the brand to consumers in the most appealing manner (Nazri, 1999). Packaging is no longer a simple requirement to keep consumables safe; it enables a brand to communicate to the consumer at the point of purchase while establishing a unique positioning for the brand (Parcels, 1999). Hartman (2009) also describes a time in the marketplace when the product itself did the selling. Today packaging is not only graphically superior but also functionally superior. Packaging provides inherent features and attributes that consumers can identify and recognize immediately on the shelf.

The economy has also influenced trends; consumers are still looking for the same products as before but are now demanding far more improved versions (Hartman, 2009). Consumers' consumption behaviour has also moved towards greater dining occasions at home as these are perceived to be healthier and more affordable alternatives to away-from-home eating (Hartman, 2009). Advancements in technology have made information more accessible; consumers are more aware of the dangers of obesity and the health problems associated with it (Duchin, 2005). This has created a growing demand for products that consumers perceive as being a more efficacious contributor to healthier consumption, yet without compromising on taste (Duff, 2004; Demetrakakes, 2008). Competition between brands has also increased rapidly with the advancement of technology. This increased competitiveness, rapid changes in technology, and associated increase in the power of food distributors, has contributed a loss in the effectiveness of traditional advertising (Clarke, 2008).

International legislation, regulation and guidelines have imposed mandatory requirements for information on food packaging to enable consumers to make healthy



and informed choices about the food products they purchase and consume (Stuart, 2010). In New Zealand, compulsory food labelling and information are set by the Australia - New Zealand Food Standards Code (FSC) and the New Zealand Food Safety Authority (NZFSA). The aim of the NZFSA is to assist consumers with purchase decisions, to help maintain health and to prevent adverse or life-threatening reactions to food ingredients (New Zealand Food Safety Authority, 2009). Labelling requirements (see Appendix 7 for details) have added pressure on manufacturers to keep up with regulation as well as competing amongst themselves to appeal to consumers (Demetrakakes, 2008). FSC and NZFSA labelling requirements include product description, a nutritional information panel, and ingredients, date of expiry and manufacturer details.

Consumer buying behaviour and purchasing process influence the way information is perceived on labelling and design of labelling (Samiee, 1994). Many low-involvement products today are requiring more of consumer's involvement because of the overload in information and choices that are presented to the consumer. Food products today come in a variety of selections and flavours, consumer have to make informed choices based on their requirement and motivation.

## **1.2 PROBLEM ORIENTATION**

Consumers over the last decade have become increasingly aware of the relationship between diet and health, a trend that is likely to continue to influence consumer buying behaviour (Gelperowic & Beharrell, 1994). Duff (1989) suggests that health-consciousness is one of the major factors contributing to growth in sales of food products. Demetrakakes (2008) notes that consumers are looking at label information with much more regularity and with more depth yet remain unwilling to compromise their pockets and their taste. Consumers are becoming more engaged with the information on the package than they were before. Health labelling is believed to work beyond the point of purchase and to work at home or outside the supermarket, when there is time for considered reflection (Mair, Snowball, Bucknall, & Vijh, 2008). More recently, however, many consumers are not only concerned about their health but about how their



consumption may affect the environment, something that nutritionists and marketers often fail to identify on their product-packaging offering(Duchin, 2005).

Product labels that claim “made from all natural ingredients”, “99% fat free”, “less salt”, “organic, GMO free”, or without additives such as colourings or flavourings. This is what consumers today have in mind when they walk into the supermarket and seek such information at the point of purchase (Duff, 2004; Gelperowic & Beharrell, 1994). Consumers want useful facts and tips when making food choices; the clearer the presentation of facts on front of the labelling the better. The purchasing decision on food products is a fast process and is often a low involvement product where consumers do not spend much time processing information(Mair, Snowball, Bucknall, & Vijn, 2008).

Advancements in technology have served to extend the shelf lives of products without the use of preservatives where consumers have now considered processed food without preservative as a norm(Demetrakakes, 2008). Brands create a greener approach to the health conscious consumer who is concerned about sustainability by becoming more environmentally friendly with their packaging. Not all consumers, however, who are interested in health and nutrition or in organic foods are active environmentalists(Demetrakakes, 2008). Marketers believe that consumers will be demanding food products that are organic, 99% fat free and packed with recyclable packaging; marketers will want to provide such product attributes to meet consumer demand and to increase sales and profits. In this way, marketers and consumers will become mutually dependent(Demetrakakes, 2008).

According to Freud’s theory of motivation(Boeree, 2006), the psychological forces that shape consumers’ behaviour are mostly unconscious . This theory suggests that people are influenced by three states of consciousness: the conscious mind, the preconscious and the unconscious. The unconscious state of mind is the source of all motivations. Freud’s theory, however, proposes(Boeree, 2006) that when the unconscious mind seeks a healthier lifestyle, information and images on products linked to health benefits, the search creates a stronger desire for the satisfaction provided by



brand communication (images and information) at the point of purchase (Boeree, 2006). Consumers may not understand their motivation to demand food products that portray a healthy image. Brands have over the years changed their product labelling approach to meet consumer wants and needs. It is unknown, however, what are the changes that have been made to labelling of product packaging to satisfy these wants and needs. The research objective will now be stated.



### 1.3 RESEARCH OBJECTIVE

The purpose of this study is to examine the changes that food packaging has gone through during the 1970-2010 period while understanding why these changes have taken place. Consequently the research question this study will address is as follows:

How has the packaging of food products developed over the last 40 years?

This will be answered through the two sub-questions which point to the foci of this research.

What are the differences in verbal and design features of the food packaging?

How does food packaging reflect trends in consumer behaviour and social values?

This research question will be addressed, initially, through an understanding of the legal requirements of packaging and of the strategic marketing role of packaging as a component of marketing communications. Consumer buying behaviour is explored and interpreted with reference to Freud's Theory of Motivation (Boeree, 2006) describes how consumers may be motivated unconsciously to fulfil a need. By addressing this research question marketers will be in a better position to understand the changes and demands in consumer behaviour and society in food consumption. The research hopes to create a benchmark for further research in the area of food packaging. The value in addressing the research question will now be outlined.

### 1.4 CONTRIBUTION OF THE STUDY

This study is the first to explore the development in food packaging labelling between 1970 and 2010. The research here provides an analysis of historical trends in food product packaging. The study will include identification and analysis of the differences in verbal and design features of the packaging and how these changes have reflect trends in consumer behaviour and in social values. Earlier studies look at how packaging has changed in size and shape, and how label design has affected consumer purchase



behaviour. An historical examination of the development in food packaging provides a means for the development of an understanding in the changes in consumer behaviour with respect to food purchases and consumption, and of social values, thereby creating a benchmark for further research on food packaging.

The results of this study will highlight changes in themes that have occurred in packaging between 1970 and 2010. Themes are represented by signs that convey messages and which portray meaning to the consumer. An in-depth account of the verbal and design changes in packaging provides an understanding about how consumer and social trends have changed. Consumers often purchase and consume products address their motivations and fulfil their needs. An understanding of the themes that have occurred in packaging and how consumer behavioural and societal trends have contributed, are illustrated in the findings of this research. The study contributes to the current knowledge by identifying the nature of food product development that marketers have built.

The study here, in addressing the developments in food product packaging between 1970 and 2010, will be of benefit to marketers, researchers, consumers and to possibly, more broadly, to society. The study hopes to acknowledge the important role that food packaging plays as a communicator of important marketing and social information. Such knowledge and insights will contribute to product development, to marketing communications, to groups of individuals and social groups (e.g., stakeholder groups and NGOs) and will improve the understanding of the role of food product packaging and how verbal and visual content function as signs that portray meanings and messages. This research will create a benchmark for further research in the area of packaging and will enable consumers to understand the functions of food packaging overall.



## 1.5 OVERVIEW OF STUDY

This chapter has provided an overview of the background on this study and has outlined the focus of the study. It has outlined the key research question, and has emphasized the value of the study. The contribution of the research has also been highlighted. The remainder of the research is structured as follows:-

Chapter Two discusses the history of packaging and key highlights are noted. This chapter provides a review of the literature that relates to the research question. Packaging is defined symbolically and functionally. Legal requirements for food products in New Zealand are outlined and discussed. Various types of consumer buying behaviour are discussed along with a detailed description of the buying process. An understanding of the types of consumer buying behaviour and of the buying process is fundamental to this study. This chapter reviews further how packaging functions as a strategic marketing communication tool and how consumers in New Zealand respond to visuals and design on packaging. Consumer perceptions of healthier consumption and marketers' response to these changes in consumer behaviour are discussed. Finally the chapter highlights the importance of Freud's theory of motivation.

Chapter Three discusses the epistemological assumptions of the research and provides the theoretical perspective of the researcher. This chapter presents the methodology for data collection and analysis. Data are collected from various sources, from a representative of the Heinz Wattie's Company, from labels collected in the archives of Heinz Wattie's and also from photographic images of Heinz Wattie's products taken at supermarket locations. A combination of thematic and semiotic analysis is used to analyse data. Trustworthiness and ethical values that are established during this research are also outlined to provide an additional measure of reliability and validity. Finally, the ethical considerations of this research are addressed.

Chapter Four presents the findings of this study. The objective of addressing the research question is achieved through understanding themes and signs that emerge



during the review of labels of Heinz Wattie's branded products. Themes and signs are identified and given meanings and explanation from the data provided in the appendices.

Chapter Five provides a conclusion of this research and demonstrates how the research objective has been achieved. The key findings of the study are outlined and their importance highlighted and linked back to the knowledge from the field. The principal contributions and the implications of the study are reviewed. Finally, the limitations of the study are addressed and directions for future research in this area of study are considered before providing a concluding statement.



## **2.0 LITERATURE REVIEW**

### **2.1 OVERVIEW**

This chapter reviews the changes in packaging from a historical standpoint. Then packaging is defined symbolically and functionally to provide an understanding of how information and values are being processed. The changes in legal requirements for food packaging in New Zealand are discussed to provide a background to the research question and to support the decisions and assumptions that have been made in the study. Purchase decision behaviour and the consumer purchase process are outlined and discussed (Kotler, Brown, Adam, & Armstrong, 2001). Healthy consumption from a consumer's perspective is discussed and marketers' response to healthy consumption. This chapter concludes by providing an overview of Freud's theory of motivation (Boeree, 2006) and an outline of its value to the research.

### **2.2 HISTORY OF PACKAGING**

Historians suggest that packaging dates back centuries when large leaves from plants were used to wrap meat and woven baskets were used for storing and transporting food (Paine & Paine, 1992). Others, however, believe that "real" packaging took off after World War II with the initiation of the Federal Food, Drug and Cosmetic Act in 1938 (Parcels, 1999). Until then, food products were shipped in bulk and were manually re-packed at grocery stores which then may have raised concerns about compromising consumers' health and safety by poor quality controls which then have prompted the design of the first mass-marketing retail packaging (Parcels, 1999). As the post war reconstruction receded, a food surplus became widely available to consumers who had previously had access to food on ration (Goodman & Redclift, 1991). Manufacturers were forced to develop new packaging innovations that would extend the shelf life of food and would permit safe consumption and handling in distribution. The frozen food industry had also started to take off because a surplus of food products was no longer categorized as for military use. (Anonymous, 2002).



In New Zealand, prepared meals<sup>1</sup> such as baked beans were widely packed and frozen and supply exceeded demand (Heinz Wattie's, 2011). Consumers and marketers felt and blamed packaging for a lack of consumer appeal while producers were struggling to dispose of excess inventories due to over-supply and poor demand (Paine & Paine, 1992). This resulted in the first significant shift in mass packaging and in the emergence of brands. Brands initially built demand and brand acceptance through strong national advertising. National recognition in turn required consistent mass packaging that were recognized and associated with the brand. In the 1940s, Jim Nash a graphic designer pioneered the idea that printing on all packaging surfaces would improve a marketer's shelf visibility and would help to establish a unique identity for the brand (Parcels, 1999)., Brands, however, lacked then the omnipresence that they have now; quality controls were fewer and product information was minimal and often scarce.

During the 1950s to 1960s, new packaging alternatives including flexible and new decorative methods, became a part of the packaging palette instead of a reliance on tins and glass packaging which often were heavy in weight and could be easily damaged during handling in distribution. The development of supermarkets took off and this created more competition for brands and helped expand the choices among brands available to consumers (Parcels, 1999).

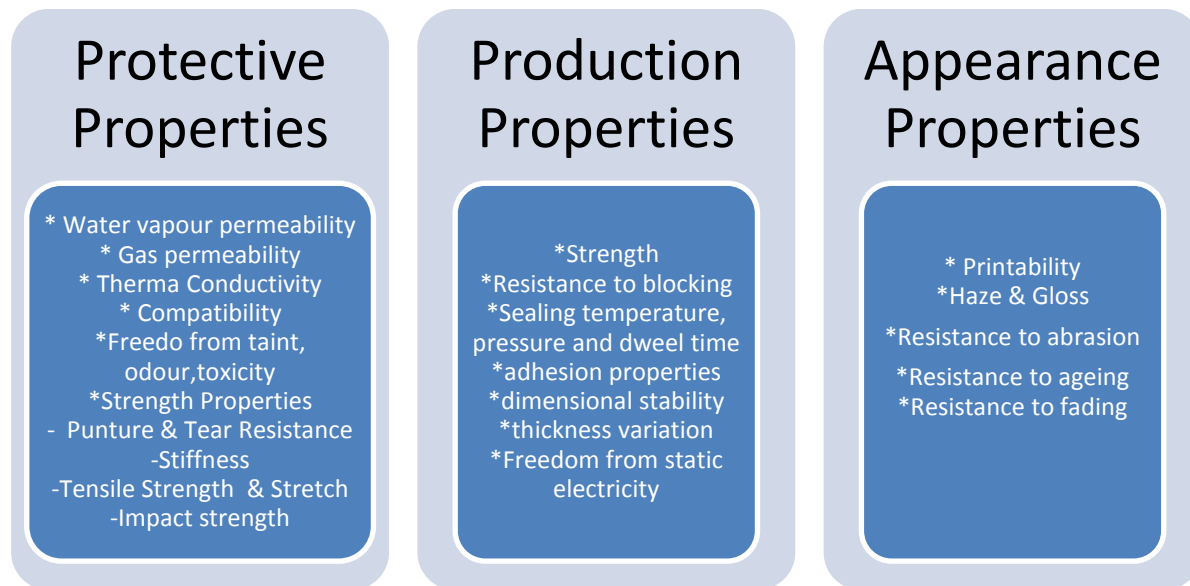
In the late nineties, the growth of innovative flexible packaging materials took off further and introduced marketers to a new world of opportunities (Paine & Paine, 1992). The growth in the innovation of packaging also meant that food products no longer required the use of preservatives while ensuring the colour of the food did not move from its original form without the aid of from artificial colourings. The Figure 2.1 lists the properties of flexible packaging materials.

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<sup>1</sup> Prepared meals are meals ready to be consumed once heated.



Figure 2.1 Properties of Flexible Packaging Materials



Sourced from Paine& Paine, 1992

During the last fifty years food packaging innovations have responded to consumers' changing lifestyles and have subsequently changed consumers' lives as well (Oppert, 2005). Packaging today comes in all shapes and sizes, conveniently and innovatively packed to keep food products safe from harmful bacteria and from damage in handling, while prolonging the life of a product without the need to add chemicals or preservatives, and providing information that the consumer may need to know (Graham, 2010). The development and design of appropriate packaging has made it possible to offer the consumer a wide range of food products to choose from, with complete confidence in its wholesomeness whether the food is in season or not and it has enabled marketers to convey their marketing messages without a sales person at the point of purchase (Paine & Paine, 1992).

As the structure of work and the work habits of the traditional family unit have also changed, so has the Fast Moving Consumer Goods Industry (FMCG) in response to consumers' changing lifestyle and preferences. Prepared foods (ready-to-cook and ready-to-eat meals) were introduced into the market place at the beginning of the 1970s



(Park & Capps, 1997). Supermarkets chains began to grow rapidly, whereby some brands and products were well stocked in supermarkets. Such growth created a more competitive environment amongst brands. Supermarkets provided and added convenience to the consumer who could now purchase the same product or brand in any supermarket chain.

Consumers are becoming aware of the issues of sustainability<sup>2</sup>. Consumers pay more attention to packaging made from recycled and recyclable materials, which has been highly regarded as acceptable since the beginning of 1990s (Sonneveld, James, Fitzpatrick, & Lewis, 2005). The high visibility of packaging, however, married with its importance as an essential facilitator for the distribution, marketing and safe use of consumer and other products, creates significant challenges for advancing sustainable developments in packaging. Such challenges occur as a result of consumer behaviour and spending trends, market segmentation and developments in distribution that require new packaging forms and technologies, which are often be contrary to the principles of sustainable development (Sonneveld, James, Fitzpatrick, & Lewis, 2005; Fitzpatrick, Lewis, & Sonneveld, 2005).

Improvements in packaging have meant that additional information is needed on packaging such as weight, ingredients, recipes, precise description of product content, recyclability, manufacturer's information, nutritional content and storage requirements. Such information enables the consumer to keep food products under the best conditions, and provides additional information to encourage healthy consumption.

An understanding of how packaging has evolved over time provides researchers and marketers with a basis for the development of new designs for effective and successful food packaging. Packaging is defined in several ways are outlined below.

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<sup>2</sup> Issues in sustainability such as recyclable products are not being recycled, depletion of raw materials and so on



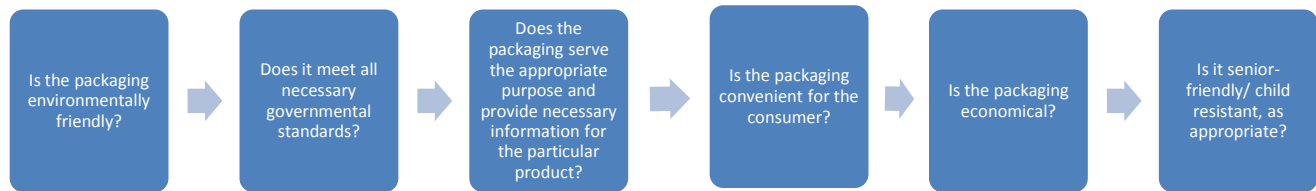
## 2.3 DEFINING PACKAGING

Marketers have defined packaging in several ways. In a fundamental way, packaging contains and protects its contents during transportation (Paine & Paine, 1992; Hine, 1995). The package must provide, at least, information such as the address of manufacture, description of product, how to handle the package and the recommended use of the product. In terms of marketing communications, packaging is seen as a product and brand identification, and its design is a means for creating anticipation and satisfaction of customer needs, profitably (Paine & Paine, 1992; Kotler, Brown, Adam, & Armstrong, 2001). Hine (1995) suggests that packaging satisfies functional requirement that enables manufacturers to maintain control over contents, and to assure standards while at the same time expressing the brands identify to consumers. Packaging, therefore, is a form of brand communication that lets consumers know about the manufacturer's promise and enables consumers to develop a familiarity with the packaging (Hine, 1995; Paine & Paine, 1992). It is believed (Marsh, 2001) that whichever definition is used, the package is expected to provide a combined role of protection and marketing communications.

Opperthausen (2005) recommends six basic questions marketers need to address when dealing with food packaging today. These questions provide marketers with direction on how their food packaging should be designed and developed. Figure 2.2 depicts the basic questions



**Figure 2.2 Basic Questions about Packaging**



Sourced from Oppertthausen (2005)

The six questions enable marketers to ensure their labelling designs meet the needs of consumers. If the packaging is safe and environmentally friendly, the packaging must also meet government standards. Appropriate packaging and necessary information, however, is also required as well as added convenience. Modern lifestyles have created a demand for convenience; product packaging is made easy for consumers to open, to use, to reuse and to take away. The satisfaction of these demands has added value for both the consumer and the marketer as consumers are willing to spend more for convenience (Hutchinson, 2010). As consumers become more aware of issues such as sustainability, response made by marketers with the use of recyclable packaging is highly favoured. Required information and government standards must be met without compromising the price factor. Lastly, as their lifestyles change, consumers are becoming increasingly aware and attentive to catering for the needs of children and the elderly.

### **2.3.1 Packaging as strategic marketing**

Packaging is often referred to as the “silent salesman” in the respect that it finalizes sales pitches, seals the commitment and gets itself placed into the shopping trolley (Hine, 1995; Underwood & Ozane, 2010; Sara, 2007). Packaging is a very important tool in building and reinforcing valuable brand associations and is one of the strongest forms of association a consumer can have with a brand (Roper & Parker, 2006). Packaging communicates brand personality via multiple structural and visual elements, including a



combination of brand logo, colours, fonts, package materials, pictorials, products descriptions, shapes and other elements that provide rich brand associations(Underwood R. L., 2003). Opperthausen (2005) believes that food packaging may meet all utilitarian needs but if it does not attract the consumer while sitting on the store shelf then the product offering has failed. Packaging allows a brand to develop messages and to deliver them to the consumer, and to act as a valuable form of promotion of the brand name and values (Roper & Parker, 2006). Packaging is indeed a part of the overall product offering. It is often known as the fifth 'P' of the marketing mix with a physical and psychological function (Kotler, Brown, Adam, & Armstrong, 2001).

Companies need to differentiate their brands and products to firstly create consumer perception of a product's relative advantage (i.e. healthy option, fat free), to attract first time sales (it is estimated by the Point-of Purchase Advertising International that 72% of shoppers decide to buy something at the point-of-purchase) and finally to generate repeat purchases(Bix, Riron, Lockhart, & de la Fuente, 2004). Therefore marketers believe that given that most supermarket purchases are made at the point of purchase, and often purchases are impulse, this reflects variety seeking buying behaviour (Roper & Parker, 2006). Variety seeking buying behaviour is discussed later in this chapter. Low-involvement purchases and repeat purchases that typify certain products in the supermarket require consumers to build awareness through recognition. Factors such as consistent design, colour scheme, fonts, shape, and size of packaging is required to help to build and nurture the type of consumer recognition that is vital for repeat purchases and therefore to create brand loyalty (Roper & Parker, 2006). Many advertising messages now feature the product package as a central theme and as a means of building acceptance and increasing recognition among consumers (Roper & Parker, 2006). However, packaging must be integrated with the product's advertising, pricing and distribution in order to create successful recognition and immediate brand acceptance from consumers (Roper & Parker, 2006).

At the point of purchase, the product package is the communication life-blood of the firm (Underwood & Ozane, 2010). Advertising messages will not be able to communicate its



message to the consumer when a product is displayed on the supermarket shelves, it can only prompt recognition. A company's packaging decision is all that stands between its product and withdrawal from circulation because of the failure to sell (Sara, 2007). Packaging often helps reinforce the brand heritage and traditional values of the brand to differentiate it from its competitors (Roper & Parker, 2006). The ability of brands to gain attention and consideration on the basis of their point of purchase appearance forms the basis for design strategy, which is crucial for introducing new brands into the market, for brand repositioning, brand extensions and the signalling of product changes (Garber, 1995).

Products in the supermarket are normally labelled as low purchase decision products where buying decisions are made at the point of purchase (Wertenbroch & Skiera, 2002). Packaging represents a type of peripheral cue, which may be diagnostic in low involvement shopping environments (Underwood R. L., 1996). Food packaging is the consumer's window to the product because it often projects the initial impression they form about the product, its quality and value (Harckham, 1989). The consumer frequently has to rely on the images on the package to develop an impression of the product because it often projects the initial impression of the product in its prepared state (Harckham, 1989). Consumers generally choose to purchase from the image they perceive that a product has and what they perceive is heavily influenced by the cues given on the product's packaging: brand name, colour and display (Sara, 2007). Consumers have visions of the good life and the product must display images that can assist consumers towards this goal (Sara, 2007).

Colour plays an important role in packaging. Colour has cultural connotations that give meaning to the product while the associations that consumers subconsciously make between colour and product can include taste, healthiness, weight estimation, temperature, gender suitability and brand identification (Zaichkowsky, 2010). The wrong selections of colour for packaging can lead to brand failure because consumer's expectations are not met, and this may lead to an unsatisfactory purchase (Sara, 2007).



Real images of products are preferred rather than caricatures of products, for example real tomato images are used to depict the freshness and quality of the product on a Heinz Wattie's crushed and sieved tomatoes label (Roper & Parker, 2006). These images provide a cue to the quality of the real tomatoes that are used to produce the product. While the product may not look identical when prepared by the consumer, packaging graphics provide an impression that it has been made fresh and from real tomatoes. Irrespective of language differences, when selling a product across different cultures and countries, visual clues associated with the product can remain the same in any market environment (Roper & Parker, 2006).

### **2.3.2 Legal Requirements with respect to packaging**

The communication power of packages and consumers' processing of information contained on product packages continues to be the focus of interest for the Food and Drug Administration (FDA), consumer advocates and for public policy advisors (Silverglade, 1996). This is because the labels on packaging today are inextricably linked with health messages that will, for example, encourage and help society in combating obesity, to a point where manufacturers are fortifying foods and adding ingredients simply to become accredited. In June 2005, the European Union Health Council unanimously approved a Health and Nutrition Claims Regulation. This regulation lays down strict conditions for the use of nutritional claims such as "low fat", "high fibre" or "reduced sugar" as well as the requirement that disease reduction health claims such as "good for your heart" would have to be scientifically proven and approved by FSA. (Hurst, 2005).

In New Zealand, all products produced and consumed in New Zealand are governed by the New Zealand Food Safety Authority (NZFSA). The NZFSA has set out some general labelling requirements for all food products. The requirements are for all products to have clear date markings to help consumers work out the date by which the food they purchase needs to be consumed and this is especially important for food products with a short shelf life (New Zealand Food Safety Authority, 2009). Some foods are not allowed to be sold close to its use by date (New Zealand Food Safety Authority, 2011).



Description of the food is also required and must not be misleading. Product description allows consumers to know more about the food product they are about to purchase (New Zealand Food Safety Authority, 2011).

Manufacturer or the supplier must also state their business name and physical address to enable consumers to contact them if the product is not up to standard. Warning and advisory statements are required if ingredients such as aspartame, quinine, guarana, phytosterol esters, caffeine, propolis, royal jelly, unpasteurized milk and egg products have been used in the process of making the product (New Zealand Food Safety Authority, 2011). These warnings statements must be in specific words with a minimum 3mm in height for letters (New Zealand Food Safety Authority, 2011).

Percentage contents labelling is also required, and this shows the percentages of the characterizing ingredients that must be included in the ingredients lists (New Zealand Food Safety Authority, 2009). This help consumers compare similar products of different brands and make informed choices.

In 2002, nutrition labelling became mandatory for all food sold in New Zealand. Standardized Nutrition Information Panels (NIP) for eligible foods are required to provide information on “levels of energy”, “protein”, “saturated fat”, “total fat”, “sugars”, “carbohydrate” and “sodium” as well as other nutrients that are claimed on the label(Signal, Lanumata, Robinson, Tavila, Wilton, & Ni Mhurchu, 2007). The Nutritional Information Panel informs the consumer of the amount of nutrients that a standard serving of the food may supply to their diet and allows consumers to compare between other food choices.



Figure 2.3: Nutrition Information Panel.

**Nutrition Information Panel**

<b>NUTRITIONAL INFORMATION</b>		
Servings per package: 72 approximately		
Serving size: 1 biscuit (approximately 3.6g)		
	Per serving 3.6g	Per 100g
Energy	69.0kJ	1923kJ
Protein	0.3g	9.6g
Fat	0.6g	17.4g
Carbohydrate		
- total	2.4g	69.2g
- sugars	0.07g	2.0g
Dietary Fibre	0.10g	3.0g
Sodium	24.0mg	676mg
Potassium	5.2mg	147mg

Manufacturers or retailers must also specify required storage conditions in order to keep product safe for consumption until the use by or best before date (New Zealand Food Safety Authority, 2011). Directions for safe use must also be given, for examples products such as raw bamboo shoots must be labelled with a statement indicating required cooking instructions to make the product safer for consumption (New Zealand Food Safety Authority, 2011). Finally, all labelling information must be presented in English, manufacturers and retailers can however present the required information in other additional languages (New Zealand Food Safety Authority, 2009). Labels must be clear and accurate as it is illegal in New Zealand to include misleading information on the label(New Zealand Food Safety Authority, 2011).

This review provides an understanding for the researcher on the legal requirements of packaging in New Zealand. The review provides a clear ideology of what information on the packaging is required to satisfy the brand's marketing strategy and positioning of products.



## 2.4 CONSUMER BEHAVIOUR

This section provides an understanding of the four types of buying decision behaviour that exists in the contexts of marketing. Understanding how these behaviours function is important in the decision to consume<sup>3</sup> and the importance of product information. These behaviours<sup>4</sup> are defined and outlined. This section also describes the buyer decision process in details. Figure 2.4 depicts the four types of buying behaviour.

Figure 2.4 Four Types of Buying Behaviour

Level of Involvement Brand Significance	High Involvement	Low Involvement
Significant differences between brands	Complex Buying Behaviour	Variety- Seeking Behaviour
Few Differences between brands	Dissonance-Reducing Buying Behaviour	Habitual Buying Behaviour

Source Kotler, Brown, Adam, & Armstrong, 2001

### 2.4.1 Types of Buying Decision Behaviour

Consumer purchase or buying decisions are based on the various type of buying behaviour. There are four kinds of buyer behaviour; complex buying behaviour,

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<sup>3</sup> Consume is understood as the act of buying in this research. Consumers who purchase food products are assume to be the end user.

<sup>4</sup> Behaviour refers to the consumer buying behaviour.



dissonance-reducing buying behaviour, habitual buying behaviour and variety-seeking buying behaviour (Kotler, Brown, Adam, & Armstrong, 2001). The types of products also play a role in describing and influencing buyer behaviour; some products require consumers to be highly involved in the buying process and some products do not require much involvement from the consumer (Kotler, Brown, Adam, & Armstrong, 2001). Buying behaviour is more or less repetitive; a consumer establishes purchase cycles for various products which determine how often the consumer will buy (Howard & Sheth, 1969). The four types of buyer behaviours are outlined next.

#### **2.4.1.1 The Complex Buying Behaviour**

The complex buying behaviour occurs when the consumer is highly involved in a purchase and there are significant differences between brands. Typically, these purchases are expensive, infrequently bought, non-recurring and highly expressive, where the consumer has little or no knowledge about the product category (Mitchell V. M., 1967; Cunningham & White, 1973). The information that the consumer actively seeks and received prior to the purchase is often subjected to perceptual processes which not only limits the consumer's intake of information but modified to suit frame of references (where quality of information is affected) and can influenced the consumer's decision (Howard & Sheth, 1969). Products in this category include cars, high definition televisions and property.

#### **2.4.1.2 The Dissonance-reducing Buying Behaviour**

Dissonance-reducing buying behaviour is characterized by high involvement where the buyer attempts to decrease the post purchase risk of dissatisfaction by gathering positive information on the purchase to reinforce the soundness of the initial purchase choice (Mitchell V. M., 1967). The buyer may be confronted with alternative choices where information is collected, evaluated and after several trial purchases the buyer will establish a preference order (Mittelstead, 1969). Often brands play little or no significance in this behaviour (Kotler, Brown, Adam, & Armstrong, 2001). For example while carpet brands have little differences but consumers are highly involved in the



purchase decision. Price and information on experiences on service and product will influence this buying behaviour.

#### **2.4.1.3 The Habitual Buying Behaviour**

Habitual buying behaviour requires low consumer involvement and the importance of branding is significant. This behaviour is characterised as passive information processing and brand familiarity rather than brand conviction, which can easily be broken if availability is reduced and routine purchasing patterns are disrupted (Knox & Walker, 2001). The buyer is assumed to have accumulated sufficient experience and sufficient information to eliminate brand ambiguity, and is highly predisposed toward brands in an evoked set (Howard & Sheth, 1969). Mitchell (1967), believes that marketers are constantly trying to move products into this category, that is to a higher involvement status, by emphasizing the risks involved in the purchase, for example salt, by emphasizing the health risks involved and developing higher priced for healthier options like sea salts and 'low salts' salts. By increasing involvement in habitual buying behaviour on a low involvement product, the consumer will instead go through the dissonance-reducing buying behaviour. This is because the consumer is confronted with choices and seeks for information, evaluation and several trials before establishing a preference. The change to move products away from the habitual buying behaviour category, however, is difficult as buyers are accustomed to consuming products and often do not rethink a reason for buying at the point of purchase.

#### **2.4.1.4 The Variety-Seeking Buying Behaviour**

Variety-seeking buying behaviour refers to the tendency among consumers to buy spontaneously, such as buying a new brand of product even if they have continued to express satisfaction with the previously purchased brand (Mowen, 1988). This is also known as "impulse purchase behaviour" or "stochastic brand choice model" (Howard & Sheth, 1969; Givon, 1984). This type of buying behaviour requires a low involvement consumer product but have significant perceived brand differences. It is noted that consumers who practice this type of buying behaviour are not brand loyal (Mowen, 1988). Purchases of this buying behaviour are spontaneous and often bought on



impulse. Impulse buying is described as purchase that is not consciously planned but arises immediately upon confrontation with certain stimulus's (Rook, 1987) .

This behaviour is thought to be idiosyncratic to the individual's consumption of brands within a product class (Givon, 1984).

For brands in such product categories, the marketing strategy for the market leader will often be different from minor brands; the market leader will often dominate shelf space especially at eye level, keeping shelves fully stocked at all times and running frequent reminder advertisements to prompt for recognition in order to encourage habitual buying behaviour (Kotler, Brown, Adam, & Armstrong, 2001).



### 2.4.2 The Buying Decision Process

Several models of the consumer buying process have been developed by marketing researchers, the most prominent are proposed by Howard and Sheth (1969), Nicosia (1966) and Kotler, Brown, Adam, & Armstrong (2001). While the models may vary in some detail, there are five stages which consistently occur in these models. These stages are need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour (Mitchell V. M., 1967). The buying processes are depicted in Figure 2.5

Figure 2.5 Buying Decision Process



The buying process begins with need recognition; the buyer recognises a problem or need that seeks fulfilment. This is where the consumer senses a difference in his actual state and some desired state- the need is triggered by internal stimuli (sub- conscious), and rises to a level enough to become a motivation (Kotler, Brown, Adam, & Armstrong, 2001). The motivation is created and consumer recognises the need and will begin searching for additional information.

At the information search stage, which of particular importance for a high-involvement purchase, the consumer does not always gather information about the product and if information is collected then the search is passive (Mitchell V. M., 1967). Information sources can be obtained via personal contacts, TV commercials, public and experiential sources such as handling, examining and using the product. The extent of the information search will depend on the strength of the consumer's motivation drive, the amount of information the consumer begins with, the ease of obtaining more information, the value placed on additional information, the perceived familiarity of the consumer's knowledge on the product and the satisfaction obtained from searching (Kotler, Brown,



Adam, & Armstrong, 2001; Park & Lessig, 1981). During this stage, the consumer may face sources of uncertainty which increase the risk in the decision and can affect post-purchase behaviour (Mitchell V. M., 1967).

Next, the evaluation of alternatives is essentially concerned with how the consumer chooses between alternative products and brands within his consideration or evoked set. The first concept the consumer seeks is the product attributes, different consumers are likely to require different attributes depending on their needs and motivation (Mitchell, 1967; Kotler, Brown, Adam, & Armstrong, 2001). The second concept will attached varying degrees of importance to different attributes according to the consumer's needs and wants (Mitchell, 1967). Then the consumer will develop a set of brand beliefs about where each brand stands on each attribute. This set of beliefs is also known as brand image. Fourth, the consumer's expected total product satisfaction will differ with levels of attributes (Mitchell, 1967). Finally, the consumer creates attitudes towards different brands through some evaluation procedure and often consumers have used one or more evaluation procedures, depending on the consumer and buying decisions.

The purchase decision is the evaluation of alternatives brands and has led the consumer to form preferences of brands. The brand with the highest preference will be bought for consumption (Macdonald & Sharp, 2000). However, the actual purchase of the product is subjected to various unanticipated factors such as income, expected price or product benefits (Kotler, Brown, Adam, & Armstrong, 2001; Mitchell, 1967). The exact timing of purchase may be crucial to the buyer's purchase decision, taken as example; milk- the consumer may be disappointed at not being capable of accurately estimating demand and can suffer criticism from family and incur additional costs of travelling to purchase or forgo consumption (Mitchell V. M., 1967).

The buying process does not end when the product is bought. After purchasing the product, the consumer may be satisfied or dissatisfied and will be engaged in a post-purchase evaluation. The relationship between the consumer's expectations and the product's perceived performance determines the satisfaction or dissatisfaction of the



purchase. A consumer's expectations are shaped by the information they received from the seller, friends and other sources (Kotler, Brown, Adam, & Armstrong, 2001). However, it is difficult for the marketer to measure or learn about the consumer's post-purchase behaviour, whether satisfaction or dissatisfaction is achieved. If satisfaction or dissatisfaction is measured, in most cases the findings are biased as consumers may wish psychologically to reduce their post purchase risk. Post purchase risk reduction, focuses solely on reducing the consequences of an unsatisfactory purchase (Mitchell V. M., 1967).

*Cognitive dissonance* is defined as the discomfort caused by holding conflicting ideas simultaneously (Festinger, 1957). In the post purchase situation there may be a conflict in which the purchaser is uncertain if the purchase is satisfactory or dissatisfactory. Satisfaction is crucial to both the marketer and consumer (Kotler, Brown, Adam, & Armstrong, 2001). A satisfied consumer will repurchase the product, provide positive information on the product and become brand loyal. This achievement will enable marketers to reach its sales target and attract and retain customers. To reduce dissonance, consumers will often distort their perception of the product in a positive direction (Berkowitz, 1985)

The fundamentals of buying behaviour constitute an important process for both the marketers and researchers to understand. This is because all consumers go through the buying process for all products or services. This process will enable the researcher to develop an understanding on how consumers respond to information provided on labelling of products and enable them to respond to consumers' needs. Next, healthy consumption is outlined.



## 2.5 HEALTHY CONSUMPTION

Healthy consumption is a growing trend among consumers today (Gilbert, 2009). Consumers are living in a twenty-four hour society, where they are constantly in a hurry to shop, buy, cook and eat. Food manufacturers have addressed this behaviour and have developed convenient products to satisfy consumer needs. However, consumers are also actively seeking food products that portray a healthy image and are efficacious in fulfilling their motivation for a healthier lifestyle. Marketers on the other hand thriving to respond to consumers' needs and government policies while adding brand strategies to differentiate their products from competitors. The issues on consumer demanding for healthier product and marketers responding to these demands are discussed next.

### 2.5.1 Consumer and Health

Consumers in their everyday lives choose what they consume, subject to budget constraints and the availability of foods, while having personal interests in avoiding diseases and premature deaths. Public health movements and communities have played an important role in implementing and promoting healthy dietary changes and increase levels of physical activity to curb obesity (Duchin, 2005). Additional factors including psychological, social and cultural forces that can also determine consumer's choice of food (Falk, Sobal, Bisogni, Connors, & Devine, 2001).

Consumers know that eating too much fat is unhealthy and some consumers have been consuming fat excessively which have prompted them to be motivated to make dietary changes (ME van Dillen, Hiddink, Koeleen, de Graaf, & MJ van Woerkum, 2003). Consumers have developed new strategies for making healthy food choices which serve as a heuristic guide to behaviours that tend to recur and be relatively habitual (Falk, Sobal, Bisogni, Connors, & Devine, 2001). Also, recent food scares have also cause a backcloth of increasing consumers that are becoming concerned about general health issues and food. These risks acknowledge by consumers have forced manufacturers to produce food and other products that are in mostly fat, salt, additive and preservative free, organically grown and environmentally friendly (Mitchell, 1967; Mitchell & Greatedorex, 1990). Consumers on the other hand expect product offerings to be free from



harmful ingredients and materials that cause environmental pollution or that will endanger their wellbeing if consumed (Vandermerwe & Oliff, 1990).

Consumers' nutritional needs are met primarily through foods. Consumers are encouraged to achieve a healthy weight by consuming required calories from food and beverages to meet daily needs and to engage in physical activity (Moorman & Matulich, 1993). It is believed that consumers characteristically are divided into two categories: health motivation and health ability (Moorman & Matulich, 1993). Health motivation refers to consumer's goal-directed arousal to engage in preventive health behaviours while health ability is defined as consumers' resources, skills or proficiencies for performing preventive health behaviours (Moorman & Matulich, 1993; Park & Mittal, 1985). Health motivation independently influences consumers' preventive health behaviours; it activates consumers and drives them to pursue health behaviours, which are presumable important goals or values (Celsi & Olson, 1988). It also moderates the impact of health ability on healthy behaviours which then stimulates consumers to put their knowledge, skills or resources into practice (Moorman & Matulich, 1993). While consumers are frequently given advice to choose healthy foods, little direction has been given when it comes to making these actual choices (Nestle, 2006).

New Zealand has one of the highest rates in the world for obesity since 1989 (Wilson, 2001). Obesity has been defined as a disease in which excess body fat has accumulated to the extent that health is adversely affected and often associated with significant health problems, appreciable health cost and increased risk of early death (Wilson, 2001). It is considered as a major public health issue not only in New Zealand but as well as other developing and developed countries.

In New Zealand, government organizations and healthy communities have been coming up ways to promote healthy eating and lifestyle in order to curb obesity. The health message to consume healthier has been widely accepted by many New Zealanders who now look for Heart Foundation Ticks and nutritional information before deciding what to buy.(Wiseman, 1994). These messages are held to influence consumer's health



motivation and ability. However, there are some New Zealand consumers' especially low income earners who rarely respond to nutrition labels to assist them in their food purchases because it is believed that this set of demographics often lack an understanding of nutritional labels, have poor shopping habits and the lack of information on the low-cost foods they purchase (Signal, Lanumata, Robinson, Tavila, Wilton, & Ni Mhurchu, 2007).

Social programs are used to encourage families to prevent overweight and obesity among children especially children from poorer families. "Five a Day for Better Health", is a health promotion campaign that is launched in 1994 in New Zealand to encourage New Zealanders to eat at least five servings of fruit and vegetables per day. This program is recognised and used worldwide by many developed and undeveloped countries to promote healthy patterns of consumption (Blom-Hoffman, Kelleher, Power, & Leff, 2004).

Important information sources such as food labels can help consumers decide what food products to consume (ME van Dillen, Hiddink, Koeleen, de Graaf, & MJ van Woerkum, 2003). Another important nutrition information source is the social environment, immediate and on-line, that a consumer is in; information can be gathered from their partners, families and friends (ME van Dillen, Hiddink, Koeleen, de Graaf, & MJ van Woerkum, 2003). However, not all information gathered from the social environment and on the packaging is useful, prior to consumers making decisions about what foods are healthy and worth purchasing, they must also be aware of the external influences that are used to drive food sales (Nestle, 2006). It is the clever packaging, product placement and even supermarket floor plans are design to strategically influence consumer choices (Nestle, 2006).

In summary, consumers are sub-consciously aware of their motivation to consume healthily to live healthily. These are aided by government and public organisations by providing additional information to encourage consumers to fulfil their motivation. However, it is often thought that this additional information has gone too far and often



leading consumers blind in fulfilling their motivation of being healthy. Marketers in promoting health are discussed next.

### **2.5.2 Marketers and Health**

Marketers on the other hand are responding to consumers' demands and are encouraging consumers to be actively and highly involved in their buying decision. New Zealand's "clean and green" image also contributes to the perception of New Zealand consumers wanting to live healthily (Manshire & Wohlfart, 2000). Additionally, The Organic Producers Export Group (OPEG) have encouraged creating and promoting new opportunities for local manufacturers to produce products that are classified as organic while influencing the consumption patterns of many New Zealand consumers (Manshire & Wohlfart, 2000).

Brands play an important role in articulating relationships between products and consumers. As such, World Health Organisations (WHO) has recommended governments, industries and organizations to take action to reduce the amount of marketing that encourages unhealthy dietary practices. This is because the current consumption trend is a "nutrition transition" whereby diets are high in energy-dense food, accompanied by lower physical activity. In response to government programs, brand management used various techniques such as providing additional information on their product labelling to encourage consumers' to fulfil their health motivation. This additional information includes signs such as; "No added colours or preservatives", "99% fat free", "rich in vitamins". Those signs are necessary as it is well suited for the task of translating necessary complex messages and encourage behaviour change techniques into concepts and products that will be received and acted upon at the point of purchase (Lefebvre & Flora, 1988).

These techniques go further than including additional information; it includes sales promotion, product placement, and viral marketing. The sales orientation has been typified by a selling and promotion effort directed towards generating high sales and high profits, these promotions rely on social advertising methods such as "5 a day", "lose



weight”, “be healthy” programs. Product placement is linked to product development and is defined as a strategy for promoting company growth by offering modified or new products to current market segments; developing the product concept into a physical product in order to assure that the product idea can be turned into a workable product (Kotler, Brown, Adam, & Armstrong, 2001). Food promotion can also influence consumers, especially children, and particularly in the areas of food preferences, purchase behaviour and consumption. It is also clear that these effects are significant independent of other influences.

While studies have shown a widespread of consumer interests in nutritional information on food packages, this interest varies across situations and products (Grunert & Wills, A Review of European Research on Consumer Response to Nutrition Information on Food Labels, 2007). Consumers like the idea of simplified front of packaging information understand the most common signposting formats in the sense that marketers believe that consumers will understand key information when the packaging is presented to them (Grunert & Wills, A Review of European Research on Consumer Response to Nutrition Information on Food Labels, 2007). However, if marketers present too much information on the packaging of the product, consumers may ignore these messages as it is difficult to break through the clutter of messages amongst other product ranges from different brands at the point of purchase and will fail at creating sales and promoting loyal and habitual buyers.

There are few studies on how consumers make inferences on nutritional information and labelling and how such inferences may influence consumer purchasing behaviour. Consumers may form varying assumptions from information about nutrients. Consumers' assumptions may be based on the way nutritional information is presented and from differing patterns of information across the key nutrients. Traffic colour-coded nutrition values, for example, may be valued differently by consumers (Grunert & Wills, 2007). Unfortunately, the current level of annual deaths relating to health conditions and diseases associated with weight problems and obesity is twice the amount that it was in 1990, when food packaging contained less information (Kozup, Creyer, & Burton, 2003).



It is believed that in judging food safety and in the absence of objective information, consumers must rely on indirect cues like the appearance, smell or taste of the product to judge the nutritional value (Grunert, 2002).

Grunert and Wills (2007) stated that one of the major instruments in trying to bring about more healthy eating patterns is nutrition labelling. It attempts to provide consumers information about nutrition content of each food product at the point of purchase to help consumers choose nutritionally (Grunert & Wills, 2007). Nutritional labelling is an attractive tool because it supports the goal of healthy eating while retaining consumers' freedom of choice. Nutritional labelling reduces information search for consumers while allowing them to determine which food products are healthier (Grunert & Wills, 2007). Consumers can understand key terms on nutritional labelling and apply these terms to make informed choices but confusion increases with the complexity of the information. Marketers believe that if the complex nutrition table at the back of the packaging is supported with a more simplified label with key information on the front of packaging will enhance consumers understanding and encourage them further to consume the product. Key information such as, "low fat" or "high fibre" along with the National Heart Foundation Tick will enable consumers to decipher this information to "diets low in fat and high in fibre may reduce the risk of heart disease and cholesterol" (Kozup, Creyer, & Burton, 2003). Table 2.1 summarizes the key information or signs that are decoded into meanings by the consumer.



**Table 2.1: Summary of Key Information, Signs and Meanings**

Key Information	Sign	Meaning
Low fat	99% Fat Free	Consuming low in fat products will reduce the risk of heart disease
Good for the Health		Good for the heart, high in protein
This Pack Contains X servings of Vegetable /fruit		Indication of fruit and vegetable servings contained in the package.
Preservative Free	No preservative	Free from chemical and radicals that are bad for health.
Vitamins	Source of Lycopene  Source of Vitamin C	The products contains additional vitamins that meets daily nutritional requirements

Source from Kozup, Creyer, & Burton ( 2003)

Also marketers have identified that healthy consumers are often concerned about various environmental issues and are willing to take responsibility in protecting the environment in which they live (Dutta-Bergman, 2004). There is a trend to natural and



renewable ingredients and to renewable materials that can enhance the wellbeing of consumers (Vandermerwe & Oliff, 1990). Brands therefore are creating greener image an integral part of their immediate and long-term strategies such as increasing the recyclability of packaging and using recycled materials for packaging, and ensuring waste and emissions are lowered during the production process (Vandermerwe & Oliff, 1990).

In summary, it is an effortless task to persuade consumers to consume healthily as it is valued highly by consumers but the attempts to change eating patterns by informing consumers about the link between diet and health is difficult. This research study will provide a benchmark and understanding on how consumer eating patterns have developed over the years by reviewing the changes in labelling. Freud's theory of motivation (Boeree, 2006) is discussed next.



## 2.6 FREUD'S THEORY OF MOTIVATION

Freud's theory of motivation assumes that people are largely unconscious about the real psychological forces that shape their behaviour. He believed that the human mind has three parts: the conscious mind, the preconscious mind and the unconscious mind (Boeree, 2006). The conscious mind is where a human is fully aware of the particular moment; this is the domain of present perceptions, memories, thoughts, fantasies, emotions and needs. The preconscious mind works closely with the conscious mind and constitutes the available memory or memories that can become conscious. However, Freud's theory believes that these two parts of the mind are the smallest parts. The unconscious mind includes all memories and things of which the human mind is unaware. The unconscious mind includes components such as the human drive, instincts, traumatic emotions, unhappy memories and things that are presented negatively (Boeree, 2006). The unconscious motivation is thus only a diffuse parameter of consciousness and interaction but it is the ultimate driving force behind people's efforts to establish interactive routines and to draw upon stocks of practical consciousness and when required, to give rational reasons for the conduct as they engage in a variety of interpersonal practices to sustain their sense of an integrated social setting (Turner, 1987).

Motivation theory is not synonymous with behaviour theory; motivation is a class of determinants of behaviour (Maslow, 1943). Foote (1951) describes motivational behaviour as distinguished by its prospective reference to ends in view by being more or less subject to conscious control through choice among alternative ends and means. Motivation theory in short, refers to the consumer as a participant in the on-going social process where the consumer defines a problematic situation as calling for performance of a particular act, with anticipated consummations and consequences and thereby the consumer's organism releases energy appropriate to performing it (Foote, 1951).

Human behaviour is characterized by direction or form, intensity, frequency and duration. Motivational behaviour exhibits a fluidity of organisation, paradoxical combinations of phenomenally-experienced choice and craving, the dependence upon



learning and the content of previous experience, and above all, the symbolic structuring which must be taken into account even prior to understanding the motivation (Foote, 1951).

Motivation plays an important role in this research because a consumer's buying behaviour is influenced solely by an individual's motivation. An individual who is motivated to live a healthy lifestyle would be motivated accordingly to consume food products that are considered healthy. Healthy foods often use signs and labels such as "99% fat free", "no preservatives", "no added colours or preservatives". Consumers seek these signs as cues that the product will fulfil their motivation to consume healthily.

Motivational research and the understanding of the theory of motivation are useful tools for marketers who seek a deeper understanding of consumer behaviour (Kotler, Brown, Adam, & Armstrong, 2001). The Freudian theory of motivation (Boeree, 2006) is important in this research as it provides the researcher a background on how consumers can be prompted via signs and language that function as messenger for the brand and product, to the consumer.



## 2.7 Chapter Summary

This chapter has provided an overview of the literature that has been used to guide the decisions and assumptions made in this study. The history of how packaging has revolved over the years is discussed. Legal requirements in New Zealand on food packaging are also highlighted. Understanding the types of consumer buying behaviour and the buying behaviour process is crucial to every marketer to enable them to achieve their product placement and strategies. It also allows researchers to identify how different consumers' behaviours re-act different products categories and how additional information on packaging can influence consumer choice. The current consumer concerns on health issues and identifying their changing trends are outlines as well as marketers responding to consumers concerns and how information on the package is deciphered. Freud's theory of motivation (Boeree, 2006) is also acknowledged, the human conscious and sub-conscious minds which creates motivation and desire that requires attention and the need to fulfil them.



## **3.0 METHODOLOGY**

### **3.1 INTRODUCTION**

This chapter begins by outlining the purpose of conducting the research and provides an overview of the researcher's assumptions about knowledge and how data will be collected. Such assumptions influence the methodological decisions made in the present study. The method of collecting data, participant involvement and the method of data analysis are explained. This chapter provides a detailed account for the research approach. Concerns with the study's ethical consideration and trustworthiness are also discussed.

### **3.2 RESEARCH PURPOSE**

The purpose of this study is to examine the changes that food packaging has gone through during the 1970-2010 period while understanding why these changes have taken place. Consequently the research question this study will address is as follows:

How has the packaging of food products developed over the last 40 years?

This will be answered through the two sub-questions which point to the foci of this research.

What are the differences in verbal and design features of the food packaging?

How does food packaging reflect trends in consumer behaviour and social values?

Further to the research question, this research seeks additionally to understand why these changes have taken place for prepared food products and how food packaging acts as a strategic marketing communicator.

Consumers often do not realize that they have biological and psychological needs that motivate them to purchase or consume a product(Kotler, Brown, Adam, & Armstrong, 2001). Freud's theory of motivation (Boeree, 2006) suggests that when a consumer does



not fully understand his or her motivation, the consumer is at a state of unconscious motivation (Turner, 1987). Turner (1987) believes that this unconscious motivation is the ultimate driving force behind consumers' efforts to establish interactive routines (e.g., purchasing and consuming food products deemed healthy). Consumers draw upon stocks of practical, conscious knowledge and experience, and when necessary provide discursive reasons for their conduct as they engage in a variety of personal practices to sustain their sense of belonging to a group and or satisfying a need. Consumers' psychological and biological needs, however, are ever-changing due to a number of factors; for example, age, peer influences, technology advances, lifestyle changes, health requirements. Brands may change their product positioning, product development and brand image to keep up with consumer's changing needs (van Kleef, van Trijp, & Luning, 2005). Therefore, this research will investigate those physical and visual changes brands have made to the wording and visual content of packaging which reflect consumption trends in New Zealand from 1970-2010.

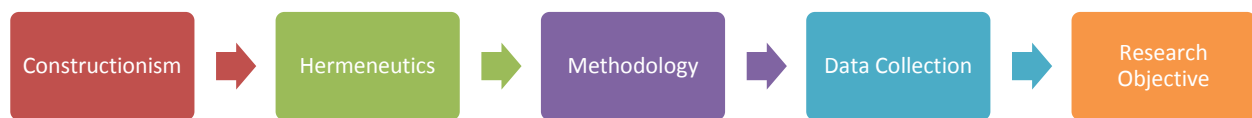
The attainment of this research objective will help marketers understand social and consumer changes in food consumption while creating a benchmark for further research on food packaging.



### 3.3 RESEARCH APPROACH

This section outlines the epistemological and theoretical perspectives that motivate the present research. The section explains the decisions made regarding the research approach which may be influenced by realistic exigencies, beliefs and the researcher's knowledge and experience. Figure 3.1 provides an overview of the research approach.

Figure3.1. Research Approach



#### 3.3.1 Epistemology

An epistemology refers to the researcher's knowledge and justified belief and in this research, the epistemology refers to the researcher's belief within a particular social and historical context (Steup, 2010; Bryman & Bell, 2007). The epistemology view of this research is based on the view of constructivism.

Constructivism assumes that the data we perceived from our senses and the cognitive structures or schemes we use to explain these data both exist within the mind (Bodner, 1986). Constructivism also assumes that knowledge can be created through interactions. This research seeks to examine the changes that brands have made to the outlook of their product labelling and interpret these changes may reflect trend in consumer and society. These interpretations are created with the review of the data and the researcher (Hudson & Ozanne, 1988). As a result, different views have been created through these interactions depending on the epistemology of the researcher (Hudson & Ozanne, 1988).

Knowledge developed is independent on the interpretations created between the researcher and the data (Guba & Lincoln, 1985). These interpretations are known as constructs and constructs are recognized as the continuous process of interpreting



consumers' behaviours. Constructs can give meaning to behaviours and communications.

Constructivism involves developing an understanding of the reasons behind individuals interpreting differently. A constructivist perceives that one's construct of knowledge is a function of experiences, mental structures and beliefs. Individuals use this knowledge to interpret products and needs. Therefore, constructs are unique to each individual because of different backgrounds and experiences that creates their lens of interpretation. The background and experiences of the researcher can also influence the interpretation of constructs (Guba & Lincoln, 1994; Hudson & Ozanne, 1988). Such, multiple realities exists in constructivism; this is because of different individuals and group perspectives(Hudson & Ozanne, 1988). These realities are the researcher's interpretation of constructs.

Since multiple realities exist in constructivism, there will not be one truth. This perspective requires the researcher to understand the differences between the similarities and differences of the constructions. In turn, this allows the researcher to be conscious of the context and meaning of constructions (Guba & Lincoln, 1985). The researcher then comes to an agreement of multiple realities through comparing the representation of different packaging. This will create a general perception of the overall data reviewed regarding the subject studied.

Constructivism recognizes that individuals construct their own interpretation of reality, therefore constructivism is considered as suitable for achieving the research objective. Different individuals will desire different needs from the same food product as different individuals will want to achieve different self-image. Constructivism presents criteria for coming to a consensus on an agreed view of how packaging has developed towards a healthier focus and the role of packaging has become. This will allow the objective of the research to be fulfilled.



### 3.3.2 Theoretical Perspective

Theoretical perspective leads the choice of methodology and helps constructs the selection criteria (Crotty, 1998). The assumptions made above of constructivism have led to a theoretical perspective based on the hermeneutical beliefs. Hermeneutics allows the participant and the researcher to interact together to achieve a consensus among the findings. Hermeneutics is believed to be compatible with the constructivism view.

The hermeneutic philosophy is based around the interpretation of understanding. It was initially developed for researchers to help explain how researchers can interpret text written from the historical times (Gadamer, 1975). Hans-Georg Gadamer, a German philosopher proposed that the interpreter will not be able to aside their frame of reference, nor would the interpreter ever want to (Gadamer, 1975). The researchers will serve in the role of collecting and interpreting data while the researcher's background will function as frame of reference to support the interpretations of constructions. This background and knowledge is referred to as a pre-understanding.

Beliefs, practices, metaphors and rituals are apparent forms of pre-understanding. The researcher may have also form ideas prior to the subject matter studied. Pre-understanding exists prior to the interpretation because the researcher has played a part in analysing the subject matter's world. These interpretations may have exists or acquired from personal experiences or prior studies as a researcher. Pre-understanding supports the interpretation of constructions through providing a reference point by which the research can assess differences in opinion.

Based on the hermeneutics philosophy, each individual's own background and experiences are interpreted differently. Personal background and experiences of consumers constructs their perception in meaning systems. Hermeneutics view constructions as social because they are created and attained from social interactions. Therefore, hermeneutical technique permits for the interaction between the researcher and the data collected to create conformity among the findings. These beliefs are shared by the view of constructivism outlines in Section 3.3.1. Achieving this agreement is



compulsory to generate the findings of the general perception that will fulfil the research objective.

The focus of hermeneutic research is to highlight the 'unspoken' background of the socially shared meaning which individuals used to interpret meanings (Arnold & Fischer, 1994). Hermeneutics emphasizes that language is the reason which understanding occurs. Language can be viewed as communicating and linking a person's interpretation on subject matter and giving it meaning (Paulston & Tucker, 2003). As such, language enables a researcher to understand the deeper meanings of an individual's interpretations. Hermeneutic philosophy supports the achievement of the research objective because it recognizes that meaning is interpreted from the cultural and historical context from which it is taken.

The central concept of the hermeneutic philosophy is known as the hermeneutic circle. The hermeneutic circle is belief that the understanding of interpretations is developed via the pre-understanding and the iterative process of understanding text (Arnold & Fischer, 1994). The meaning of the text is established by individual elements of text and vice versa. The hermeneutic circle aims to construct an understanding that is free from disagreements through its iterative process (Goulding, 1999).

Hermeneutics is suitable for this research as it allows for the understanding of constructions and recognizes the meanings that are communicated through language. Individuals use language and signs as a means of conveying fulfilment of needs when they look at food labelling (Collin & Guldman, 2005). Product development and changes made to labelling provides an important insight in highlighting the historical trend in consumer and societal behaviour. Hermeneutics focuses on illuminating seemingly trivial aspects of experiences to create meaning and understanding (Laverty, 2003). Therefore, the hermeneutics philosophy is suitable in allowing the interpretation of language and constructions of meaning. This will allow the research objective to be fulfilled.



### 3.4 METHODOLOGY

Methodology refers to the study of methods used by a particular research study- each research has its own individual methodology and particular combination of methods can occur many times in a research (Mingers, 2001). In this research, the methodology refers to the researcher's beliefs of finding the reality and knowledge (Guba & Lincoln, 1994). This chapter discusses the designs and methods used in this research and which contexts are being reviewed and how data is collected and analysed (Bryman & Bell, 2007; Crotty, 1998). The research uses a simple qualitative method, the collection of qualitative analysis of text and documents are outlined next.

#### 3.4.1 Qualitative analysis of text and documents

The term "documents" covers a wide range of sources. These sources include letters, memos, diaries, autobiographies, internal reports, newspapers, magazines and photographs. Bryman & Bell (2007) noted that there are four criteria in assessing the quality of documents. Documents must have authenticity, credibility, repetitiveness and meaning. Visual images such as photographs can constitute an important part of an organisation's image and identity, yet publicly available and accessible (Bryman & Bell, 2007). Mass media outputs include newspapers, magazines, television programs, films, internet and other mass media sources. Analysis of mass media outputs often entails searching for themes in the sources that are examined (Bryman & Bell, 2007). As such, visual documents and mass media outputs are used as a means of data collection because it is well suited for the exploration of the trends in packaging while satisfying the criteria of authenticity and credibility.

To achieve the research objective, it is also vital to understand perceptions of product changes and consumption trends via visual and mass media outputs. However, perceptions can be distorted because of the epistemology of the researcher.

Documents such as visual and mass media outputs are suitable when the research objective is based on a historical framework and it allows the researcher to create an



unbiased approach to this research. Meanings found in the research are clear and comprehensible.

The issue about visuals and mass media outputs is that consumers are not often active interpreters. Consumers may passively develop meanings that are also interpreted by the researcher or consumers may resist these meanings and be resistant to readings or consumers may lie between a passive and active seeker. Meanings developed on these visuals and mass media outputs are also influenced by the researcher's own perceived view of the texts that are analysed.

The main strength of this qualitative research is the ability to study phenomena which are simply unavailable directly (Silverman, 2006). It also allows the researcher to review data from these sources without disturbing the setting in anyway (Marshall, 1996). Qualitative review of documents as sources of data is particularly important for this research in accessing information and explanation of the data collected from primary and secondary resources that comes in forms of images of labelling, and photographs of the actual product (Krippendorff, 2004).

### **3.4.2 Method**

Methods are broadly defined as the issues and strategies surrounding methods of data collection (e.g. questionnaires, interviews, observations), methods of research (e.g. experiments, ethnography), and related philosophical issues (e.g. ontology, epistemology, axiology) (Johnson, Onwuegbuzie, & Turner, 2007). This section describes the process that was undertaken for data collection and the means of data analysis. The source of the data for this research is obtained from original company documents provided by the representative from the Heinz Wattie's as well as labels extracted from the product of Heinz Wattie's and photographs taken of Heinz Wattie's Products.



### 3.4.3 Development of Selection Criteria

The selection criteria were used in this research to determine category of products and brand that would be used as the focus of this research. The selection criterion was developed based from the rationale of the reviewing the changes in food packaging beginning from the post war periods.

Various brands and products were assessed in relation to these selections of criteria by the researcher and research supervisor. Certain brands and products were considered, brands such as Pam's, McCain and Bluebird but these brands did not fit the criteria of being a long standing household brand in New Zealand nor did they carry a wide range of consistent products. Additionally, the McCain's brand did not fit because its presence in New Zealand was through products imported from Australia.

Heinz Wattie's, therefore, is the brand of products selected for this study. An analysis of the background of this brand, and rationale will next be outlined to illustrate its fulfilment of the selection criteria. Heinz Wattie's Limited have been a part of New Zealand families since the 1934 bringing satisfying meals and adequate nutritional requirements to families and making some products household staples for generations (Heinz Wattie's, 2009). Household staples such as, tomato sauce, bake beans, soups, infant and toddler foods, cooking sauces, seafood, jams, dressings and even pet foods. The company have continuously delivered new innovative products through healthy food, packaging and environmental considerations (Heinz Wattie's, 2009).

Initially, Heinz Wattie's began their manufacturing of fruits and vegetables in cans. When the world war ended, new products were developed and the company had expanded from Hawke's Bay to Gisborne and virtually became the world's second largest frozen food manufacturer outside United States of America. The New Zealand market for prepared food alone was estimated to be NZ \$ 5 Billion per annum in 2007(Sharma, 2008). For this, Heinz Wattie's aims to be "NZ's Favourite" and this motto can be seen on most of Heinz Wattie's household staples.



Heinz Wattie's was selected because it represented a collection of long standing products made for New Zealanders in New Zealand, compared to other brands in the FMCG industry. It is also the top selling brand amongst New Zealand households. There are a number of Heinz Wattie's products have proven to have existed before the World War II. Products are listed in Table 3.1



**Table 3.1 Heinz Wattie's Product Ranges and Year Established**

Brand	Product	Year Established
Heinz- Wattie's	Baked Beans	1944
Wattie's	Canned peaches	1935
Wattie's	Canned corn	1950
Wattie's	Tomato Sauce	1950

Sourced from Heinz Wattie's, 2011

Heinz Wattie's is the first FMCG brand in New Zealand to have opened a cannery and including responsible for supplying food to Allied soldiers during the World War II. Today, Heinz Wattie's is widely recognized through its national presence from all major supermarket chains to the local dairy shops. The Heinz Wattie's brand covers a wide range of products with a long history behind it. This provides the researcher a wide range of rich data of various products in the FMCG industry. There are other sub-brands owned by Heinz Wattie's which will not be reviewed in this research. The research will utilize visual and mass media outputs that are focused on understanding the visual and physical changes in food products. The development of documents is outlined in the next section.

#### **3.4.4 Visual Outputs**

Visual outputs consist of photographed images of Heinz Wattie's products. These images are taken from supermarket shelves. Visual is collected through photographed images from the supermarket to meet the four criteria for assessing the quality of documents. Documents are of authenticity, images are genuine and not generated through technology and programmes.



Visual research methodologies are usually employed in field situations which works against other qualitative methods such as asking participants to talk about images rather than ticking check boxes on a questionnaire or crafting an ethnographic film rather than writing a research report, visual methods particularize, highlights the unique go beyond the standardization of statistics and language (Banks, 2007).It is believed that visual outputs from a corporate point of view, a brand can create or modify images by manipulating objects of determined aspect of its products and services and by attempting to control the types of information disseminated to people about the brand (Dowling, 1986).

Therefore visuals outputs is a suitable method to achieve the research objective of this study because it allows a brand to manipulate its packaging or labelling to achieve its positioning strategies and create new messages through signs and text while enabling the consumer or researcher to decipher these signs and text back to meanings of representation.

#### **3.4.5 Mass Media Outputs**

Mass media outputs consist of newspapers, magazines, television programs, films and other mass media sources. It is understood that such data requires an analysis of contents in order to preserve its qualitative nature. As such, this analysis entails searching for themes in the sources that are examined.

Mass media documents can be used to distinguish attributes within a firm and can be identified by anyone seeking such information, for example: product price, quality, range, publish corporate policies and physical conditions (Potter, Cooper, & Dupagne, 2006). External groups such as consumers can evaluate the brand's products and its contribution to society with reference to its product, quality, packaging, range, distribution, after sales services, environmental concerns, taste, advertising of content and commitment to satisfaction.



Craig (1989) states that there are three coexisting paradigms in mass media research: empiricism, which seeks to explain, predict and control observable phenomena by discovering necessary, general relationship among them; hermeneutics, which seeks to understand meaningful human actions by interpreting texts and locating them within intelligible frames and critical theory, which seeks emancipatory social change through reflection on social practices.

Therefore the use of mass media research in collaboration of visual research will enable the research objective to be achieved without the influence of external factors such as perception of consumers that may represent biasness and inaccurate information.

#### **3.4.6Collection of Data**

Data was collected from a representative from Heinz Wattie's via email. The interviewer had contacted the representative initially via telephone conversation about the research. It is essential for the interviewer to create a feeling of trustworthiness with the representative and this was created at the beginning of the telephone conversation informing the representative of the aim and nature of the research

The Heinz Wattie's representative was asked if it was a convenient for a telephone conversation after the introduction of the interviewee. A summary of the research was also emailed to the representative after the telephone conversation. The Heinz Wattie's representative then agreed to provide some previous images from the data base. Additionally, images of Heinz Wattie's products are taken up close at supermarket shelves. Physical labels are also extracted from Heinz Wattie's cans that have been collected over time.



### 3.5 DATA ANALYSIS

Data was analysed using a combination of thematic and semiotic analysis. Thematic analysis is a method for identifying, analysing and reporting patterns (themes) from within a data set (Bruan & Clarke, 2006). Thematic analysis involves a form of pattern (theme) recognition, with themes becoming the categories for analysis (Fereday & Muir-Cochrane, 2006).

Themes are defined as units derived from patterns such as “conversational topics, vocabulary, reoccurring of activities, meanings, feelings or folk sayings and proverbs (Bogdan & Taylor, 1984). Leininger (1985), identifies themes as “bringing together components or fragments of ideas or experiences”, which are often meaningless when viewed out of context. Themes that emerge from the analysis of packaging content form a comprehensive picture of the occurrence of changes in packaging over time.

This study, incorporates semiotic analysis. Semiotic analysis is known as a “science of signs” (Grayson & Shulman, 2000). Semiotics is an approach to the analysis of three data components: representations (signs and symbols), referents (interpretation of what is represented by the signs and symbols) and the relationship between the representations and referents (Myers, 1999).

Thematic analysis is an appropriate method of data analysis as this research intends to understand the patterns of change in food packaging labels. The incorporation of semiotic analysis enables the researcher to develop a further understanding of the patterns of change that are presented in signs which communicate a consensus of meaning among individual consumers. This research triangulation allows for a wide-reaching view (as outlined in Section 3.3.1) to be understood, thereby addressing the research question and fulfilling the research objective. The process of analysing the data with thematic and semiotic analysis is outlined in Table 3.2 below



**Table 3:2 Process of Analysing Data**

Process and Stages	Description
<b>Stage 1</b>  <b>Data collection</b>	Data are collected via Heinz Watties and physical packaging of product
<b>Stage 2</b>  <b>Reviewing transcripts</b>	Data are reviewed and patterns are identified.
<b>Stage 3</b>  <b>Clasification of themes</b>	Transcript are grouped into themes and sub themes are identified.
<b>Stage 4</b>  <b>Sub-themes</b>	Data are grouped into their sub-themes
<b>Stage 5</b>  <b>Identifying “signs”</b>	Signs are identified.
<b>Stage 6</b>  <b>Connecting signs into themes</b>	Signs are then connected to existing themes.
<b>Stage 7</b>  <b>Supervisor feedback</b>	Feedback is sought from the research supervisor to ensure that themes and signs present accuract representation and representations where not bias.



<b>Stage 8</b>  <b>Reviewing</b>	Transcripts are reviewed again and testing of final list of themes and signs. Validating themese and signs made sense.
<b>Stage 9</b>  <b>Reviewing themes</b>	Aspects of each theme are named, described and refined. Signs are given meanings and elaborated
<b>Stage 10</b>  <b>Writing</b>	Examples are selected and commented to link examples.  Final analysis of data and are linked back to the research objective.
<b>Stage 11</b>  <b>Linking it to literature</b>	Commentaries are linked to current literatures, patterns interpreted, summarizing thematic networks and state key implications

Adapted from (Aronson, 1994; Liamputtong, 2009; Bruan & Clarke, 2006)

The interpretation followed the concept of the hermeneutic circle, as overviewed in Section 3.3.2. This is practical terms, involve a repeating process of reading, documenting and systemizing data and transcripts (Aronson, 1994). The researcher had analysed data by developing a complete understanding of each transcript by reviewing and identifying similiarities across the analysed transcripts and reoccurance of signs . This process allowed previous readings to inform later ones and vice versa while later readings allowed the researcher an exploration and classification of emergent themes. Signs were also indentified during this process and were linked together with emergent themes. Key themes and signs that were identified enabled the researcher to give meaning to the data analysed. Ideas were developed on what the substantive content areas were before being combined into categories to give it meaning. These were used to develop the themes of the study.



The initial review of transcripts gave the researcher a complete understanding of the research. Key phrases, vocabulary, texts, signs and themes that emerged were noted. After numerous repetition of analysing transcripts, interpretation was developed allowing a grasp of thematic similarities and meaning-based linkages. Products were then compared and similarities were distinguished. Thematic structures were continuously confronted and modified as the researcher examined the transcripts. This was reviewed by the research supervisor to ensure that all text units represented accurate representation of the assign codes and themes.

The last few final stages of the thematic analysis were revolved in defining themes and writing the report. Themes were analysed in detail and were related back to the research objectives. Thematic analysis's purpose was to tell the story of the data. In achieving the research objective, the combination of thematic and semiotic analysis had allowed the changes in food labelling of Heinz Wattie's products be understood and identified. These knowledge would provide findings that allow the research objective of the study to be answered.

The use of reflexive journal was utilised throughout the data analysis. The journal contained notes from the researcher about potential and emerging themes. Throughout all phases of this research, observations of signs and themes and personal thoughts were also included to support the process of thematic and semiotic analysis.



### **3.6 ESTABLISHING TRUSTWORTHINESS**

This study addresses the area of trustworthiness as a criterion of how good a qualitative study is; it is a measure of reliability and validity (Bryman & Bell, 2007; Guba, 1981). The concepts of reliability and validity believes that there is only one “truth” that researchers will discover. However, this research assumes that there are multiple realities that can occur. Therefore the concept of trustworthiness is used instead for the research to be built on a different belief of reality. This section describes how trustworthiness differs from the concept of reliability and validity and how they will be addressed in this research. The quality and credibility of the research depends significantly on establishing trustworthiness (Guba & Lincoln, 2000).

#### **3.6.1 Credibility**

Credibility which is a parallel of internal validity; internal validity refers to whether there is a good match between the researchers observations and the theoretical ideas the researcher has developed (Bryman & Bell, 2007). In the view of a constructivist it is believed that there is no singular truth but instead multiple accounts of reality exist. Therefore this study is presented as credible, as such the researcher has ensured that multiple realities are presented and interpreted accurately.

Credibility can be achieved by continuously reviewing the process of the data, this can be achieved in this research by confirming the interpretations were made in a logical manner from reviewing transcripts, data collected and coding stages with the research supervisor (Guba & Lincoln, 1985).

#### **3.6.2 Transferability**

Transferability is the equivalent of external validity. External validity refers to the ability to generalised findings across different settings and times (Cook & Campbell, 1979). From a constructivist perspective, it is assumed that individuals possess different constructs because of their differences in background and experiences which is also known as “thick description” (Geertz, 1973).



In this research, generalised findings would not only overlook a particular context of study but also take away the context of the study (Guba & Lincoln, 1985). Guba (1981) also states that generalising is impossible when a phenomenon is seen to be closely tied to the context in which it is found. Transferability in this research is focused on assuring adequate information and descriptions of the context have been provided. As a result this will allow researchers to evaluate how applicable the findings in this research would be to their own interests (Guba & Lincoln, 1985). It is however impossible to predict which contexts of findings will be transferred as it is up to the judgment of each individual researcher.

Transferability can be addressed in this research through the rich descriptions of data from other researchers in a thorough discussion of findings in the following chapter and data transcript and images provided in Section 7. Providing a rich description of findings will satisfy the transferability of this study to ascertain that there will be sufficient description of context supplied for other researchers to assess the transferability of findings to another research context.

### **3.6.3 Dependability**

Dependability equates to reliability of the research method. Guba & Lincoln (1994), had proposed the idea of dependability and argued that to establish merit of research in terms of this criterion of trustworthiness, researchers should adopt the 'auditing' approach. This can be done by ensuring that all complete records such as selection of research documents, fieldwork notes, transcripts, data analysis decisions and so on are kept at all phases of the research and accessible at all times (Bryman & Bell, 2007). As a result, this enables the researcher to refer back to reliable findings and reapply methods of similar samples in the future (Ford, 1975). However, Kirk and Miller (1986) noted that the issues of reliability have received little attention from qualitative researchers who instead focused on achieving greater validity in their research.

For this research, dependability was assessed through the use of a journal. The journal had included information of processes and decision made for this research,



data collected and findings, notes and perceptions that explains the logic of the researcher's interpretation of the data. Throughout the course of the research, the researcher has liaised with the research supervisor to ensure the processes used in this research were dependable, reliable and logical.

#### **3.5.4 Confirmability**

Finally, confirmability refers to the objectivity of the interpretation. Objectivity means that multiple observers can agree on a phenomenon or findings (Guba & Lincoln, 1985). However, theoretical beliefs of this study have made the interpretations biased because of the neutrality from the researcher's interpretations (Hoepfl, 1997). To address the issues of biasness, the focus would shift from the researcher's objectivity to data confirmability (Guba, 1981). In order for findings to be confirmable, the findings must not be biased or influenced by the motivations, backgrounds or interests of the researcher.

For this study, confirmability can be achieved from the use of reflexive journal throughout the research. Notes of the researcher's ideas, thoughts on processed and coding ideas, perceptions were recorded in the research process. By doing so, it has helped foster a reflexive attitude for the researcher (Miles & Huberman, 1999). It allows for any thoughts, decisions or emotions that may influence the interpretation of data to be outlined. The research supervisor had used these transcripts and journal to assure findings were derived from the data instead of the researcher's personal constructions (Guba & Lincoln, Naturalistic Inquiry, 1985).



### 3.7 ETHICAL CONSIDERATIONS

This research abides the ethical principles that are established by the Auckland University of Technology Ethics Committee (AUTC). Application for ethics approval was submitted and approved by the AUTC committee on the 21<sup>st</sup> of March 2010 (Ethics Application 11/24).

This research is deemed to be a low ethical research. It does not require any participation of participants or observation of humans. Data collected should not contain confidential information of the Heinz Wattie's brand as all data collected as mass media outputs or visual outputs that are accessible by public. However, to maintain any ethical situations all data collected will only be accessed by the researcher and the researcher's supervisor. Data collected will be stored in safe and secure cabinet for a period of six years.

### 3.8 CHAPTER SUMMARY

This chapter has reviewed the researcher's perspective and approach that was undertaken for this research. Decisions of how data was to be collected and analysed was described at the beginning of this chapter. As the researcher's beliefs are based on a constructivist approach therefore hermeneutical techniques was used in this research. Heinz Wattie's products were used as sample in this research. Data was collected via visual and mass media outputs as well as original company document from the database of Heinz Wattie's. Thematic and semiotic analyses were used to investigate the changes in food packaging over the last 40 years. The approach of trustworthiness was established which made this a credible research.



## **4. FINDINGS**

### **4.1 INTRODUCTION**

This chapter outlines the findings of this research. Based on the research objective and methodology of this research, the findings of this study are presented in themes and signs. These themes represent the changes that have occurred over time and signs that contain meaning to the consumer. These findings are explained and supported with images provided by Heinz Wattie's. The chapter is organised by the changes that are identified through a thematic analysis with the combined use of semiotic analysis.

### **4.2 FREE FROM CHEMICALS**

The emerging concerns among consumer to move away from food products that contains preservatives and chemicals can be seen in comparing the packaging from 1950s and the packaging today.

#### **4.2.1 Preservative Free**

In the early time frames of 1950s to 1960s, food products were processed with a preservative known as 'sodium benzoate'. It is a chemical that is still widely used and if consumed in large quantities can cause liver injury and death at the very extreme (Redox PTY Ltd., 2011). On the product packaging, Heinz Wattie's had clearly identified that their tomato sauce was preserved with sodium benzoate. Although, the word 'pure' tomato sauce is used to depict that other than sodium benzoate is used as a preservative, other ingredients used were pure.

In comparison to today's Heinz Wattie's food products does not contain any preservatives. Reviewing, 2009's Heinz Wattie's Condensed Creamy Pumpkin soup packaging and the 2011's Heinz Wattie's Condensed Tomato Soup labelling, the emphasis on the sign 'no preservatives' has grown. In 2009, the no preservative sign was at the bottom back of the packaging whilst in 2011, the no preservative sign has been moved to the top mid-section of the packaging next to the nutrition information section which is deem to be one of the most observed sections by consumers as



discussed in Chapter 2.5. There are no changes made to font size from 2009 and 2011's packaging. However the fonts that are used in 2011's packaging have created a greater emphasis by using a larger and bolder tick on the side.

However the 2009's labelling of Heinz Wattie's Condensed Creamy Pumpkin soup had included that the product can be kept longer if refrigerated after opening. The sign 'Refrigerate after Opening' is extracted in the 2011's packaging of condensed tomato soup.

#### **4.2.2 Colouring Free**

Consumers today are demanding products that are free from artificial colouring. In reviewing, the labelling from 1950's till today, the emergence of "no added colours" has been identified. It is uncertain if Heinz Wattie's in the 1950's had added colourings to their food products as ingredients were not listed on the product labelling.

Today, all Heinz Wattie's Tomato Sauce labels include the information "no added colourings". The information is presented in a box with a white frame surrounding it with Heinz Wattie's trademark red and a tick beside the box. Font is presented in white and it is located just below the information of 99% Fat Free.

Other Heinz Wattie's products such as the Heinz Wattie's Hawke's Bay Sieved Tomato, Heinz Wattie's Tomato Soup and other Heinz Wattie's products also included the sign of "no added colourings".



### 4.3 SUSTAINABILITY

Sustainability is another theme that is identified in the review of the packaging. Consumers are becoming more cautious about their consumption, they believe that if they consume a product that also cares for the environment as much as they do and then the consumer will not feel so guilty about their consumption.

#### 4.3.1 Recyclability

In the early days, recycling was often seen as an expensive exercise, consumers were less aware of the consequences of consumption without sustainability, depletion of raw materials were less of a concern as the discovery of raw materials only just began. Food packaging in the early days had lacked in recycling information. In reviewing the 1950s Wattie's Pure Tomato Sauce label, the label did not include any recycling sign or information. However, all other new labelling used in this study from 2009 had included the recycling sign. The recycling sign is represented in black font and font size is small, it is located at the bottom end of the middle section or the back section of the label. The recycle sign consists of three arrows in a clockwise cycle and the word "Recyclable Steel" to inform consumers that the steel used can be recycled.



## 4.4 CONVENIENCE

Convenience today is a very important marketing strategy for marketers, consumer are always on the search to consume food products that are can be conveniently made, consumed and are healthy yet without compromising taste. Signs and information that are identified on today's labelling are seen as part of the marketing strategy to increase and create convenience for the consumer if they consume the product.

### 4.4.1 Always in Season

Fruit and vegetables were canned and have been made available to consumers all year round from the era of canneries and frozen packed food took off after the post war periods. This is only emphasized on Heinz Wattie's Pick of The Crop Range labelling. It states the following

*Pick of the Crop*

*In 1934 Sir James Wattie had a vision, to capture the goodness of fruit and vegetables at their peak from around New Zealand. Thanks to his foresight, we can still enjoy Wattie's 'Pick of the Crop' any time of year.*

### 4.4.2 Recipes

The inclusion of recipes at the back of the packaging only began as a popular trend in the last few years. This inclusion is seen as an additional convenience to the consumer at the point of purchase. The consumer no longer has to search for recipes to prepare meals; it is conveniently presented on the back of packaging. These recipes include the ingredients list and simple methods of cooking with no more than 5 steps. Most of the ingredients list contains other Heinz Wattie's products; this has a laddering effect and will be discussed at Chapter 5. Where cans of Heinz Wattie's Pick of the Crop did not include recipes at the middle of the mid-section of the labelling; consumers are invited and encourage to visit the Heinz Wattie's Food in a Minute website ([www.foodinamminute.co.nz](http://www.foodinamminute.co.nz)). Recipes were included mainly in at the back of the



packaging for Heinz Wattie's Soup range, Heinz Wattie's Frozen Vegetable and Heinz Wattie's Wok Creations.

The 2009, Wattie's Condensed Creamy Pumpkin Soup had a large sign at the bottom front of the labelling that states "See back for Delicious Recipe Idea". In 2011, the Heinz Wattie's Condensed Tomato Soup had incorporated the 'Food in a Minute' at the bottom front of the packaging with the sign 'recipe, use me in Spaghetti Bolognese →'. Other product ranges such as 'Wattie's Traditional Pasta Sauce- Tomato & Red Capsicum' did not provide cues for consumers on how to use the product at the front of the labelling. However, at the bottom back of the labelling includes a recipe of 'How to make easy and delicious Spaghetti Bolognese'. Hints and ideas of how the product can be incorporated with other recipe were also presented, this is presented as follows:-

#### *Hint & Ideas*

- *Use in lasagne or in any other pasta bakes.*
- *Add tuna & vegetables for a healthy pasta meal*
- *Spread on pizza bases before adding your favourite toppings*
- *Pour over crumbed chicken, beef, or pork schnitzel. Top with grated cheese and bake until meat is tender.*
- *Add to your favourite savoury mince recipe and top with mashed potato or kumara for a delicious cottage pie.*

Recipes were not included in Wattie's packaging in the 1950s or 1960s.



#### 4.4.3 Cooking Guidelines

Cooking guidelines provides alternate options for the consumer to cook the product using a saucepan or a microwave. The 2009's Heinz Wattie's Condensed Creamy Soup Pumpkin's cooking guidelines are as follows:-

*Empty contents into a saucepan, stir in ½ can milk and ½ can water\* (for creamier soups stir in one can of milk only) and heat gently to a simmer, stirring constantly. **Microwave (1000W)** Empty contents into a microwave container. Stir in ½ can milk and ½ can water\*(for creamier soups stir in one can of milk only), cover and heat on high for 2 minutes. Stir, cover and heat on high for a further 2-3 minutes or until hot. DO NOT BOIL. Microwave ovens vary in power and suggested times are guided only.*

Differing in cooking guidelines, the 2011's Heinz Wattie's Condensed Tomato Soup, 420g cooking guidelines are as follows:-

**STOVETOP:** *Empty contents into a saucepan. Stir in one can of water \* and heat gently to simmer, stirring constantly. **MICROWAVE (1000W):** Empty contents into a microwave-safe container. Stir in one can of water\* cover and heat on high for 2 minutes. Stir, cover and heat on high for a further 2-3 minutes or until hot. DO NOT BOIL. Let the bowl stand for 30 seconds before removing from the microwave. (Microwave ovens vary in power and suggested times are guidelines only.)*

Heinz Wattie's 2011's Condensed Tomato Soup, 820g had similar cooking guidelines, they are as follows:-

**STOVETOP:** *Empty contents into a saucepan. Stir in one can of water\* and heat gently to simmer, stirring consistently. **MICROWAVE (1000W):** Empty Contents into a microwave-safe container. Stir in one can of water\*, Cover and heat on high for 4 minutes. Stir, Cover and heat on high for further 2-3 minutes or until hot. DO NOT BOIL. Let the bowl stand for 30 seconds before removing from the microwave. (Microwave ovens vary in power and suggested times are guides only)*



These cooking guidelines are presented in white font against a background of the Heinz Wattie's trademark red colour.

There are no instructions for Heinz Wattie's Pick of The Crop ranges, Heinz Wattie's Table Sauces, Heinz Wattie's Baby Food and other Heinz Wattie's range. There are also no detailed cooking instructions for on the Heinz Wattie's packaging in 1950s-1960s. However the Heinz Wattie's Pick of the Crop Range Hawke's Bay Tomatoes, crushed and sieved had described how the tomatoes were cooked.

Tomatoes crushed and Sieved:-

*This passata style product style uses only the finest vine ripened Hawke's Bay tomatoes, crushed and sieved to create this tomato sauce style product.*



## 4.5 HEALTH INFORMATION

Health information is located all over the product labelling of both the 2009's Heinz Wattie's Condensed Pumpkin Soup and 2011 Heinz Wattie's Condensed Tomato Soup. It is presented in signs and logos that represent different meanings. The following themes are identified and outlined.

### 4.5.1 Fat Free

Labels from 1950s to 1970s did not provide information on the fat content. Most labelling today includes, signs such as 99%, 98% or 91% fat free. These signs have doubled in size on the front of the labelling since the beginning 2010. Fat free signs and information are presented on Heinz Wattie's Creamed Rice Range, Heinz Wattie's Soup Range, Heinz Wattie's Just Add <sup>TM</sup> Ranges, Wattie's Table Sauces, Heinz Wattie's Baked BeaNZ <sup>®</sup>, Wattie's Spaghetti Range, Wattie's Frozen Food Range, Wattie's Wok Creations, Wattie's Pasta Sauces, Wattie's Pastes Purees and Wattie's Ready- to-Serve-Meals.

The fat free content would be located on the middle left of the front of the label and often in a blue circled background and in white font. The size of the font is significantly large and readable from a distance.

### 4.5.2 Nutritional Information

Nutritional information is part of the requirement imposed by New Zealand Food and Safety Authority (NZFSA) for all food packaging. The standard requirement for food packaging must include the energy content, protein, total fat, total saturated fat, carbohydrates, sodium, sugars and other claimed nutritional information such as vitamins. Information on serving size per package is also provided. The nutritional information is presented into two categories one being the average quantity per serving and the other is presented in the average quantity per 100g. Each Heinz Wattie's condensed soup of 420g will serve four consumers or portions if prepared as directed based on the cooking guidelines presented on the labelling. All Heinz Wattie's products today include Nutrition Information at mid-section of the labelling.



### 4.5.3 Fruit and Vegetable Serving Counts

Fruit and Vegetable counts are becoming an important sign on product labelling. Heinz Wattie's Pick of the Crop, Wattie's Ready-to-Serve-Meals, Wattie's Frozen Vegetables and Wattie's Baked BeaNZ® all include a totally count of serving portions of fruit or vegetable the product would provide. The sign is presented in green colour and an apple shaped image inside a circle that contains a number of 1-10. The sign is accompanied by the word "this pack contains x amount of" and "vege" or "fruit".

Also at the bottom of the Nutrition Information for the Heinz Wattie's Pick of the Crop Hawke's Bay Tomatoes, Crushed & Sieved stated the following:-

*One serve of vege equals 80g based on the New Zealand Food and Nutrition Guidelines.  
Aim for a variety of vegetables each day.*

### 4.5.4 Source of Vitamins

Sources of vitamins are presented in different ways on different products. On the Heinz Wattie's Pick of the Crop Hawke's Bay Tomatoes from 2011, the benefit of the product is a good "source of Lycopene". This information is located in between the front and mid-section of the label. It is presented along with the "no preservatives and no added colours or flavours" sign.

The Heinz Wattie's Traditional Pasta Sauce from 2010 presents the benefit of the product is "RICH IN LYCOPENE a powerful antioxidant that acts as an internal bodyguard". This is again presented along with the other benefits of the product such as "no added flavours", "colours and preservatives", "99% fat free" and "improved chunkier recipe". It is located at top back of the label. Lycopene is also presented in the nutritional information panel section on products that are made from tomatoes.

Other vitamins such as Vitamin A, B, C or Fibre are also presented in the nutritional information panel if product has a significant presence of vitamins.



#### 4.5.5 Heart Information Tick

Heinz Wattie's has most of their products approved by the National Heart Foundation. This is represented by a red circle and a white tick which also includes the sentence "National Heart Foundation" around it. The sign is normally located at the mid front of the labelling and it is in the similar size of the fat free sign.

Products such as Heinz Wattie's Frozen Meals, Wattie's Canned Chicken, Baked BeaNZ, Wattie's Canned Fruits, and Wattie's Ready-to-Serve-Meals. Products with the National Heart Information Tick also contain a good source of protein or wholesome properties and with a significant percentage of fat free.

#### 4.5.6 Ingredients List

Ingredient list were not listed on the product label of the 1950s Heinz Wattie's Pure Tomato Sauce. The only evidence of ingredient is that the 1950s Wattie's Pure Tomato Sauce is made from tomatoes. The 2009's Heinz Wattie's Condensed Creamy Pumpkin Soup and the 2011's Heinz Wattie's Condensed Tomato Soup have both included all the list of ingredients used in manufacturing the product.

The ingredients used in the 2009's Condensed Creamy Pumpkin Soup are "69% of pumpkin, water, tomatoes, onions, maize thicker code 1412, sugar, salt, wheat flour and spices". The 2011's Condensed Tomato Soup ingredients were "concentrated tomatoes 91%, sugar, salt, maize flour, maize thickener code 1412, butter, acidity regulator (sodium bicarbonate), spice, natural flavour, and chilli". The 2011's Pick of the Crop Hawke's Bay Tomatoes, Crushed & Sieved was from the following ingredients, "Tomatoes (99% Minimum) (Crushed & Puree), and Salt". Wattie's Traditional Pasta Sauce with tomato and red capsicum had ingredients of "concentrated tomatoes (85%), (Contains 190g of Tomatoes per 100g), Red Capsicum (6%), Onions, Sugar, Maize Thickener (1422), Salt, Food Acid (Citric Acid), Spice and chilli". Ingredients for the Wattie's Tomato Sauce are, "concentrated Tomatoes (Contains 187g Tomatoes per 100g or 28g Tomatoes per serve), Sugar, Salt, Food Acids (Acetic Acid, Citric Acid), Spices, and Natural Flavours. Contains 69% Concentrated Tomatoes".



It is a regulation in New Zealand imposed by the NZFSA (New Zealand Food Safety Authority) that all food manufactures must include the list of ingredients used to manufacture the product.



## 4.6 PRODUCED FROM THE FINEST PRODUCT

Heinz Wattie's products are produced from the finest products. Heinz Wattie's conveys this message through multiple forms of signs and languages that can be deciphered into multiple meanings by different consumers.

### 4.6.1 Home Grown

Heinz Wattie's Pick of the Crop Ranges and Wattie's Frozen Vegetables are grown in NZ. This is depicted with the sign at the bottom front of the packaging of the products from the above mentioned range. The sign is presented in a beige rectangle box with black bold words "NZ GROWN TOMATOES", "NZ GROWN PEAS" and so on. This is to let consumers know that the main raw ingredients used to make the product are New Zealand grown.

### 4.6.2 Drawings versus Photographed Images

Labels from the 1950s, 1960s and 1970s depicted its product content with drawings of vegetables or fruits. Drawings of tomatoes, peaches, green beans, tomato soup with tomatoes on the side, mixed vegetables with drawings of carrots, peas and chillies, celery soup, plums and more were used to depict the ingredients used or how the product should be served.

Today, products are presented in photographed images at the front of the product label, images such as real fresh tomatoes, tomato soup served in a bowl with vaporizing of steam, a dollop of cream, coriander leaves and two buttered baguette on the side while the creamy pumpkin soup is presented with pumpkin soup in a bowl, a soup spoon scooping the soup and vaporizing steam.

On the back of the label beside the recipe, photographed image is used to depict the end result of the recipe if used. Food is served on a white bowl and garnishes of greens are included. The word "serving suggestion" is added on the side.



#### 4.6.3 Made in New Zealand

It is a requirement in New Zealand for all products that are considered as a consumable to list its country of manufacture. The 1950s labelling depicted a map of the New Zealand with text surrounding the map “A New Zealand Product”. In the later labelling, it is illustrated with the verbal use of “Made in New Zealand” by the side of the bar code or just above the physical address. In 2009, Heinz Wattie’s Condensed Creamy Pumpkin Soup used white coloured font against a background with the Heinz Wattie’s red colour trademark. Contrastingly, the 2011’s Heinz Wattie’s Condensed Tomato Soup’s “Made in New Zealand” sign had used the Heinz Wattie’s red colour trademark and the font is significantly larger than in 2009’s.

Additionally, just above the physical address provided on all the packaging the sign “MADE IN NEW ZEALAND” is presented. This is also emphasised at the physical address that the product is packed in Hastings, New Zealand.

*“Packed by Heinz Wattie’s Limited*

*513 King Street North, Hastings 4122,*

*New Zealand”*



## 4.7 BRAND RECOGNITION

Brand recognition is an important marketing tool. Marketers aim to create the highest brand recognition among consumers to increase brand loyalty and repeat purchases. Heinz Wattie's have generalized all their labelling and packaging in order to create brand recognition across all products.

### 4.7.1 Generalised Labelling Design

Labelling from the 1950s to the 1960s was off different colours and designs. The only generalisation in the packaging from 1950s to 1960s were the Wattie's logo, it was position on the top of the front labelling. Description of the product for example; Wattie's carrots where on the top of the label, Wattie's Spaghetti with Cheese was located at the middle of the label and the Wattie's Blackberry and Peach Jam was located at the bottom of the Label. The Wattie's Logo however was presented in different colours but in the same font and font size across its products. Fonts used to describe products were also inconsistent from one product to another.

Today's Heinz Wattie's labelling have been generalised, the background colour of the labelling is the Heinz Wattie's trademark red which would be discussed in the next section. It contains the Heinz brand's dimensional margin that creates a frame at the front of the packaging and the Wattie's logo is contained in the same position as Heinz branded products at the top front of the label. The establishment date of Heinz Wattie's is also located just below the Wattie's logo in the dimensional margin. Followed by the product description "minestrone soup", "condensed pumpkin soup", "condensed tomato soup" and this is generalized in all product range. The text "condensed" is represented in cursive font.

Fonts used on all Heinz Wattie's products are the same; they are clear, non-cursive and readable. All nutritional information is positioned together with the feedback and comments information, manufacture's physical address, recyclable information and trademark and copyright claims.



#### 4.7.2 Generalized Background Colour

Generalization of background colour is also identified in process of reviewing the labels.

In 1950s- 1960s, labelling varied in background colour. It had yellow, white, light blue, dark blue and other background colours. Labelling then was colourful and vibrant but background colours of the labels were inconsistent among product ranges and different use of colours made the labels appear cluttered.

Today's all Heinz Wattie's products have similar colours across all their labels. Wattie's canned soup, Wattie's Pasta sauce and including Wattie's Frozen Food use same background colours for the same product range. The most common colour used as the background colour is the Heinz Wattie's trademark red. Wattie's Pick of the Crop uses a leafy green as a background colour while Wattie's Frozen Meals uses a deeper green as a background colour on their package. For Wattie's Baby Range, the labelling background colour is deep blue for products that are in the four to six month range.

#### 4.7.3 Contact Details of Manufacturer

In comparison of the 1950's Wattie's Pure Tomato Sauce Packaging, 2009's Heinz Wattie's Condensed Pumpkin Soup with the 2011's Heinz Wattie's Condensed Tomato Soup, the emphasis of the contact details of the manufacturer has grown significantly in information and size over the years. The 1950's Pure Tomato Sauce Packaging, only states that it is packed by "J. Wattie Canneries Limited, Hastings, NZ". Physical address of the cannery was not included and there was no contact number for the consumer to reach Wattie's if there was a need to.

The 2009's Heinz Wattie's Condensed Pumpkin Soup states that it is packed by "Heinz Wattie's Limited, 513 King St North, Hastings, New Zealand" with the "Wattie's" logo on the side. This is located in the lower mid-section of the packaging by the bar code. The customer support team and contact number however was located the top mid-section of the label. The font used on the 2011 package label is different, it is wider, larger and



bolder compared to the pumpkin soup labelling. White colour font was used against a background of Heinz Wattie's red coloured trademark.

Contact details of the 2011's Heinz Wattie's Condensed Tomato Soup Packaging differed to the 2009's Heinz Wattie's Condensed Pumpkin Soup Packaging. The fonts are smaller, less bold and the spacing between letters is closer. In contrast to the 2009's Heinz Wattie's Condensed Pumpkin Soup, red coloured fonts were used against a white background. The contact details and physical address are located closer to each other compared to the 2009's labelling. The Wattie's Logo located by the contact details and physical address information is also significantly larger than the 2009's label. There is also an addition to the 2011's label, the year that Heinz Wattie's was established "1934" is added again on the side of the Wattie's logo although this already exist on the front of the labelling.

#### **4.74 Bar Codes and Batch Numbers**

Bar codes only emerged in the 1980s, it is perceived as a standard practise by all manufacturers to track down their own products even after distribution and after purchase at the consumer end. Bar codes are listed at the bottom mid-section of the labels. Batch numbers or lot numbers are also visibly printed on the top or bottom of the can itself and not on the product label. Bar code of the 2009's Heinz Wattie's Condensed Creamy Pumpkin Soup had serial number 9400547008599 and the 2011's Heinz Wattie's Condensed Tomato Soup bar code consisted of serial number 9400547001071. All barcodes contain 12 numbers and begin with the number 9.

#### **4.8 BUILDING CUSTOMER RELATIONSHIP MANAGEMENT**

There are multiple information and signs on the Heinz Wattie's labels that may represent multiple meanings to the consumer. It allows the brand to build an unconscious relationship with the consumer from the point of purchase to post consumption. The improvement of technology has also allowed the emergence of websites and toll free calling. The following section outlines how Heinz Wattie's manage their customer relationship via their labelling.



#### 4.8.1 Feedback and Comments

Wattie's have listed their contact details on the labelling of their products. Descriptions vary slightly from each labelling.

The Heinz Wattie's Pick of The Crop Range from 2011, the Feedback and Comment information is located at bottom the back of the packaging. The description is as follows:-

*Wattie's welcomes your feedback on our products. For questions or comments, contact our Consumer Support Team Toll Free 0800 653 050. For more information visit [www.watties.co.nz](http://www.watties.co.nz)*

Heinz Wattie's Condensed Tomato Soup from 2011, the Feedback and Comment information is located at the bottom mid-section of the labelling. The description is as follows:-

*Wattie's welcomes your feedback on our products. For questions and comments please contact our Consumer Support Team TOLL FREE on 0800653 050. [www.watties.co.nz](http://www.watties.co.nz)*

Heinz Wattie's Traditional Pasta Sauce from 2010, the Feedback and Comment information is located on the top of the mid-section of the labelling. Font is significantly smaller compared to other Heinz Wattie's labelling. The description is as follows:-

*Wattie's welcomes your feedback on our products. For questions or comments please contact our Consumer Support Team Toll Free 0800 653 050 (NZ only).*

Heinz Wattie's Condensed Creamy Pumpkin Soup from 2009, the Feedback and Comment information is also located on the top mid-section of the labelling, font is wider and larger. The description is as follows:-

*Wattie's welcomes your feedback on our products. For further questions or comments please contact our Customer Support Team Toll Free 0800 653 050 (NZ Only).*



#### 4.8.2 Website

The Heinz Wattie's website address is located at the lower mid-section of the 2009's Heinz Wattie's Condensed Pumpkin Soup, the 2011's Heinz Wattie's Pick of the Crop Hawke's Bay Tomatoes and the 2011's Heinz Wattie's Condensed Tomato Soup labels. The website font is significantly smaller and blended into the other information on the label.

However, there is a greater emphasis of the website with the use of a larger font in the 2011's Condensed Tomato Soup labels. It is larger and bolder in font with the used of Heinz Wattie's trademark red.

Food in a Minute website is also presented on labels that did and did not have recipes at the back of the label. The website address is often in white font and located close to the product description or under the recipe that is provided at the back of the label.

As internet did not exist until the 1990s, it was impossible for the 1950s tomato sauce label to include the website address or in any virtual context.

#### 4.8.3 Encouraging Consumers to Purchase Heinz Wattie's Products

Consumers are encouraged to purchase products under Heinz Wattie's brand or other brands that are owned by Heinz Wattie's group. Ingredients from the recipes at the back of the labelling will require other Wattie's branded products. Recipes on Heinz Wattie's operated website [www.foodinaminute.co.nz](http://www.foodinaminute.co.nz) uses all products where possible from the Heinz Wattie's brand and other brands that come under the Heinz Wattie's group.

Wattie's Condensed Tomato Soup both includes recipes at the back. The ingredients from both recipes are depicted as follows:-



**Table 4. 1 Ingredients of Wattie's Condensed Tomato Soup**

Wattie's Condensed Tomato Soup 820g	Wattie's Condensed Tomato Soup 420g
<p>Saucy Tomato Meatloaf Ingredients:</p> <p>450 sausage meat</p> <p>300g beef mince</p> <p>1 ½ cup soft breadcrumbs</p> <p>1 egg</p> <p>1 onion, finely dices</p> <p>1 tsp crushed garlic</p> <p>1tbsp dried Italian herbs</p> <p>1 cup Wattie's Frozen Peas</p> <p>820g Wattie's Condensed Tomato Soup</p>	<p>Spaghetti Bolognese Ingredients:</p> <p>500g lean beef mince</p> <p>1 tbsp oil</p> <p>1 onion, chopped</p> <p>1 tsp minced garlic</p> <p>1 green pepper, chopped</p> <p>2 rashers bacon, chopped</p> <p>420g can Wattie's Condensed Tomato Soup</p> <p>400g can Wattie's Pesto Style Tomatoes</p> <p>400g dried spaghetti</p> <p>2 tbsp chopped fresh basil or parsley or use 1 tbsp dried</p>

Source from Heinz Wattie's Tomato Soup Labels Refer to Appendix 7.4

## 4.9 Chapter Summary

This chapter outlined the summary of the findings of this study. Several themes have emerged in the review of the packaging on a historical framework. The themes relate to health, environment, and brand and consumer management. The changes are in form of verbal and design on labels that are used to understand the changes in consumer



behaviour and the focus of labelling have shift from being functional to both functional and symbolic. Heinz Wattie's branded products were used to review these changes and were put into themes and signs, identifying these themes and signs enabled the researcher to decipher it into meanings. . The following chapter will discuss the importance and value of these findings.



## **5. DISCUSSION AND CONCLUSION**

### **5.1 Introduction**

This final chapter provides a summary and discussion of the findings of this study. It seeks to place the findings in current knowledge by illustrating the extent of similarities and differences. This is achieved in the chapter by extracting relevant information and knowledge from related studies in the field. The importance of the findings is also highlighted with academic and managerial implications. Limitations of this study are also outlined. Finally, directions for future research is outlined with a conclusion made

### **5.2 Interpretation and Discussion of Findings**

This research began by addressing a gap in knowledge of the changes in the verbal and design content of the labelling of food products and how these changes relate to trend in consumer behaviour and in social values. The value and relevance of the research is illustrated by a coherent series of literature that supports the belief that consumers are influenced by changes in the verbal and visual content of labels and that their motivations create a demand for these changes in labelling. The four consumer buying behaviour and the buying behaviour process illustrate the type of involvement consumers will go through depending on their motivation. The Freud's theory of motivation is used to illustrate the process of the creation of consumer motivation for involvement with and the purchase of food products.

Packaging has evolved from being a functional tool to becoming a symbolic requirement. This study has reviewed changes in packaging to identify the meanings that these signs and texts provide. It is hoped that by identifying the meanings that these signs and text present a contribution will be made to the recognition that packaging has moved towards a healthier focus. Exploration of the meanings of the signs and texts of Heinz Wattie's products contributes to a better understanding of how changes in packaging are reflected to consumer behaviour. This belief is guided by addressing the study's research question being:



How has the packaging of food products developed over the last 40 years?

The research objective is scoped down to two sub-questions being;

What are the differences in verbal and design features of the packaging?

How does packaging reflect trends in consumer and society?

The following section will outline how the research objective was fulfilled in this study. It will do this through discussion of the specific findings that relate to and answer this research objective.

The findings of this study suggest that packaging have indeed changed towards a healthier focus. Consumers have become accustomed to these signs and texts on the labelling as it represents valuable information to the consumer. The findings of the study align with the beliefs illustrated in Chapter 2 about consumer consumption behaviours have moved to a healthier focus and marketers have responded by adding health to its string of focuses. The specific findings that were identified will now be discussed.

### 5.2.1 Being Healthy

The findings contained in Section 4.2 illustrate that the health benefits of consuming Heinz Wattie's products have been addressed in packaging content. Today the packaging labels for all Heinz Wattie's products states that its contents are free from preservatives, added flavours or colours. This was not the case in the 1950s and 1960s. Products from the 1950s and 1960s included in product labelling such "*preservatised with sodium benzoate*" and then provided the product description "*pure*" Tomato Sauce. Such contrasting texts show that the product was far from "pure" and if marketed today, the product would not be permitted for sale on the supermarket shelf. Today's Heinz Wattie's tomato sauce emphasises that it made without preservatives. The ingredients used to make the tomato sauce are clearly stated and are listed as below:-



**Ingredients:** Concentrated Tomatoes (Contains 187 Tomatoes per 100g or 20g Tomatoes per serve), Sugar, Salt, Food Acid (acetic Acid, Citric Acid), Spices, Natural Flavours, Contains 69% Concentrated Tomatoes.

All Heinz Wattie's products are now made without colourings or flavourings. Consumers are cautious of consuming food that contains artificial colourings and other enhancements added to the product and its taste (Downham & Collins, 2000). It is alleged that consumption of colouring agents can cause health problems such as metabolic changes (Golberg, 1967). Based on Freud's theory of motivation (Boeree, 2006), a consumer who is consciously motivated to consume products that are perceived as healthy will look at signs or texts that can be deciphered into meanings of healthiness. Consumers would avoid at all costs, products that include signs or text such as "preservatised with sodium benzoate".

In 2009 the labelling of Heinz Wattie's Condensed Creamy Pumpkin Soup showed less emphasis on wellness by placing the health claims of the product for being free from preservatives, free from added flavours and added colours at the bottom back of the labelling. Supermarket shelves place products with the front label facing front and consumers do not get to view the back of the label right away. Information on the front of labelling is perceived to be the most crucial point of contact between the product and the consumer at the time of purchase. In contrast, on the labelling of 2010 and 2011, health claims have moved from the back to the mid-to-front section of the labelling. This move shows how important these health claims have become; the information can now be viewed directly when consumers are at a high-involvement stage of the purchase. These texts and signs that represent health benefits are also further highlighted by larger fonts and accompanied with more prominent ticks by the side of these claims. Comparing the 2009 labelling of Heinz Wattie's Condensed Creamy Pumpkin soup to the 2011's 420g and 820g Heinz Wattie's Condensed Tomato Soup the "99% Fat Free" sign has shrunk in sized and the fonts are smaller in size. However, greater importance is shown in the later labelling as "99% fat free" sign is emphasised twice at the front of the packaging and at the mid to front of the packaging. Therefore, it is believed that "fat free" signs have



become important information for consumers and many products have been redeveloped to meet the criteria of being fat free at some percentage.

Artificial flavouring such as the acetate family, monosodium glutamate (MSG), propyl gallate, Vanillin and many other chemicals are proven to cause diseases such as obesity and cancer (Flier, Cook, Usher, & Spiegelman, 1987). Sugar substitutes such as saccharin and aspartame which have properties that are multiple times sweeter than normal sugar can cause cancer if consumed extensively (Morrison & Burning, 1980). These are just examples of additives that consumers today are avoiding for their long term health. When consumers decipher the sign of 'no artificial colourings or flavours' on the label, consumer will believe that when they consumed the product, they will be one step closer to achieving their motivational need of being healthy.

In conjunction with New Zealand's approach to influence New Zealanders to consume five portion of fruits or vegetables a day, the fruit and vegetable serving count has also emerge of late as an additional nutritional information on labels. Labels that provided information on the serving count of vegetable are the Heinz Wattie's Pick of the crop range and some frozen food range. This enables consumers to keep track of the amount of fruit and vegetable counts they would have consumed daily. This information is also seen as form of convenience.

In today's fast moving lifestyle consumers seek products that are rich in vitamins. Health cautious consumers also seek information of vitamins at the point of purchase because vitamins are believed to help maintain health and to prevent sickness. Heinz Wattie's have ensured that consumers will be aware of the benefits of consuming products such as those that are made from tomatoes. Labels indicate that tomatoes provide a rich source of lycopene as per below:-

"Tomato Sauce is a great source of lycopene. Lycopene gives the red colour to ripe tomatoes and is a powerful antioxidant that acts as an internal bodyguard".



The statement above provides also an additional reassurance to consumers that the tomato sauce is red in colour because it is high in lycopene and not the use of artificial colouring. This information was not provided on the 1950's Wattie's Pure Tomato Sauce labelling.

The Nutritional Information Panel has also become a very important factor in the change of the verbal and design content of labels. The panel is also now a compulsory requirement for all consumable products to have nutritional information provided on the labelling. Nutrition information is important in the light of Freud's theory of motivation (Boeree, 2006) as it ensures that the consumer is continuously motivated to create a healthy lifestyle and to compare products at the point of purchase to fulfil their motivational needs. With older packaging from the 1950s and the 1960s, consumers are uncertain of how much of fat, energy or sugar they are consuming. Consumers forty years ago with health problems such as diabetes would not be able to control their consumption of sugar as precisely as are consumers today.

The National Heart Foundation tick is another sign that has emerged on packaging. It enables consumers to know which product is good for the heart and most of these products have high protein content. The sign is located at the front of the labelling to acknowledge that the product is approved by the National Heart Foundation. On the Heinz Wattie's website, it states that some products are developed to meet the criteria of National Heart Foundation tick.

Illustrations of vegetables or fruits used to depict the product content have been replaced with real photographic images of fruits and vegetables. Reviewing the 1950s to 1960s labelling, packaging showed illustrated images of vegetables for canned vegetables, soups, tomato sauce and for fruit ranges illustrated images were used. The spaghetti range however was illustrated with a bowl and the contents of spaghetti in it. The Heinz Wattie's 2009 Condensed Creamy Pumpkins Soup presented on the label with photographed image of a bowl of pumpkin soup with a soup spoon scooping the soup with steam coming out of the soup. Comparing to today's labelling, the Heinz Wattie's



Condensed Tomato Soup 2011 is presented on the label with a photographed image of tomato soup in a bowl, with a dollop of cream and a coriander leave on top with steam to show it is hot and freshly made and two slices of bread with butter on the side. These images are used to as a suggested way of consuming the product and in hope that it encourages consumers to consume the product the suggest way. As discussed in Section 2.3.1, consumers purchase decision is influenced and rely heavily by the cues given on the product packaging. As consumers envision for a delicious healthy wholesome meal, these images used are believe to assist consumers to achieve this at the point of consumption. These images also encourages consumer to eat healthily.

Also the recipes used at the back of the labels, are from *Food in a Minute* which is a website operated by Heinz Wattie's. It provides easy recipes and promotes healthy eating. The emphasis to get consumers to refer to the back of the label for the recipes was largely emphasised in 2009's Heinz Wattie's Condensed Creamy Pumpkin Soup but in 2011 the emphasis on getting consumers to see the back of the labels for recipes has changed, instead the focus was to get consumers to visit their Food in a Minute website for more recipe ideas. As a benefit, consumers may find other meal recipes options of interest and are healthy.

### **5.2.2 Creating Convenience and Quality.**

Recipes included at the back of labels deem to have created convenience for consumers. Consumers no longer need to search for recipes. Ingredient lists are also provided; consumers can purchase the required ingredients on the spot without having to make multiple trips to the supermarket. However, the drawback of including one recipe at the back of the label is that consumers may not always want to consume food based on the recipe and may cause the consumer to alter their choices to other products or brands.

Food products that are sold most are now available in a greater variety of packaging sizes as compared to the 1950s and 1960s. This is an added convenience to consumers as consumers no longer required to buy multiple quantities. It is also better for the



environment as consumers will dispose fewer materials which may or may not get recycled. There are also price incentives for the consumer to purchase larger pack sizes which has the same quality of product. While this is no longer mentioned on the packaging, it has become a norm for consumers that bulk purchases will always be cheaper in price. Seasonal fruit and vegetables in New Zealand are available throughout the year as a result of technical innovations made by Heinz Wattie's founder Sir James Wattie. This convenience has enabled many Kiwi families to enjoy good food all year round; this is mentioned on the all of the Pick of the Crop range only

"Established 1934" is shown twice on most Heinz Wattie's packaging. This is done to emphasize to consumers that Heinz Wattie's as a brand that has been long-established, it is a trusted product. Statement of the date reinsures consumers that Heinz Wattie's are expert in manufacturing food products and that they have been part of New Zealand family dinners for generations. The Heinz Wattie's quality is further emphasized on packaging, especially the Pick of the Crop Range:

***Opening up about Cans: -for Generations Wattie's has believed in keeping food to enjoy, in the simplest way possible. Our Produce is sealed in the can and then pressure cooked to help lock in the goodness and the taste.***

Barcodes and lot numbers are used to identify each batch manufactured by Heinz Wattie's. Each package has a bar code on the side and a lot number printed on the top of the can. This information constitutes a promise to consumer about good quality control of Heinz Wattie's production.

Fruit and vegetables used in the product are *New Zealand Grown*, it is also acknowledged twice on Heinz Wattie's packaging. This emphasis ensures the consumer a piece of mind and reassurance about the quality of fruit and vegetables used by Heinz Wattie's to manufacture their products. Earlier packaging lacks such information and consumers are unaware of the country of origin of the vegetable or fruit that is packed into the can. The statement 'Made in New Zealand' however has been used on packaging since the 1950s. The statement is an important marketing tool and may



encourage consumers to support locally grown products and to buy New Zealand-made products, thereby supporting the New Zealand economy.

Most Heinz Wattie's products have an extended shelf life if refrigerated after opening. The labelling of Heinz Wattie's Condensed Creamy Pumpkin Soup from 2009 states that this canned soup can be 'refrigerated after opening'. Canned soup packaging labels 2011 no longer state that the product can be refrigerated; this convenience is not advisable as consumers are encouraged to consume fewer left-over's from which nutrients and vitamins will be lost in the reheating process.

### 5.2.3 Being Environmental Friendly

Sustainability signals another change of theme that has emerged on packaging labels. A Review of packaging from the 1950s and the 1960s shows an absence of information about the recyclability of the can's steel. Wattie's Tomato Sauce labelling in 1950, however, encourages consumers to refill their old tomato sauce bottles as described below and which provides a savings incentive.

*"The quality of this Canned Sauce is the same as Wattie's Bottled Pure Tomato Sauce and is packed in this Container so that it may be sold at a much lower price to the consumer". **Same price, Greater Quantity, Lower price.***

This is believed to be a form of encouragement for consumers to recycle. Today a Heinz Wattie's tomato sauce refill can no longer states "refill" on the label. It is assumed that consumers purchase canned tomato sauce in order to refill old tomato sauce bottles. The current tomato sauce can shows the recyclable steel sign at the bottom back of the label next to the bar code.

All Heinz Wattie's labelling has the recyclable steel sign or "recyclable" by the side of the bar code. It is understandable that not all consumers care about sustainable consumption. The recyclable steel sign is used to encourage consumers to recycle and to care about sustainable consumption. The sign provides the recyclability information to



consumers at the point of purchase. It demonstrates to the media and public that Heinz Wattie's is a company and brand that cares about the environment.

#### 5.2.4 Trust

Packaging and packaging label designs are standardized across Heinz Wattie's products. The same design themes, colours, fonts and patterns are utilized so that the consumer can easily recognise a Heinz Wattie's product from a distance. Standardization is an important tool for creating brand recognition and for encouraging brand loyalty. Strong brand recognition is believed to create a strong competitive advantage; a well-recognized brand encourages repetitive purchases and therefore creates brand loyalty. Standardised colour such as the distinctive Heinz Wattie's red is used on packaging labels for soups, frozen vegetables, table sauces and on a variety of sauces. As for the Wattie's Pick of the Crop Range, Wattie's Frozen Vegetable Range and some Wattie's Frozen Food, packaging labels use green as a background colour. It is believed that the colour green communicates the freshness and naturalness of the product. Green is often associated with vegetables and with the produce section of the supermarket which is suitable for the Heinz Wattie's Pick of the Crop Range, Wattie's Frozen Vegetable Range and some Wattie's Frozen Food. Such generalized colours and packaging across Heinz Wattie's products tells a consumer that Heinz Wattie's are serious about their products. An immature brand will use creativity and changing the packaging design often to ascertain what attracts attention. Brands that are established often gain trusts from consumers. Trust creates habitual and repeat purchases.

This as such explains why Heinz Wattie's labels today have emphasized that the brand has been established since 1934 twice on the labels. It creates a competitive advantage from its competitors as many competitors would not be as established as Heinz Wattie's. Heinz Wattie's has positioned itself to consumers as a brand that has been part of most family dinners through generations in New Zealand.

Additionally, with the "Made in New Zealand "and "NZ Grown "sign it is another important contributor to creating trust. Consumers believe that products grown and made in New



Zealand are of high quality and are trusted. It is important, therefore, that the other Heinz Wattie's range brands acknowledge that the products are also made and grown in New Zealand. Such product-reassurance statements demonstrate that their country of origin and country of manufacture is New Zealand. Country of origin specifies the country with which a firm is associated; typically this is the home country for a company while the country of manufacturer denotes the location of manufacturer or assembly of products. Country-of-origin statements eliminate the likelihood of a country stereotyping effect for consumers in New Zealand (Samiee, 1994).

#### **5.2.5 Interaction between Brand and Consumer,**

The creation of consumer relationships is an important marketing strategy for successful brands such as Heinz Wattie's. Consumers are encouraged to share their feedback and comments with Heinz Wattie's and this is achieved by providing consumers in New Zealand with a toll-free number to contact Heinz Wattie's directly. Consumer relationships are important for Heinz Wattie's to understand current market conditions and to keep up with new consumer trends, wants and needs. Consumers create a closer relationship with Heinz Wattie's as consumers by feel that they have made a contribution to product improvement and development. Such point of contact allows Heinz Wattie's to build a direct relationship with each consumer instead of creating the relationship through a third-party medium like the supermarket. Relationships such as these can create brand loyalty. Brand loyalty is the degree of the consumer's commitment to a brand when she/he makes a repeat-purchase (Bloemer & Kasper, 1995).

Heinz Wattie's provide their website address on all the labels which encourages consumers to visit the website and to learn more about Heinz Wattie's product range and the benefits of consuming particular products. The website provides articles on being healthy, on new product developments and beneficial changes made to products; also the Heinz Wattie's recipe website "Food in a Minute". The FIAM website uses only Heinz Wattie's products as ingredients, where possible, such a laddering effect ensures that consumers buy only Heinz Wattie's products when using the recipe, and thereby establishing habitual purchase behaviour. Laddering is considered a perceptual



orientation, and represents combinations of elements that serve as the basis for distinguishing between and among products in a given product class (Reynolds & Gutman, 1988). Laddering has the ability to prompt consumers to think critically about the connections between product attributes and their personal motivations, which in the case of the research here is to become healthier by cooking at home, by having a healthier lifestyle and a more attractive figure which creates stronger self-esteem (Reynolds & Gutman, 1988).

### **5.3 Academic Contribution**

The study here has explored, for the first time, the changes in packaging between 1970 and 2010 which is seen to have changed in terms of its verbal and design content. The focus on one brand in particular, a brand that has been established in New Zealand for many years, has provided the study with an account of the changes made to labelling that are relevant to healthier eating. The study has provided a basis for understanding the meaning consumers decipher from the changes made in packaging and how consumer behaviour has changed accordingly. This process has been illustrated fully in the contents and findings of this research.

Few studies have explored, historically, changes in the design of packaging and labelling content. Such changes constitute an area of research that has yet to be extensively explored, a fact which consequently contributes to the value of this study. Existing research on packaging often focuses on physical packaging design and technology and on the innovative design of packaging that is designed fit more functionally into consumers' fast-moving lifestyle. The findings of this study highlight the importance of understanding these changes. Consumers are not always aware of how reliable and convenient product and nutritional information has become; they have become accustomed to having this information provided on packaging labels. This provision is valuable to marketers as it enables the product to perform functionally, and allows symbolic meaning to be communicated between the product and the consumer's self-image and motivation.



A further contribution of this study is the discovery that consumers may be accustomed to changes made in labelling. This study demonstrates how the changes that are made to labelling are presented through themes and signs. The study provides researchers with the suggested meaning behind these changes, and thereby helps to facilitate further product development. The study's findings suggest that while changes are required to make labelling attractive today, not all information has changed over the years. The study provides a strong foundation to further understanding the changes made to packaging across a historical framework.

Given that few studies and little research have explored the changes in packaging across a historical framework, it is hoped that the present study will provide an important benchmark and foundation for future research and study in the area of the communications impact of the verbal and visual content of packaging. Possible future studies are outlined in a later section. Additionally, this study has provided an in-depth evaluation of the importance of certain signs and texts that are included on packaging today. Some packaging, because of missing or misrepresented signs or text, has failed to fulfil its role as a "silent salesman".

The findings of this study have important managerial implications and these will be outlined next.

#### **5.4 Managerial Implication**

The findings of this study have managerial implications for new product development and marketing, for marketing management, marketing communications and for understanding changes in consumer behaviour.

This study has provided an analysis of how packaging has progressed from being a functional requirement to being a symbolic requirement. Packaging was used formerly to protect a product from damage during handling in distribution to the end user. Packaging provides safety and ensures that food products are not contaminated. Today packaging is an important marketing tool. From a product development perspective this includes



incorporating new or additional health benefits and adding convenience to the product for consumers. Given that packaging may be the 'silent salesman', it has the potential to deliver messages and to influence consumers to buy products that they perceive as satisfying their needs for being healthy without compromising taste and preparation time.

Design of labelling is also an important finding in this study, as it attracts consumers first and then delivers messages that the brand is trying to convey as well as influence consumers' motivation to initiate a need. An important finding of this study is that photograph images used instead of illustration of images functions better as it plants imagery into the consumers' mind of the goodness of consuming the product, freshly made, steaming hot and etc. An implication of this study is that the consumer may not always desire to consumer product at the time of purchase and the intended use of the design of labelling as a motivator would then fail. Knowledge may also be useful for the consumer who are already actively seeking to consume healthier products and are searching for information on packaging at the point of purchase, therefore clear and concise designs on labelling will potentially increase their consumption of products that are positioned as healthy food products.

In order for these messages and communication to be effective, meanings must be shared by consumers at some basic level (Blumer, 1969). Marketers must also have a thorough understanding of consumers and the meaning of information on labels in order to improve their strategic marketing decisions, product positioning and target markets (Munger & Grewal, 2001). Marketers should exploit the use of persuasive communication, it comprises of various forms of marketing communication messages designed to enhance consumers' impression of the offer, consisting of verbal messages and personal verbal messages (Bird, Blem, Connett, Duckles, & Koekemoer, 2004). As such, marketers attempt to stimulate wants by supplying facts or by appealing to the consumer's imagination. Further developing and enhancing of the verbal and design on labels that have been identified in this research would influence and stimulate consumers' imagination and help them create habitual buying behaviour and healthy consumption behaviour. As illustrated in the findings, consumers can gain a sense of



satisfaction through photograph images of fresh products that portray a suggestion of how the product should be consumed instead of illustrated images. Communicating this in advertising communications, promotion or social marketing would encourage consumers to consume products that are healthier and beneficial to their health.

## 5.5 Limitations

Although this study has contributed to knowledge around labelling and packaging of food product, it is also vital to address some limitations that have occurred in this study. There are some changes made to labelling that are not voluntary by brands but by new regulations, however it is uncertain if brands have established the required need for such information on labelling before regulations are imposed.

The use of Freud's Theory of Motivation (Boeree, 2006) as an understanding to the consumer motivation has received many critique from researchers. However the focus of the research has assumed that consumers are motivated to be healthy through factors such as obesity and health related issues. The used of Freud's Theory of Motivation provides a general interpretation of how consumer's motivation is generated (Boeree, 2006). It is yet to be investigated if consumers are motivated to consume products linked to healthier benefits. This is a temporal limitation because of the scope of this study and it can be address with further in-depth research.

Another limitation of this study is that, a few products where being reviewed and compared. This is because, some product ranges have not existed at the beginning of the time frame of the study, therefore it has become difficult to compare labelling of these product ranges. To address the possibility of this limitation, the new product ranges are also analysed against products from the 1950s to 1960s in the same category in this study to ensure that important additional information are not left out in the study.

Additionally, the approach used to collect data for this study may influence the findings. Documents used for this study such as visuals and media output may not have accurate dates. The use of visuals and media outputs limits the study to epistemology of the



researcher as consumer's feelings and perception are not recorded. However, it is understood that it is not possible to collect data via focus groups and interviews as consumers may not be aware of the changes that have been made to labelling over the years. Their responses can be bias, inaccurate and may have different interpretations of experience which may lead the findings of the study astray. Therefore to address this possible situation, the findings of this study have been reviewed without the influence of consumers.

Limitations to this research can also be used as possible future research questions. A number of future researches are discussed in the next section.

## 5.6 Future Research

The study has created a starting point for extending research in the area of packaging and the changes that have influenced consumer behaviour and society. The scope of this study is extensive and a multitude of areas for future research can be examined.

The used of Freud's Theory of Motivation (Boeree, 2006) in this study functions as a lens of interpretation on understanding how consumer's motivation is generated. Therefore this study has assumed that consumers generally are motivated to consume healthily and are encouraged by signs and texts on labelling. Future research could examine the full process of how consumers become motivated. This also could suggest that consumers may not be motivated to consume healthily as assumed in this study but instead brands are motivated to change consumer's perception thus changing consumer's consumption behaviour. For example, researchers can explore if the design of labelling affect consumer's buying behaviour or do consumer's buying behaviour affects the information and design of the labelling?

Future research could attempt to replicate the approach of this study into other industries and product categories. There are significant amount of fast moving consumer goods that have established for decades and have gone through changes in their labelling to continuously appeal to consumers. For example, future research using the same



approach of this study to investigate the changes made to labelling Coca-Cola can and bottles.

A direction for future research is to adopt another framework and applying it to the area of reviewing the changes in verbal and design of labelling. Instead of a combination use of thematic and semiotic analysis, this study could be approached using content analysis, where changes are analysed through repetition of occurrence. The more occurrences of similar signs and text will conclude a new hypothesis of the direction and focus of packaging is heading to.

Another direction for future research is to attempt this study on a wider scope by exploring a brand or product that is widely available globally. This future research will provide an understanding of how packaging has globally revolved with the understanding of how consumer behaviour has changed globally. A large scale attempt of this study will enable marketers and researchers to identify global trends and predict future consumer behaviour. Regulations for labelling would differ compared to Section 2.3.2 and marketers respond to consumer behaviour at a larger scale would be significantly different.



## 5.7 Concluding Statement

This study is the first to explore the changes in packaging on a historical basis. The study addresses a gap in current knowledge about the focus of packaging towards a healthier focus. Previous research had focused on new packaging development and on the placement of signs or text that may affect consumer purchasing decision, and without recognising that changes in labelling can influence consumer behaviour and social values. Additional information provided on labels represents important messages from the brand to its consumers. However not all product labelling that contain important messages are deciphered by consumers. This is because of different consumer buying behaviours that can influence the consumer buying process. The study has used Freud's theory of motivation to generalize how consumer motivation is generated.

This study has achieved its research objective of identifying the changes made to labelling over the years. These changes are in the form of verbal and design elements that have simultaneously changed with consumer behaviour and social values. The findings of this study suggest that information on labels and packaging have moved from being a functional requirement to being a symbolic tool to represent health information and messages while creating a brand and customer relationship through the packaging. These symbolic signs and text are important to consumers. Consumers seek this information to reflect on their motivation to be healthier. They gain satisfaction from consuming Heinz Wattie's product which is deemed to have healthier benefits. The findings of this study show important themes that have occurred in packaging.

Despite the noted limitations of the study, this exploratory research builds on the growing knowledge in this field. As outlined in Section 5.6, the study could be extended for future research to develop a better understanding of how these changes to packaging influence consumer behaviour. It is hoped that such understanding will lead to solutions that ultimately address the consumption behaviour of consumers towards a healthier focus and curb diseases such as obesity



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## 7. APPENDICES

### 7.1 Heinz Wattie's Products

List of Heinz Wattie's branded products

Categories	Range	Size
Baby food	Fruit range	
	Apple & Mango	110g
	Apple, banana & berries (organic)	110g
	Apples	120g
	Fruity Apples	110g
	Fruity Pear	110g
	Fruit Salad	120g
	Pears	120g
	Fruity Pear & Apricot Swirl (organic)	110g
	Apple & Peach	120g
	Pear & Banana	110g
	Apples with Prune Juice	110g
	Pear, Guava & Strawberry	110g
	Pear & Kiwifruit	110g
	Vegetable range	
	Pumpkin & Sweet corn	110g
	Carrots & Rice	120g
	Sweet Baby Vegetables (organic)	110g
	Golden Vegetable Mash(organic)	110g
	Parsnips, Carrots & Kumara	110g
	Potato, Peas and Broccoli	110g
	Carrots, Broccoli & Sweet corn	110g



	Cereal Range	
	Rice Cereal	125g
Beans	<div>Baked Beans Beans</div> <div>Baked Beans Lite</div> <div>Baked Beans Chessy Tomato</div> <div>Baked Beans with Sausages</div> <div>Baked Beans with Meatballs</div> <div>Baked Beans with Steak and Bacon</div> <div>Baked Beans with Bacon</div> <div>Bean There ®Mexican</div> <div>Bean There ® Boston</div> <div>Chilli Beans Mild</div> <div>Chilli Beans Hot</div> <div>Salsa Chilli Beans</div>	<div>420g, 300g, 220g, 820g, 3x220g, 3x420g</div> <div>420g</div> <div>420g, 300g, 420g &amp; 820g</div> <div>420g</div> <div>420g</div> <div>420g</div> <div>420g</div> <div>420g</div> <div>420g</div> <div>420g</div> <div>420g</div>
Spaghetti	Wattie's Spaghetti in Tomato Sauce	220g, 3x220g, 300g, 420g, 3x 420g, 820g



	Wattie's Spaghetti Lite	420g
	Wattie's Spaghetti Cheesy	420g
	Wattie's Spaghetti with Sausages	300g, 420g, 820g
	Wattie's Spaghetti with Meatballs	420g
	Wattie's Spaghetti with Bacon	420g
	Wattie's Spaghetti Bolognese	420g
Canned Chicken	Chicken with Lite Mayo	85g, 160g
	Chicken with Lite Lemon Mayo	85g, 160g
Canned Fruit	Peaches Sliced in Clear Fruit Juice	410g, 820g
	Peaches Sliced in Light Syrup	410g, 820g
	Lite Peaches Sliced with No Added Sugar	400g
	Pear Quarters in Clear Fruit Juice	410g, 820g
	Pear Quarters in Light Syrup	410g, 820g
	Lite Pear Quarters with No Added Sugar	400g
	Fruit Salad in Clear Fruit Juice	410g, 820g
	Fruit Salad in Light Syrup	410g, 820g



	Lite Fruit Salad with No Added Sugar	400g
	Boysenberries in Syrup	425g
	Black Doris Plums	850g
	Nectarines Sliced in Clear Fruit Juice	410g
	Fruit Squirtz ® Apple & Mango	4 x 120g
	Fruit Squirtz ® Apple & Strawberry	4 x 120g
	Fruit Squirtz ® Apple & Blackcurrant	4 x 120g
	Fruit Squirtz ® Apple & Peach	4 x 120g
	Fruit Wobblies ® Diced Peaches in Mango Flavoured Jelly	4x 120g
	Fruit Wobblies® Diced Pears in Raspberry Jelly	4 x 120g
	Go Fruity™ Diced Peaches in Juice	4 x 120g
	Go Fruity™ Fruit Salad in Juice	4 x 120g
	Fruit N' Purée- Diced Pear & Peach in Pear and Passionfruit	4 x120g
	Fruit N' Purée- Diced Pear in Pear and Mango Purée	4 x120g
	Mango Slices in Light Syrup	425g
	Apricot Halves in Clear Juice	410g



	Sliced Apples	770g
Canned Vegetables	Whole Peeled Tomatoes in Juice	400g
	Whole Peeled Tomatoes in Juice with No Added Salt	400g
	Chopped Tomatoes in Juice	400g
	Chopped Tomatoes in Purée	400g
	Crushed and Sieved Tomatoes	400g
	Italian Style Tomatoes	400g
	Mexican Style Tomatoes	400g
	Savoury Tomatoes	400g
	Indian Style Tomatoes	400g
	Pesto Style Tomatoes	400g
	Roast Garlic & Onion Tomatoes	400g
	Basil Tomatoes	400g
	Moroccan Style tomatoes	400g
	Cream Style Corn	300g, 410g, 820g
	Whole Kernel Corn	300g, 410g
	Cream Style Corn with No Added Sugar	410g



	Whole Kernel with No Added Sugar or Salt	410g
	Baby Corn Cuts	410g
	Whole Kernel Organic Corn	410g
	Sliced Beetroot	410g, 820g
	Sliced Beetroot with No Added Salt	410g
	Chunky Beetroot	410g
	Baby Beetroot	410g, 820g
	Minted Peas	300g, 420g
	Asparagus Spears	340g
	Sliced Green Beans	410g
	Mushrooms Sliced in Pepper Sauce	220g
	Mushrooms Sliced in Butter Sauce	220g
	Button Mushrooms	184g
Cooking Sauces	Potato Bake Sauced Sour Cream & Chives	410g
	Cheesy Tomato & Herb Pasta Bake Sauce	410g
	Potato Bake Sauce Bacon & Cheese	410g
	Rich Tomato Butter Chicken	405g



	Creamy Butter Chicken	405g
	Korma	405g
	Just Add <sup>TM</sup> Butter Chicken	535g
	Just Add <sup>TM</sup> Cottage Pie	535g
	Just Add <sup>TM</sup> Country French Mince	545g
	Just Add <sup>TM</sup> Curry Mince	550g
	Just Add <sup>TM</sup> Devilled Sausages	550g
	Just Add <sup>TM</sup> Hearty Beef Casserole	530g
	Just Add <sup>TM</sup> Hearty Irish Stew	535g
	Just Add <sup>TM</sup> Hearty Savoury Mince	550g
	Just Add <sup>TM</sup> Italian Mince & Vegetables	535g
	Just Add <sup>TM</sup> Mexican Mince	535g
	Just Add <sup>TM</sup> Sweet & Sour Chicken	550g
	Just Add <sup>TM</sup> Sweet Apricot	550g
	PASTA SAUCES	
	Traditional Pasta Sauce	420g
	Tomato & Red capsicum	420g
	Traditional Pasta Sauce with Garlic	420g
	Garden Vegetable	420g
	Tomato & Onion	420g
	Tomato & Mushroom	420g



	Tomato & Herb	420g
	Chunky Arrabiata	400g
	Chunky Summer Vegetable	400g
	Chunky Tomato & Basil	400g
	Chunky Tomato & Roasted Garlic	400g
	Creamy Bacon & Cheese	400g
	Creamy Herb & Garlic	400g
	Creamy Mushroom & Herb	400g
	Tomato Paste Pizza Sauce Twin pack	2x 100g
	Tomato Paste Twin pack	2x 100g
	Tomato Paste	130g, 310g
	Tomato Purée	410g
	Tomato Purée with Garlic	260g
	Tomato Purée with Basil	260g
	Seasoned Tomato Purée	410g
	Tomato Purée	290g
	Wok Creations ® Malaysian Peanut Satay	125g, 210g
	Wok Creations ® Thai Coconut, Chilli & Lime	125g
	Wok Creations ® Honey Soy	125g, 210g
	Wok Creations ® Teriyaki	125g, 210g
	Wok Creations ® Sweet chilli & Lime	125g, 210g



	Wok Creations ®Chinese BBQ	125g, 210g
	Wok Creations ®Lemon, Ginger Sesame	125g
	Wok Creations ®Sweet & Sour	125g
		125g, 210g
Creamed Rice	Vanilla Creamed Rice	420g
	Vanilla Creamed Rice Fat Free	220g, 420g
	Chocolate Creamed Rice Fat Free	220g, 420g
	Banana Flavoured Creamed Rice Fat Free	220g
	Caramel Flavoured Creamed Rice Fat Free	220g
Frozen Foods	Choice Cut Green Beans	1kg
	Broad Beans	500g
	Whole Baby Green Beans	750g
	Sliced Green Beans	750g
	Baby Carrots	500g
	Corn Kernels	1kg
	Corn Cobs	1kg
	NZ's Favourite Garden Peas	1kg



	NZ's Favourite Minted Garden Peas	1kg
	NZ Favourite Baby Peas	750g
	NZ Favourites Minted Baby Peas	750g
	Free Flow Spinach	350g
	Steam Fresh™ Sensations Cajun Style Vegetables	400g (2x200g Steamer Bags)
	Steam Fresh™ Sensations Vegetables with Garden Style Herbs	400g (2x200g Steamer Bags)
	Steam Fresh™ Sweet Corn, Carrots & Broccoli	450g
	Steam Fresh™ Broccoli, Carrots & Sugarsnap Peas	450g
	Steam Fresh™ Carrots, Broccoli & Cauliflower	450g
	Steam Fresh™ Carrots, Supersweet Corn & Sugarsnap Peas	450g
	Steam Fresh™ Supersweet Corn, Broccoli, Baby Peas & Baby Carrots	350g
	Steam Fresh™ Baby Carrots, Cauliflower & Broccoli	350g
	Stir-Fry Chinese Style	750g
	Stir-Fry International Mix	750g
	Stir-Fry Sweet & Sour Mix	1Kg



	Stir-Fry Vegetable Mix	1Kg
	Baby Carrots & whole Baby Beans	750g
	Baby Peas & Supersweet Corn	750g
	Broccoli & Cauliflower Medley	650g
	Chuckwagon Corn Mix	750g
	Chunky Mix	750g
	Full of Beans	700g
	High Fibre Mix	700g
	Mixed Veges	1Kg
	Peas & Corn	750g
	Rainbow Mix	700g
	Romano Mix	750g
	Super Mix	700g
	Super-greens	700g
	Vitality Mix <sup>TM</sup>	700g
	Wok Creations Chinese Style	400g
	Wok Creations Malaysian Style	400g
	Wok Creations Vietnamese Style	400g



	Wok Creations Hong Kong Style	400g
	Honey Soy Chicken	300g
	Alfredo Chicken Penne	300g
	Thai Beef Curry	300g
	Creamy Tomato Chicken Penne	300g
	Creamy Garlic Chicken	300g
	Shepherd's Pie	400g
	Roast Pork Dinner	400g
	Roast Lamb Dinner	400g
	Roast Chicken Dinner	400g
	Roast Beef Dinner	400g
	Chicken Schnitzel	400g
	Bangers & Mash	400g
	Sweet & Sour Pork	250g
	Spaghetti Bolognese	250g
	Fish Pie	250g
	Macaroni Cheese	250g
	Cottage Pie	250g



Chicken Chow Mein	250g
Chicken and Mushroom Risotto	250g
Butter Chicken	250g
Beef Lasagne	250g
Chips Crispy Skins, the perfect Kiwi Chip	900g
Chips- The Crispy Crinkle Classic	1Kg
Chips – The Chunkier Chip	1Kg
Chips –Super Oven Chips	1Kg
Chips-Shoestring Fries	1Kg
Chips-CHUNKY Beer Batter Steak Cut Fries	700g
Kumara Chips	680g
Chips-CHUNKY Tempura Steak Cut Fries	700g
Rectangular Hash Browns	1.25kg
The Triangular Hash Brown	1kg
Round Hash Browns	1kg
Original Hash Browns	500g
Onion- Hash Browns	500g
Hash Brown Buttons	



	Bacon and Onion Hash Browns	700g
	Steam n' Mash	450g
	Homestyle Mashed Potato	450g
	Homestyle Mashed Potato – with Chives, Roasted Garlic and Pepper	700g
	Sage and Onion Roasters	700g
	Rosemary and Garlic Roasters	700g
	Southern Style Roasters	500g
	Wattie's Famous Potato Pom Poms	500g
	Original Potato Medallions	500g
	Potato Medallions with Cheese	500g
	Duchesse Potatoes	
Ready-to-Serve Meals	Wattie's Big Eat™ All Day Breakfast	410g, 430g
	Wattie's Big Eat™ Butter Chicken	410g, 430g
	Wattie's Big Eat™ Lamb Rogan Josh	410g, 430g
	Wattie's Big Eat™ Penne Pasta & Meatballs	410g, 430g
	Wattie's Big Eat™ Ravioli Bolognese	410g, 430g
	Beef & Vegetable Stockpot	410g



Peppered Steak & Onion Casserole	410g
Chicken, Bacon, Vegetable & Pasta Hotpot	410g
Italian-Style Tomato & Basil Tortellini	350g
Creamy Mushroom & Bacon Tortellini	350g
Creamy Pumpkin & Roasted Garlic Tortellini	350g
Sun-dried Tomato & Bacon Tortellini	350g
Creamy Carbonara Pasta Spirals	300g
Creamy Three Cheese Pasta Spirals	300g
Original CRUNCHY Potato Wedges	700g
Potato Jacket Wedges	1kg
CRUNCHY Tempura Potato Wedges	700g
Toasties Cheese Lovers	140g
Toasties Cheese and Onion	140g
Toasties Corn and Cheese	140g
Toasties Cheese, Ham and Onion	140g
Wrapz Mild Satay Chicken	170g
Wrapz Butter Chicken	170g
Wrapz Aromatic Thai Style Beef	170g



	Big Steakhouse Heat'n'Eat Burgers	480g
	The Original Steakhouse Burger Family Favourite	600g
	Original Steakhouse Burger – with Cheese	600g
Soups	Tomato	820g, 420g, 300g
	Tomato - Extra Rich & Thick	420g
	Tomato - with Diced Tomatoes	420g
	Tomato - Salt Reduced	420g
	Creamy Pumpkin	420g
	Creamy Chicken	420g
	Creamy Mushroom	420g
	Vegetable	420g
	Minestrone	420g
	Wattie's Very Special® Creamy Chicken	535g
	Wattie's Very Special® Creamy Corn	535g
	Wattie's Very Special® Creamy Pumpkin	535g, 290g
	Wattie's Very Special® Creamy Tomato	535g, 290g
	Wattie's Very Special® Tomato & Basil	535g
	Wattie's Very Special® Country Vegetable	535g



Wattie's Very Special® Kumara & Vegetable	535g
Wattie's Very Special® Italian Minestrone	535g, 290g
Wattie's Very Special® Tomato & Capsicum	535g
Wattie's Very Special® Pumpkin & Vegetable	535g
Wattie's Very Special® Spicy Winter Vegetable	535g
Wattie's Very Special® Moroccan Bean	535g
Wattie's Very Special® Thai Spicy Pumpkin	535g
Wattie's Very Special® Curried Vegetable	535g
Wattie's Very Special® Vegetable & Barley	535g
Wattie's Very Special® Country Chicken	535g, 290g
Wattie's Very Special® Chinese Chicken & Corn	535g, 290g
Wattie's Very Special® Mushroom & Chicken	535g
Wattie's Very Special® Sweetcorn & Chicken Chowder	535g
Wattie's Very Special® Pea & Ham	535g
Wattie's Very Special® Chicken & Vegetable	535g
Wattie's Very Special® Beef, Wine & Vegetables	535g
Wattie's Very Special® Beef, Vegetable & Pasta	535g
Wattie's Very Special® Tuscan Tomato, Bean &	



	Bacon	535g
	Wattie's Very Special® Lentil, Lamb & Vegetables	430g (Pumpkin Medley)
	Wattie's Very Special® Pumpkin Medley	430g
	Wattie's Very Special® Creamy Tomato	430g
	Wattie's Very Special® Winter Vegetable	535g
	Wattie's Big 'N Hearty™ Beef Hotpot	535g
	Wattie's Big 'N Hearty™ Chicken & Tomato Stew	535g
	Wattie's Big 'N Hearty™ Beef, Vegetable & Barley	535g
	Wattie's Big 'N Hearty™ Butter Chicken	535g
	Wattie's Big 'N Hearty™ Irish Stew with Lamb	535g
	Wattie's Big 'N Hearty™ Corn & Bacon Chowder	535g
	Wattie's Big 'N Hearty™ Peppered Steak	535g
	Wattie's Big 'N Hearty™ Ravioli with Tomato & Beef	535g
	Wattie's Big 'N Hearty™ Salami, Bacon & Pasta	535g
	Wattie's Big 'N Hearty™ Beef & Beer	535g
	Wattie's Big 'N Hearty™ Chicken, Vegetable & Pasta	535g
		430g (V/b/p)
	Wattie's Big 'n Hearty™ Vegetables, Beef & Pasta	



	Wattie's Big 'n Hearty™ Beef Hotpot	430g
	Wattie's Big 'n Hearty™ Chicken Hotpot	430g
	Wattie's Big 'n Hearty™ Butter Chicken	430g
	Wattie's Big 'n Hearty™ Beef & Vegetable	430g
	Wattie's Big 'n Hearty™ Steak, Vegetables & Ale	430g
	Wattie's Soup For One® Creamy Tomato	300g
	Wattie's Soup For One® Creamy Chicken & Vegetables	300g
		300g
	Wattie's Soup For One® Tomato	300g
	Wattie's Soup For One® Cream of Pumpkin	300g
	Wattie's Soup For One® Vegetables & Beef	300g
Table Sauces	Tomato Sauce Bottle	330g, 560g, 565g, 1.1kg, 4L
	Tomato Sauce Refill Can	300g, 575g
	Lite Tomato Sauce Bottle	555g
	Lite Tomato Sauce Refill Can	560g
	Homestyle Tomato Sauce Bottle	560g
	Homestyle Tomato Sauce Refill Can	570g
	Ketchup	560g



	BBQ Sauce	560g, 580g (BBQ)
	Steak Sauce	560g
	Sweet Chilli Sauce	560g
	Sweet & Sour Sauce	570g
	Wattie's® Bit on the Side® Absolutely Apple	300g
	Wattie's® Bit on the Side® Cracker Cranberry	300g
	Wattie's® Bit on the Side® Java Satay	300g
	Wattie's® Bit on the Side® Oriental Plum	300g
	Wattie's® Bit on the Side® Sweet & Sour	300g
	Wattie's® Bit on the Side® Sweet Chilli	300g
	Wattie's® Bit on the Side® Teriyaki	300g
	Wattie's® Bit on the Side® Fruit Tango Chutney	310g
	Wattie's® Bit on the Side® Onion Marmalade	310g
	Wattie's® Bit on the Side® Totally Tomato Relish	310g
	Wattie's® Bit on the Side® Vege Deluxe Pickle	310g
	Wattie's® Bit on the Side® Fruit Tango Chutney	310g

## 7.2 Heinz Wattie's History and Background

### HISTORY



## The Wattie's history – from humble beginnings to a global presence

Who would have thought that when Jim Wattie and his friend Harold Carr got together to form their small operation called J. Wattie Canneries Ltd, that they'd be making business history. This timeline shows how Jim overcame adversity on many occasions, and moved from one success to another.

It all started with some surplus fruit, Kiwi ingenuity and a dream

The Wattie's story began in Hawke's Bay in 1934. Fresh New Zealand produce was being wasted because of the prohibitive cost of transporting fresh produce from Hastings to the cities of Auckland and Wellington. James (Jim) Wattie and friend Harold Carr formed J. Wattie Canneries Ltd in 1934 and in 1935 started supplying pulped fruit from gooseberries, plums and peaches to be made into jam, which led in turn to the canning of peaches and pears.

### The first major challenges

In 1936, bad weather wiped out the crops of peaches and pears. Instead of importing fruit, Jim and Harold decided to grow and can peas and tomatoes. Many said peas wouldn't grow in Hawke's Bay and doubted that consumers would buy canned tomatoes. Jim's foresight proved correct. Wattie's peas soon became popular in New Zealand and the UK. Tomatoes were an immediate success, and quickly sold out.

### World War II

At the end of the 1930s, Wattie's' success was interrupted by the outbreak of World War II. Wattie's was called on to contribute to the war effort, with its operations being designated an essential industry by the Government. Almost everything that Wattie's could make was needed to feed the Allied soldiers – mainly canned rations.

### Kiwi Icons



When the war ended, the demand for canned meat and dehydrated rations slowed. So Jim led the company in a new direction, creating new products made from the natural produce that Wattie's specialised in. Tomatoes were added to a host of great ingredients to create the products that future generations of Kiwis would grow up with: Wattie's Tomato Sauce, Baked Beans, Spaghetti and Tomato Purée.

### Expanding to Gisborne

In 1950, Jim Wattie wanted to expand his range of products to include sweet corn. To expand, he needed another factory and to plant in the best corn-growing land in New Zealand – Gisborne. He convinced local farmers to plant corn, and then built a factory from scratch. Virtually overnight, Wattie's became the world's biggest frozen food manufacturer outside the USA. Soon after that, Wattie's began catching, processing and canning fish. When Wattie's became concerned with the amount of waste this industry generated, the pet food brands 'Felix' and 'Fido' were launched to use what had once been waste – another New Zealand first.

### The Golden Years

During the years after World War 2, electric fridge-freezers (introduced in the 1930s) were becoming more common, and Kiwis were looking for new products to fill them. Jim Wattie saw this as an opportunity to get into frozen foods. Because of Wattie's adoption of frozen technology, New Zealand vegetables became popular here and around the world.

### Bringing up New Zealand's babies

In 1958, Wattie's started production of its own lines of baby food. Jim immediately got involved with the world renowned Plunket Society. When Plunket gave their seal of approval to the new products, Kiwi mothers embraced the new range and sales were immediately strong. The relationship was reinforced in 1990, when Wattie's-Plunket Baby Foods were launched. Today, Wattie's helps to ensure Plunket's goals are met not



only by sponsoring the Society but by providing advice and support to young families through the Wattie's For Baby website .

#### A disaster turned into an opportunity

In 1962, a significant fire broke out on the King Street manufacturing site in Hastings. Luckily, no one was seriously hurt, but most of the factory was destroyed. Immediately, Jim Wattie moved into action to overcome this setback. Stocks of beans and tomatoes were dispatched to the Gisborne factory within six hours, and canning production restarted within 24 hours. His staff was so determined to get production going again that the first day's canned pea production was the biggest they'd ever achieved. In the aftermath of the destruction, the company took the opportunity to rebuild the factory and speed up planned expansions.

#### From Jim to Sir James Wattie

Jim Wattie, as he was always known, was knighted Sir James Wattie in 1966 for services to the food industry. This was considered just recognition for the considerable achievements in his lifetime. Sir James was a genuinely modest and generous man who, in accepting this great honour, characteristically recognised the contribution of many others he had worked with. He mentioned that he was a salaried man who considered himself only one of 24,000 New Zealand Wattie's shareholders, the great majority of whom were small investors. Factory workers recalled that Sir James regularly went through the factory talking to whomever he met and that he knew all employees by their first name. Local growers recalled him as a man who was 'hard, but fair and honest' in his dealings with them. Sir James stepped down as Managing Director of Wattie Industries Ltd in 1972 and handed the reins to his elder son, Gordon. His younger son, Ray, became Managing Director of the Wattie Canned division. Sir James Wattie passed away at his home on 8 June 1974. Tributes poured in from around the world.

#### Expanding South



With Wattie's growing so rapidly, Sir James Wattie (as he then was) had to solve the problem of the cost of transporting products across Cook Strait. The solution was to build a factory for frozen foods in Christchurch. Begun in 1969, this made Wattie's a truly national organisation. The site would become by far the largest pea-processing plant in New Zealand, and is believed to still be the largest producer of air-dehydrated peas in the world.

#### Goodman Fielder Wattie Ltd

In 1980, Goodman Fielder and Wattie Industries purchased shares in each other's companies beginning what was to become a close relationship. This was consummated by a merger in 1987 to create Goodman Fielder Wattie Ltd.

#### H.J. Heinz & Wattie's

In October 1992, the H.J. Heinz Company of Pittsburgh, USA, purchased Wattie's from Goodman Fielder for \$565 million, beginning an exciting chapter in the New Zealand Company's history. H.J. Heinz was established in 1869 by Henry J. Heinz and from its inception the company had a reputation for producing high quality nutritious foods. The H.J. Heinz Company produced many similar products to Wattie's, such as baked beans, soups, baby foods and sauces, and saw in Wattie's a company with similar values that would be a natural fit with its global business.

#### More growth

Wattie's purchased the nearby disused freezing works at Tomoana, Hastings, in 1995 and rebuilt the site into a modern food processing factory and distribution centre. Wattie's also purchased associated businesses, including in 1996 Craig's brand jams and canned beans and the Pacific and Hellaby's brands of corned beef, and in 1998 the ETA brand salad dressings and peanut butter (under licence) and the Bruno pet food brand. Over \$100 million was invested in upgrading the factories at King Street and Tomoana to meet the quality and price demands of international food markets. The



development of canned pasta sauces and new frozen products in the mid-1990s was boosted by the revolutionary *Food in a Minute*® television campaign. This series of short cooking programmes was designed to help Kiwis cook quick, easy and nutritious meals. Now hosted by Lana Garland, this concept has been developed further with the Food in a Minute website which since its inception has received more hits than any other food website in New Zealand.

## Environmental responsibility

In 1999, Wattie's established Kowhai Farm, an organic 57-hectare cropping farm run by the company in conjunction with Lincoln University. This profitable commercial scale mixed-cropping farm was used to research sustainable agriculture practices and methods of reducing carbon emissions, and to give grower suppliers ideas to adapt to their own farms.

## BACKGROUND

### Our Company

We've been a part of Kiwi families' lives since 1934. By helping Mum make meals that satisfy the family's taste buds, as well as their daily nutritional requirements we've been creating Kiwi favourites that have become staples in New Zealand households, and delivered to New Zealand, and the world, innovation through healthy food, packaging and environmental considerations.

That's why Kiwis keep coming back for more and stocking their pantries, fridges and freezers with Wattie's products – from soups, frozen and packaged fruit and vegetables and baked beans, to sauces, spaghetti, burgers, infant and toddler foods, cooking sauces, seafood, jams, dressings, simple tasty meal solutions and even pet foods.

We also supply the hospitality industry so that Wattie's fans can also enjoy our products when they're out and about. Some of the foodservice products we supply our hospitality



clients are Wattie's sauces, soups, curry bases, packaged fruit and vegetables, baked beans, dressings, jams, and seafood.

In addition to the foods we produce under the Wattie's brand, Heinz Wattie's also supplies products under a number of other well-known brand names such as Heinz<sup>®</sup>, Craig's<sup>®</sup>, Farex<sup>®</sup>, Eta<sup>®</sup>, Oak<sup>®</sup>, Good Taste Company<sup>™</sup>, Greenseas<sup>®</sup>, Complian<sup>®</sup>, Chef<sup>®</sup> and Champ<sup>®</sup>. With so many products, and such loved brands, it's easy to see how Wattie's has made its mark on New Zealand and the world. It's all good!

### Where it all happens

Today we have more than 1,900 people, in many different roles, with one thing in common: to work together to produce and supply New Zealand and the world with the highest quality foods. In Hastings, we make jams, dressings, soups, sauces, and burgers. We also have a separate site producing pet foods. At our original Wattie's factory site, we produce about 140,000 tonnes of fruit, vegetables, baked beans, spaghetti, soups, meals and sauces each year. In the South Island, we produce frozen, dehydrated and freeze-dried vegetable products.

### Our Best Investment-Our People

We think of Wattie's as a New Zealand investor in many ways. We invest in our people and by doing so, in New Zealand. As one of New Zealand's larger employers we aim to be responsive to the needs of our consumers, our customers and suppliers, each in their own way an important investment.

### LOCATIONS

Supplying the world with quality foods, all the way from New Zealand

So much goodness from such a small country. In some ways, it's hard to believe that from New Zealand, we contribute to meeting the world's demand for quality food products, and it's all done with around 1,900 people, across three New Zealand sites.



We work to maintain and further expand James Wattie's dream: to make great New Zealand produce available to everyone both here in New Zealand and to many customers overseas.

### Custodians of the Wattie's Brand

Perhaps one of the most important roles we hold collectively is that of custodian for the heritage and reputation of the Wattie's brand. The Wattie's brand is considered a New Zealand icon to many, so we take the job of 'guardian of the brand' seriously. We don't just look to the marketing department to do this—it's the job of every Wattie's employee, in every part of the company, in everything they do, to maintain the Wattie's standards James Wattie himself set out.

### Our Hastings Operations

This is where it all started. In 1934, James Wattie established the first Wattie's operation in Hastings. Here, we have two world class manufacturing facilities located in an area known around the world as one of the finest areas for producing fruit and vegetables.

The site known as, and located in King Street is the original home of Wattie's' operations. And it all started on King Street. Today, more than 500 permanent employees and up to 800 seasonal workers, produce a range of canned fruit and vegetables, frozen vegetables, baked beans, spaghetti, soups, sauces and organic vegetables for distribution throughout New Zealand and the world.

Our Tomoana factory has several different production facilities and employs around 230 permanent employees and up to 140 seasonal workers producing pet foods, jams, food dressings, soups, sauces and burgers. From this location, over 1200 product lines are also distributed via our Distribution Centre to our customers.

### Our Christchurch Operations



Our Christchurch factory is the only Wattie's site on the South Island of New Zealand. Here, we're dedicated to producing frozen, dehydrated and freeze-dried vegetable products, with 150 permanent employees and another 160 seasonal workers who join us between November and August.



## 7.3 Heinz Wattie's on Health and Wellness

### OUR FOODS

Heinz Wattie's makes a wide range of nutritious and wholesome products, from fruit and vegetables to baked beans and seafood. Food is more than a fun and tasty part of our day – making the right choices can also help us stay healthy throughout our lives.

We believe all foods can be enjoyed in moderation within a healthy, balanced diet. Variety, colour, flavour, texture and aroma, are all important components of good food to be enjoyed every day.

At Heinz Wattie's we're always interested in discovering new ways to make our products even more nutritious and appealing – from our Weight Watchers range for the calorie-conscious to our growing selection of reduced sugar and salt products. Here, you'll find an introduction to a range of foods produced by Heinz Wattie's and a summary of their benefits.

#### Fruit

For fresh taste and natural sweetness you can't beat fruit – they are also a great source of essential vitamins, minerals, antioxidants and fibre. Each fruit provides you different nutrients so eat a range of types and remember that fruit is always a great choice whether it's fresh, frozen, canned, dried or juiced.

#### Vegetables

As with fruit, vegetables are a nutritional goldmine packed with vitamins, minerals, fibre and phytonutrients. Various colours provide different nutrients and benefits, which makes a variety of vegetables in the diet important. Vegetables are generally low in sugar, salt and fat as well which make them an excellent choice. Frozen and canned vegetables are a great source of many nutrients as they're picked at their prime then



snap-frozen or canned as soon as possible to help lock in their natural goodness and taste without the need for any preservatives.

## Meat

You get so many nutrients in meat – including protein, B vitamins and minerals, especially iron in its most readily absorbed form – so it's recommended as part of a well-balanced diet.

## Pasta

Carbohydrates in pasta give you energy for life, growth and activity. For a healthy adult, it's recommended that about half your daily energy comes from carbohydrate-rich foods, like spaghetti and other pasta.

## Seafood

High in protein and generally low in fat, seafood is an excellent choice for any meal. Canned fish contains all the goodness of fresh fish, including the healthy benefits of omega 3 fats.

## Beans

Fabulous food for both young and old, beans (and other legumes) gives you iron, folate, protein and fibre – and they're rich in resistant starch that helps keep our digestive systems healthy. Baked beans (in tomato sauce) also give you lycopene, an antioxidant that helps protect against free radicals that damage body cells.

## Juice

Fruit juice provides water, energy as fruit sugars, and vitamin C. Children who consume juice are more likely to reach their daily fruit requirement than those who don't.



## Soup

Most people find it difficult to eat the recommended 3 serves of vegetables a day, but soup can make it easier. Our delicious soups have lots of vegetables as well as fibre to aid digestion from wholegrain pasta and legumes, including chickpeas, lentils and beans.

## READING FOOD LABELS

Food labels contain lots of detailed information to help you make the best informed choice for you and your family. At Heinz Wattie's, we take the depth and accuracy of the information we provide on our product labels seriously. All Wattie's products comply with the strict New Zealand laws in place for food labelling and composition that are governed by the Australia and New Zealand Food Standards Code ('the Code').

Some of the most useful things for the consumer to look out for on any Wattie's product label:

The order of ingredients on the **Ingredients List** tells you what's in the product on a descending scale, from most to least present (by ingoing weight). So, the first ingredient listed is what's in the product in the greatest amount. (e.g., navy beans in Wattie's Baked Beans), and the last ingredient listed is what's in the product in the smallest amount, such as any food additive or herbs and spices.

Certain **allergens**, as stated in the Code, are required to be listed on the label of a food if they are present as an ingredient, a component of an ingredient, food additive or processing aid, or where a risk of cross contamination has been identified. To find out which Wattie's foods are free from certain allergens visit [www.mfd.co.nz](http://www.mfd.co.nz)

There are 7 nutrients that must be shown on a **Nutrition Information Panel** – Energy, Protein, Total Fat, Saturated Fat, Carbohydrate, Sugars and Sodium. Other nutrients or components may also be shown if a claim is made about them on pack.



The consumer can use either the **per 100g** or the 100mL column in the nutrition information panel to compare the amount of nutrients in different products. It is important to also take into account the serving size the consumer is likely to eat.

**Best Before** dates are shown on packaged foods that are at their best if consumed within a specific timeframe, although you may not find one on foods that have a long shelf life (such as most canned foods).

**Use By** dates are only used on perishable foods such as milk or chilled fruit juices. These foods must not be consumed or sold after the Use By date.

The label will also always contain any cooking and storage directions, plus the manufacturer's contact details and a lot identification number so you can make contact if you have any problems with your product.

For more information about reading food labels, visit the [Food Standards Australia and New Zealand \(FSANZ\) website](#). All products produced or consumed in New Zealand are also governed by the NZ Food Safety Authority. To find out more information on their Food Regulatory programme their website is [www.nzfsa.govt.nz](http://www.nzfsa.govt.nz)

## BABY & TODDLER NUTRITION

Wattie's has a long history of providing nourishing foods for babies and toddlers. We know that food habits, preferences and behaviour are established early in life and contribute to good health throughout it. Because of this we're committed to providing the very best in early childhood nutrition by: developing healthy, Plunket-approved foods for babies.

Providing the latest information about baby and toddler nutrition to parents, through the Wattie's For Baby website

providing latest research on infant nutrition to healthcare professionals.



offering advice and support to nurses and health practitioners via the Infant Feeding Advisory Service.

For more information on baby and toddler feeding, visit the [Wattie's ForBaby website](#)

## NUTRITION POLICY

Good food is central to a healthy, happy life. At Heinz Wattie's we believe that good food should taste great and be good for you. Our nutrition policy is to provide tasty, convenient meal solutions, responsibly. This means responsible product development, as well as responsible marketing of our products to adults and children.

We set specific nutrient criteria to guide our product development team. And in certain categories, we offer alternative variants that are lower in sodium, sugar or fat. We also ensure our products, ingredients, labelling and claims are safe, factual and always backed by scientific evidence and comply with the strict [New Zealand standards](#).

At Heinz Wattie's we encourage following the Ministry of Health [healthy eating guidelines](#) which recommend eating a balanced diet from the following 4 food groups every day:

Vegetables and Fruit (at least 3 serves of vegetables and 2 serves of fruit every day)

Wholegrain bread and cereals (at least 6 servings each day)

Milk and milk products (at least 2 servings a day)

Meat or alternatives - legumes, fish, chicken, eggs etc (at least 1 serving each day)

Balancing your diet with physical activity will help you maintain a healthy body weight. We also encourage maintaining balance in your life between healthy eating, exercise, work, rest and time with family, friends and doing things you enjoy!



2011

**Pasta Sauce**

Use Wattie's Pasta Sauce as a rich tomato ingredient or as a base in hot/cold cooking sauces, soups and casseroles.

- ✓ NO ADDED FLAVOURS,
- ✓ COLOURS OR PRESERVATIVES
- ✓ 99% FAT FREE
- ✓ IMPROVED CHAMBER RECIPE
- ✓ RICH IN LYCOPENE - A powerful antioxidant that acts as an internal bodyguard.

**HOW TO MAKE EASY AND DELICIOUS SPAGHETTI BOLOGNESE**

Brown 350g lean mince. Add 1 can of Wattie's Extra Sauce and simmer covered for 20 minutes, stirring occasionally. Serve over hot spaghetti.

**Hints & Ideas**

- Use in lasagna or in any other pasta bakes.
- Add tuna & vegetables for a healthy pasta meal.
- Spread on pizza bases before adding your favourite toppings.
- Pour over corned beef, beef or pork shitzel. Top with ground cheese and bake until meat is hot.
- Add to your favourite creamy sauce recipe and top with mashed potatoes or kumara for a delicious cottage pie.

NUTRITION INFORMATION	
SERVINGS PER PACKAGE: 4	
SERVING SIZE: 125g	% DAILY VALUE*
TOTAL ENERGY	PER 100g TOTAL ENERGY
KJ4800	100%
PROTEIN	17.00g
FIBRE	4.5g
SATURATED FAT	0.1g
CARBOHYDRATE	0.0g
SODIUM	11mg
SUGARS	2.0g
VITAMINS	270mg
DIETARY FIBRE	Chipsy
CHOLSTEROL	Dough

**INGREDIENTS:** Concentrated Tomatoes (85%), Contains 100g of Tomatoes per 100g. Red Capsicum 30%, Onions, Sugar, Salt, Vinegar, Citric Acid, Food Colour K102, Ascorbic Acid, Iron, Zinc.

**DATE OF MANUFACTURE:** See date on label.

**FOR MORE INFORMATION:** Visit our website at [www.watties.co.nz](http://www.watties.co.nz).

**110 KING ST NORTH, HAMILTON, NEW ZEALAND**

**MADE IN NEW ZEALAND**

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# Wattie's®

since 1934

## Condensed Tomato Soup

NUTRITION INFORMATION	
Servings per package: 8*	Amount Per Serving
Serving size 20g	20g
Calories	215kcal
Total Fat	14g 28%
Sodium	44g 88%
Total Sugar	13g 26%
Total Protein	7g 14%
Total Fat	14g 28%
Sodium	44g 88%
Total Sugar	13g 26%
Total Protein	7g 14%

\*Other amounts are based on water.

**94% FAT FREE**

**THIS COULD TOWARDS YOUR DAILY FRUIT AND VEG**

**NO PRESERVATIVES**

\*One serving of soup plus one 20g ball of meat, from a packet of Wattie's Beef and Onion Goulash.

**INGREDIENTS:** Concentrated Tomatoes (91%), Sugar, Salt, Butter (Coar, Mezz (M&W) (40% Butter, Jusky Regulator (Sodium Bicarbonate), Salt, Natural Flavour (Cali.

**COOKING GUIDELINES**

STOVE TOP: Empty contents into a saucepan. Stir in 400 ml of water\*, and heat gently for 10 minutes stirring occasionally. **MICROWAVE (1000W):** Empty contents into a microwave-safe container. Stir in 400 ml of water\*, cover and heat on high for 4 minutes. Stir, cover and heat on high for a further 2-3 minutes or until hot. **FOR BEST TASTE:** Let the food stand for 30 seconds before serving to allow the flavours to develop. (Microwave some water in power and suggested times are guides only.)

**Method:**

1. Preheat oven to 180°C.
2. In a large bowl mix together the first 8 ingredients, add half the can of tomato's soup and season with pepper.
3. Spoon into a large loaf tin, allowing you have 1-2 cm space at the top.
4. Bake for 30 minutes, remove from oven and carefully drain any excess fat. Pour over remaining soup and return to oven to cook for a further 30-40 minutes. Remove from oven and use for 10 minutes before serving.

Wattie's welcomes your feedback on our products. For questions or comments please contact our Customer Support Team. Tel: 0800 633 052.

[www.watties.co.nz](http://www.watties.co.nz)

**Wattie's ESTD 1934**

**Made in New Zealand**

Packed by Wattie's Limited

5/3 New Street North, Hastings 4122

New Zealand

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**Serves 6 - 8\***

**Preparation Time: 10 minutes Cook Time: 70 minutes**

**Saucy Tomato Meatloaf**

**Ingredients:**

- 450g sausage meat
- 200g beef mince
- 1 1/2 cup soft bread crumbs
- 1 egg
- 1 onion, finely diced
- 1 tsp crushed garlic
- 1 cup dried Italian herbs
- 1 cup Wattie's Frozen Peas
- 820g Wattie's Condensed Tomato Soup

**Method:**

1. Preheat oven to 180°C.
2. In a large bowl mix together the first 8 ingredients, add half the can of tomato's soup and season with pepper.
3. Spoon into a large loaf tin, allowing you have 1-2 cm space at the top.
4. Bake for 30 minutes, remove from oven and carefully drain any excess fat. Pour over remaining soup and return to oven to cook for a further 30-40 minutes. Remove from oven and use for 10 minutes before serving.

**Tip:** If you don't have a large enough loaf tin, cook in a lasagne dish.

**For more great recipe ideas visit**

[www.foodinaminute.co.nz](http://www.foodinaminute.co.nz)

**99% FAT FREE**

**Recipe**

**Use me in Saucy Tomato Meatloaf**

**Food in a minute**



[illegible]



## 2011 Heinz Tomato Ketchup





## Supermarket Photographed Images









## 1950s-1960s Packaging





## 7.5 New Zealand Food and Safety

### Guide to comply with labelling requirements (*Te Pou Oranga Kai o Aotearoa*)

Front of Packaging	Description
Date marking	Date markings help consumers work out when the food they have purchased needs to be eaten by. Foods with a shelf life of less than two years must have a date mark. Foods that must be consumed before a certain date because of health or safety reasons need a 'use by' date. Food cannot be sold after this date. Foods that decrease in quality after a certain time and remain safe to eat can be labelled with a 'best before' date. Foods may be sold after the best before date.
Name or description of the food	It is important that customers know what they are about to buy. The name of the food must accurately describe the food, and must not be misleading. Some foods have prescribed names which must be used. These are fermented comminuted meat products, infant formula, and follow on formula and honey.
Name and address of the business	People need to know who to contact if something goes wrong. The address shown must be a physical location from which the supplier is operating. The supplier may be the manufacturer, importer, vendor or packer of the food. A post box or other type of postal address is not enough but can be used in addition to the physical address. It can, for example, be the street address of the processing site, head office or importing business.



General requirements	<p>Legibility</p> <p>The required information on labels must be easy to read and in English. The information must be in prominent type which is distinct from the background. Retailers or manufacturers may choose to present the required information in other languages too. In that case, the information in any other languages must not be different to the information presented in English.</p> <p>Labels must tell the truth</p> <p>Information on the label should be clear and accurate. It is illegal to include misleading information on the label. In most cases, health claims are not permitted on food products. See Fair Trading Act and Weights and Measures Regulations</p>
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Back of packaging	Description
Warning and advisory statements	<p>Warning statements are required if ingredients, such as aspartame, quinine, guarana, phytosterol esters, caffeine, propolis, royal jelly, unpasteurised milk and egg products have been used in the product. These warning statements need</p> <p>to have specific words, and the height of the words must</p> <p>be 3 mm or more. Certain foods, ingredients or components</p>



	<p>can cause severe adverse reactions in some people. Cereals with gluten, shellfish, eggs, fish, milk, peanuts, soybeans, tree nuts, sesame seeds and added sulphites are some commonly</p> <p>known sources of allergens. Even if these are present in negligible amounts in the food they must be declared. These are usually declared in the ingredients list.</p>
Ingredients list	<p>Listing the Ingredients helps consumers get a better idea of what is in the food. This is particularly important for people on special diets. All ingredients must be listed from greatest amount to smallest by ingoing weight, including added water.</p>
Percentage labelling	<p>Percentages of the characterising ingredients must be included in the ingredients list. This helps consumers compare similar products and make informed choices. A characterizing ingredient is one that is mentioned in the name of the food, is usually associated with the name of the food, or is emphasised on the label of the food (eg in a picture). Some examples of characterising ingredients are fruit in jam, apple in apple pie, milkfat in ice cream, cocoa solids in chocolate.</p>
Nutrition information panel	<p>Most packaged foods require a Nutrition Information Panel. It tells consumers the amount of a nutrient the food supplies to their diet and allows them to compare between foods. Typically the nutrition information panel includes information on the levels of energy (kilojoules), protein, total fat, saturated</p>



	<p>fat, carbohydrate, sugars and sodium, as well as any other nutrient that relates to a claim on the label. This information has to be presented as prescribed in the food standards.</p> <p>Example of a blank Nutrition Information Panel</p> <table><tr><th colspan="3">NUTRITION INFORMATION</th></tr><tr><td colspan="3">Servings per package: (insert number of servings)</td></tr><tr><td colspan="3">Serving size: g (or mL or other units as appropriate)</td></tr><tr><td></td><td>Quantity per Serving</td><td>Quantity per 100g (or 100mL)</td></tr><tr><td>Energy</td><td>kJ (Cal)</td><td>kJ (Cal)</td></tr><tr><td>Protein</td><td>g</td><td>g</td></tr><tr><td>Fat, total</td><td>g</td><td>g</td></tr><tr><td>- saturated</td><td>g</td><td>g</td></tr><tr><td>Carbohydrate</td><td>g</td><td>g</td></tr><tr><td>sugars</td><td>g</td><td>g</td></tr><tr><td>Sodium</td><td>mg (mmol)</td><td>mg (mmol)</td></tr><tr><td>(insert any other nutrient or biologically active substance to be declared)</td><td>g, mg, µg (or other units as appropriate)</td><td>g, mg, µg (or other units as appropriate)</td></tr></table>	NUTRITION INFORMATION			Servings per package: (insert number of servings)			Serving size: g (or mL or other units as appropriate)				Quantity per Serving	Quantity per 100g (or 100mL)	Energy	kJ (Cal)	kJ (Cal)	Protein	g	g	Fat, total	g	g	- saturated	g	g	Carbohydrate	g	g	sugars	g	g	Sodium	mg (mmol)	mg (mmol)	(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	g, mg, µg (or other units as appropriate)
NUTRITION INFORMATION																																					
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sugars	g	g																																			
Sodium	mg (mmol)	mg (mmol)																																			
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	g, mg, µg (or other units as appropriate)																																			
Use and storage directions	<p>If specific storage conditions are required in order for a product to keep until the date mark, these must be on the label. For example, chocolate biscuits might be labelled “store unopened in a cool dry place, away from direct sunlight”. Directions for safe use must also be given. For example, raw bamboo shoots and raw sweet cassava must be labelled with a statement indicating the required cooking instructions to make these foods safe to eat. Any food requiring special use or storage conditions for reasons of health or safety will need to be labeled with that information.</p>																																				