

Serving sizes to encourage responsible consumption have come to the fore in recent years with terms such as “portion control” and “portion guidance” being widely used. Reduced product size is one way to achieve portion control/guidance. However, an alternative is the introduction of reclose packaging solutions on multi-portion packs.

26.6.1 Tablets/blocks

Chocolate tablets and blocks are often segmented with one or more segments being a single serving (see Figure 26.18). Aluminium foil and paper label formats provide a natural reclose feature. However, an increasing number of mainstream tablets have moved to flow wrap packaging formats with no natural reclose feature. With the move to flow wrap packaging more inventive methods of reclose have been developed, many of which have been patented (e.g. cold seal adhesive easy open and reclose features; see Figure 26.19) and transverse label opening and reclosing.

Chocolate countline products sold in bars, sticks, minis or other individually packed formats are typically uncut or unsegmented, with the entire product being one serving (see Figure 26.20). Methods to achieve portion control/guidance for countlines include several pieces in the same flow wrap (bar pre-cut in pieces), segmented bars or bars with clear indentation for intuitive portioning. Twist to reclose has become one of the easiest solutions to achieve reclose for these formats (see Figure 26.21).

26.6.2 Nibbles

These are small pieces of “bite sized” confectionery and may be chocolates with filling, ingredients or solid chocolate, individually unwrapped and often sold in bags. A number of patented reclose solutions have appeared in recent years.

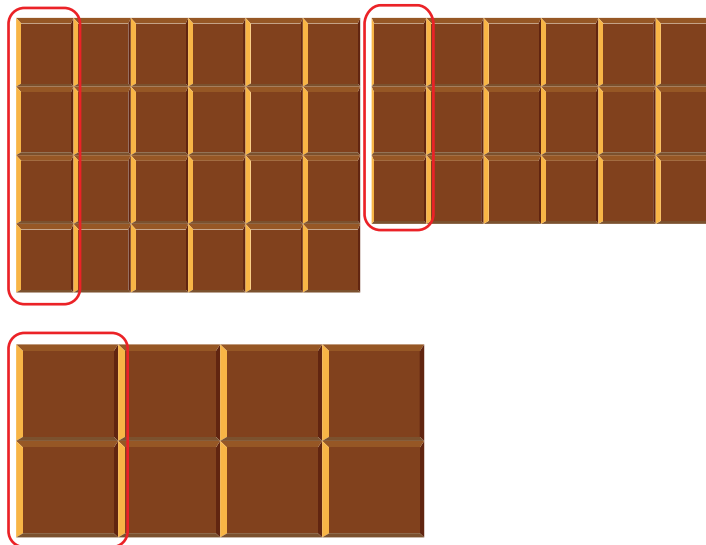


Figure 26.18 Chocolate tablet portions.



Figure 26.19 Cold seal easy open and reclose.

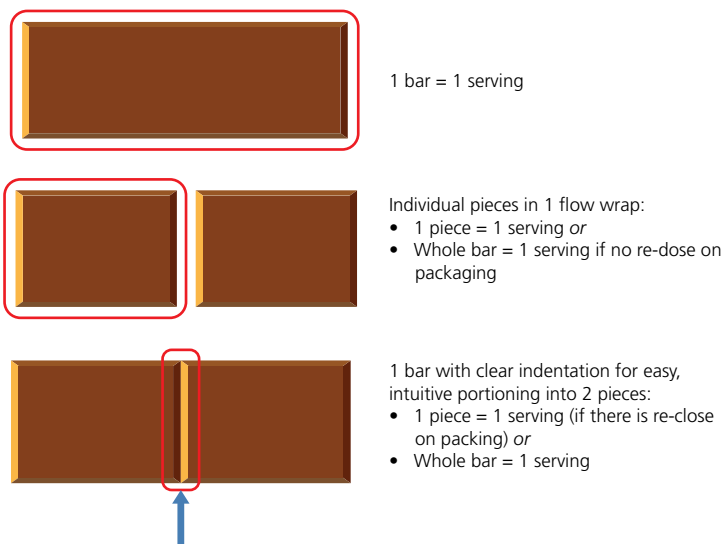


Figure 26.20 Portion control for countlines.

However, the two most common solutions for reclose are still the self-adhesive label (see Figure 26.22) and the zipper system.

In summary, three guiding principles for effective portion control and guidance with packaging are:

- 1 Communicate a responsible message in a way that consumers can relate to.
- 2 The design to be intuitive and engaging, decreasing waste without adding complexity.
- 3 See packaging as part of a system, that is product and packaging must be designed together to deliver effective portion control.