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A well-known quote says that first it is “eaten with the eyes”. The original, attractive external appearance of foodstuffs creates preconditions to contribute creatively in a sector that is constantly growing and developing.

A foodstuff with a new and original design helps to differentiate it from those of competitors; respectively, this brings an added value to the product and also an increase in the profit of the producer by satisfying the demands/needs of the consumer.

A foodstuff must meet concomitantly both the physiological and psychological needs of the consumer. The appearance of foodstuffs must combine functionality and aesthetics best.

Thus, as industrial design can be registered from pastry, confectionery, ice cream products to dairy, meat and fish products, etc.



[1]

Source URL: https://agepi.md/en/news/protection-external-appearance-foodstuffs