



Section 3, Name of the food

In this chapter, you will learn:

- ▶ Requirements for the name of the food

Requirements for the name of the food

A suitable name for a food is short and accurate.

The name should indicate the type of food in question.

What type of name should be used for a food?

1. Name laid down by legislation

The name of the food should be the name laid down by EU legislation.

If no such name exists, the legal name prescribed in Finnish law may be used. Legal names have been prescribed for foods such as spreadable fat and milk and milk products, such as cheese, butter and yoghurt.

2. The established name used

If no legal name exists for a food, the established name used in Finland should be used. These include names accepted by consumers in the region where the food is sold, such as rye bread, French bread, squeaky cheese, Finnish cardamom sweet bread, mead, traditional Finnish *mämmi*, liver pudding,

pizza, lasagna, spaghetti, ravioli, tortellini, taco, pâté and muesli.

3. Descriptive names

If no legal name or the established name used in Finland exists for a food, you should use a name that describes the food and indicates how it should be used, if needed. The name should be clear enough that people understand the food's true nature and can distinguish it from others that it could be confused with. In this case, the food is usually named based on expressions that describe its main characteristics as follows:

Typically, the name includes the main ingredients in the food, such as:

- apple and sea buckthorn muesli,
- custard pastry,
- jam donut.

If an ingredient affects the food's quality and properties, this should also be indicated in the name as in the following examples:

- herring in tomato sauce / herring in oil,
- strawberry jelly roll, where the taste is derived from strawberries / strawberry-flavoured jelly roll, where the taste is derived mainly from wild strawberry flavouring.

A food's name should indicate its physical state (such as orange drink (drink=liquid) or a certain form of processing it has undergone, such as grinding, freezing, freeze-drying, concentration or smoking, if this information is important to the consumer; for example:

- Orange juice / Concentrated orange juice
- Black pepper / Ground black pepper
- Fish soup / Frozen fish soup

Name of the food and brand name

The name of the food is not the same as its commercial brand name or trademark. Brand names and trademarks are optional labels, and cannot substitute the name of the food.

Below are examples of brand names and names of foods.

Brand name - Optional	Name of the food - Mandatory
Reissumies	Wholegrain rye bread
Tropic	Orange juice
Jenkki	Xylitol chewing gum

For further information, see sections 6.1 and 7.1 of the Food Information Guide for Food Supervisors and Food Operators (in Finnish and Swedish).

You can test your knowledge with the revision exercises found in Section 11 of this guide.

Summary

- ▶ Foods must be given a short and precise name that describes your product.
- ▶ The name of the food is different from your product's brand name.