

## The label and package in relationship with the food products communication

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**Abstract.** In the marketing activity of a firm, especially in the food industry sector, an important role is owned by the product communication. In the food product management, as in any other domain, the communication can be explicit or/and implicit.

The study presents the role of label and package in the food products communication in a competitive environment.

As in the case of the other product categories, the implicit communication is based on the usage of more language types, like: verbal language, body language, space language and the language of colours and objects.

In the establishment of the adopted communication strategies, an important role is owned by the gathered information; moreover, there is emphasis on the practiced internal and inter-organizational means of communication.

*Keywords:* communication, food, consumer, language.

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