

packaging to be thrown away, the environmental impact of the packaging material, packaging safety etc. are all examples of the service content a product may or may not have.

At times the service content contrasts with other qualities. Just think of long-life milk, which has an increased lifespan at the expense of a reduced nutritional and sensorial quality. At other times, however, the service content strengthens other qualities; one lucky example of this is, indeed, coffee, which, if pressurized in inert gas, not only lasts three times as long, but also undergoes a considerable strengthening of its aroma content.

1.4.4 Conformity certifications

The fact that our society is more mature regarding producer responsibility in guaranteeing product safety has led to the development of both horizontal and vertical regulations in the food sector:

- 1 European Directive 85/374, 25 July 1985 (EC Official Gazette n. L210 – 7 August 1985) is concerned with the liability for faulty products (which applies also to all non-food sectors).
- 2 The cornerstone of the European regulations on the hygiene of food products is European Directive 93/43/EEC, 14 June 1993 (EC Official Gazette n. L175 – 19 July 1993), which focuses on prevention by prescribing obligatory internal audits, assigning responsibility to manufacturers by imposing the analysis of critical control points – Hazard Analysis Critical Control Point (HACCP) – and requiring the drawing up of a manual of correct hygiene practices as a function of the type of products and processes and the characteristics of the manufacturer.
- 3 All the vertical regulations regarding disparate food products as a function of their critical state are coupled up with this horizontal set of regulations. Genetically Modified Organisms (GMOs), which so far do not include coffee product, are regulated by numerous directives and regulations; their presence in a food is among the situations most critically perceived by consumers.

1.4.5 Quality and the general food law

As a consequence of the recent European Regulation 178/2002/EC (General food law), 28 January 2002 (EC Official Gazette n. L31 – 1 February 2002), which states the principles and general requirements of