



Handbook of Beverage Packaging (Sheffield Food Technology)

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The beverage industry has moved in leaps and bounds over the last decade, with packaging-especially PET-playing a major role in helping to reshape the market and, indeed, the industry. The basic function of a package is to identify the product and carry it safely through the distribution chain to the final user. The successful package supports the brand through differentiation at the point of sale, preserves quality and prevents physical damage, but it may also facilitate the use of the product, be re-usable or have an after-use. Handbook of Beverage Packaging is written by a team of authors from major packaging organizations and major brand companies, providing a first-stop source of concentrated information on the wide range of packaging options available to the beverage processing and packaging technologist. It covers all of the main beverage packaging formats and the interface between these formats and the packaging equipment. Primary packages and the packaging materials used in the beverage industry are discussed in detail, together with processing guidelines.

Features

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