"Informing and advertising? The blurring boundaries of consumer protection law for food products"

Consumer choice of food products focuses more and more on their characteristics, with specific reference to quality, nutritive or healthy effects, and very difficult and thus useless is to distinguish between information and advertising. The Authority enforcement activity under the new unfair commercial practice legislation (Dir. CE 29/2005 that has modified the Consumer Code), reflects this unified approach, having had as primary object health and nutritional claims, as well as information on the origin, component and tipicity of food products.